**Content Style Guide**

# Introduction

## Who is the guide for?

This style guide was created to guide staffs and ensures consistent content across teams and channels. This guide goes beyond basic grammar and style points. It’s not traditional in format or content. We break a number of grammar rules for clarity, practicality, or preference. We’ve divided the guide by topic based on the types of content we publish, so you can reference it as needed or browse in order. The entire guide is searchable, so you can go straight to the item you’re looking for. If you work at another organization, we invite you to use and adapt this style guide as you see fit. We welcome any feedback for improving the guide.

## What is Content Style Guide?

A content style guide is a living set of documents, an organized set of **guidelines and rules** that break down brand personality, and how it is (and isn’t) expressed through your content specifically for the company. A style guide helps clarify a company's voice, look, and identity. It also ensures that the brand is memorable and consistent over time.

# Writing Goals and Principles

# Voice and Tone

## Brecat’s Voice

## Brecat’s Tone

## Brecat’s Style