# Onchain Style Guide

1. [Brand Voice](https://docs.google.com/document/d/1tN-uzkrKCn6IIB_K_kBUuPEKTqnE5j92TNWMll4cqqE/edit?usp=sharing)
2. [Content Types, Format, Elements](https://docs.google.com/document/d/1HT7K9fbiHPArgpwfGr0CL1XzwX2AhSV_1X8R6oG7keY/edit?usp=sharing)
3. [SEO](https://docs.google.com/document/d/1umC4vgP9PI9G8u5ZEczHwmXpMHEcphbjYA-PuTq3MK0/edit?usp=sharing)
4. [Grammar & Punctuation](https://docs.google.com/document/d/1xloKoisJVbF28xe7JrwEXH5pOfVimHhs0ccA_26YNyE/edit?usp=sharing)
5. [Special Terms](https://docs.google.com/document/d/1XO8U9yofKQ-QLJAnOjk69izTUtarVMbPQBZrjfkffao/edit?usp=sharing) (feel free to add)
6. [Editing Checklist for Magazine Articles](https://docs.google.com/document/d/1nwHXsGHrfsS8AOuxFlh_d4i7EvGm4pOObnvegiLw9MY/edit?usp=sharing)
7. [Glossary](https://onchain.org/onchain-glossary-blockchain-web3/) (to add terms please contact Chris)