

Style guide

Note: I created this sample style guide to demonstrate my ability to create a clear, scalable guide for teams across a company. My audience is the employees at a fictional pet sitting company. The style guide is based on best practices in content strategy, technical writing, and brand consistency, and can easily be adapted for different organizations. This one's just a high-level version to give you a feel for my overall approach in creating a (concise) style guide.

Happy Tails style guide

Introduction

- **Brand's story:** To tell the reader what our company's story is all about.
- **Purpose:** To provide consistent writing guidelines for all Happy Tails public content.
- **Audience:** Writers, editors, marketers, support, product managers—anyone creating public content for Happy Tails.
- **Scope:** Applies to the Happy Tails website, official social media accounts, support content, emails, and more.
- **Voice:** Trustworthy, professional, approachable, empathetic.

Voice and Tone

- **Website:** Trustworthy, friendly, knowledgeable, empathetic
- **Client documentation:** Active voice, direct, clear and concise
- **Marketing:** Enthusiastic, trustworthy, inspiring.
- **Support:** Empathic, calm.

Grammar and Mechanics

- **Oxford Comma:** Required
- **Tense:** Present tense is preferred; past tense may be used in approved situations.

Company Terminology

- **Product Names:** Capitalized and used consistently.
- **Preferred Terms:** Use client or dog parent.

Formatting and Structure

- **Headings:** Use sentence case; follow H1 > H2 > H3 hierarchy
- **Lists:**
 - Bulleted for unordered content
 - Numbered for steps or sequences

- **Callouts:**
 - Note: Tips, context
 - Caution: Warnings, prevent errors
- **Formatting Rules:**
 - Use **bold** for UI elements and buttons.
 - Use *italics* for emphasis or examples.

Inclusive and Accessible Language

- Use gender-neutral language (they, everyone).
- Avoid idioms, slang, or jargon.
- Ensure alt text for all visuals.
- Write accessible link text.

Punctuation and Capitalization

- **Headings:** Sentence case unless proper nouns.
- **Dashes:** Use em dashes (—) without spaces.
- **Quotes:** Use double quotation marks; single for nested.
- **Caps:** Use Title Case only for proper nouns and branded names.

If you have any additional questions about the Happy Tails style guide, contact marketing@happytails.com.

Note: *There are many more aspects of a style guide; logos, favicons, and other client-facing specifications. For the purposes of this guide, I kept it simple; however, I'm happy to expand on it if needed.*