



Editorial Style Guide for Poppin Joe's™ Gourmet Kettle Korn

By Lillian Turner; September 29, 2024

Introduction:

The purpose of this guide is to standardize the writing principles and visual elements of the Poppin Joe's™ brand. We will be outlining the following items:

- [Style Book](#)
- [Design Elements](#)
- [Image Guidelines](#)
- [Writing Guidelines](#)

By making these elements of our site and social media presence consistent, we will increase our credibility and refine our brand image, improving customer appeal and kettle corn sales overall.

Style Book:

CHOSEN STYLE BOOK: [Associated Press Stylebook](#)

(For a quick overview, click [here](#).)

While this style guide will prioritize a casual tone in line with the Poppin Joe's™ brand to deepen our customer connections, the AP Stylebook above will outline general grammar, punctuation, and formatting rules. Turn to the AP Stylebook when your more specific writing mechanics questions are not answered in the Poppin Joe's™ style guide.

Design Elements:

Outlining design elements such as [colors](#), [typography](#), and [logo usage](#) ensures consistency and reinforces the Poppin Joe's™ brand image across all platforms, making it instantly recognizable and cohesive. These guidelines help maintain a professional, unified look that builds trust with our audience.

COLORS:



The above color scheme is a condensed and subtler version of the June, 2019 Poppin Joe's™ color scheme. A white background (#FFFFFF) should always be used to increase contrast between it and other visual elements, like text, images, or logos. Body text should always be black (#000000), titles and subtitles should be burgundy (#730220), and text headings/image captions should be gold (#F5A430). The lighter yellow color (#FFDF8D) may be used for visual accents.

TYPOGRAPHY:

In the June, 2019 website, Poppin Joe's™ uses **Gill Sans Nova Bold & Extra Bold** for our brand logo, and **Lucida Sans Normal & Bold** for the rest of our text in the website. These fonts work together and are easy to read, but they are not as eye-catching or aesthetically pleasing as they could be.

From now on, Poppin Joe's™ will use the following typography guidelines:

- **Titles:** Figtree Extra Bold, 30 Point Font, Burgundy (#730220)
- **Subtitles:** Figtree Bold, 20 point font, Burgundy (#730220)
- **Headings/Image Captions:** Figtree Semi-Bold, 15 point font, Gold (#F5A430)
- **Body Text:** Merriweather Light, 12 point font, Black (#000000)

All-capitals or italicized words will never be used, except when outlined in the [AP Stylebook](#). An example employing the above typography and color guidelines is below, utilizing content from the June, 2019 Poppin Joe's™ site homepage:

Poppin Joe's™ Gourmet Kettle Korn

Welcome!

Poppin Joe's™ is old-fashioned, homemade, Gourmet Kettle Korn with amazing flavors that are always fresh, always tasty, and always satisfying.

LOGO USAGE:



The Poppin Joe's™ logo (above) must be seen on **every page** of the Poppin Joe's™ website. It is acceptable to employ the Poppin Joe's™ logo at the top of every site page, for a social media icon, header, or footing, and for communications headings or footers.

The logo should **never exceed 280 x 280 pixels**, and it should **never be smaller than 100 x 100 pixels**. Furthermore, the logo should **always be scaled proportionally**; it should never be stretched, compressed, or distorted.

Maintain a **clear space** at least equal to the height of the logo's 'P' on each side of the logo to ensure clarity and a lack of interference from other visual elements.

It is acceptable for the logo to be against any background that shows enough **contrast**. For example, a white background or the light-colored kettle corn background at the [top](#) of this style guide both show enough contrast for the logo to “pop” noticeably.

The Poppin Joe's™ logo should always be **centered**, except for when used solely in email sign-offs, in which case the logo should be left-justified.

Image Guidelines:

Images used on Poppin Joe's™ website and social media should adhere to the following standards to reinforce the brand's credibility and maintain a polished image.

QUALITY:

All images should be clear and high quality; no images should have resolution lower than **300 ppi**.

SIZE:

Images should be small enough to view on a computer screen without having to scroll, but they should also be large enough for the viewer to understand what they are seeing. An image **width between 600 px and 1200 px** is ideal.

CAPTIONS:

It is not necessary for all images to have captions, but it can be helpful. Captions should adhere to the [AP Stylebook](#), [Text Headings/Image Captions Typography Guidelines](#) above, and [Writing Guidelines](#) below.

Here is some helpful information to include in image captions:

- Name(s) of person(s) in image
- Explanation of what is happening in image
- Location, if relevant
- Image credits

Keep captions as brief and concise as possible. **Fewer than 30 words** is the ideal length.

ACCEPTABLE CONTENT:

All images used on Poppin Joe's™ website or social media should be **family-friendly**, reinforce the **brand values** of inclusivity and positivity, and be **business-relevant**.

Writing Guidelines:

BRAND VOICE AND TONE:

In all text, Poppin Joe's™ should use a **friendly, approachable tone** with a **touch of humor** to most effectively connect with our customers. Utilizing simple, clear language communicates our messages in the most accessible way while increasing our credibility.

HOW TO REFER TO BRAND:

Always refer to Poppin Joe's™ as "Poppin Joe's™." Abbreviations like "PJ's" get confusing. Reinforcing our brand image using consistency and professionalism to maintain our credibility is worth the effort to type a few extra letters.

While it is not legally necessary to include the trademark symbol (™) after we use our brand name, it can be beneficial. Using it reinforces our business's legitimacy, ultimately increasing the customer's trust in Poppin Joe's™.

BEST PRACTICES:

While all of these writing guidelines should be kept in mind no matter what platform Poppin Joe's™ posts on, the below categories will have slightly different practices.

Social Media: Use a casual, humorous tone and short, engaging posts to most effectively connect with our customers over social media. Respond and converse to customer tags and mentions, and promote Poppin Joe's™ products. We want to keep our content family-friendly, positive, and inclusive to appeal to all kinds of people.

Website Content: Use clear and concise language and keywords for SEO (search engine optimization). We want as many people to find Poppin Joe's™ as possible, but we also want our content to be polished. Adhere to the [Voice and Tone Guidelines](#) above. Utilize a humorous tone when appropriate to increase customer engagement, but prioritize content clarity over humor.

TENSE:

All Poppin Joe's™ text should be written in the **present tense**, unless it recounts previous events. Utilizing the present tense helps the customer feel more connected to the brand, as they imagine themselves moving with us as opposed to watching us from afar.

Present tense text is also the easiest to understand. We want our customers to put as little effort into truly understanding the Poppin Joe's™ essence as possible.

POINT OF VIEW:

All Poppin Joe's™ text should be written from a **first-person point of view**. This first-person point of view is not tied directly to a specific person associated with the company, like Joe, but it reads as if anyone who works for/with Poppin Joe's™ could have written it.

Writing from the first-person perspective helps further connect the customer to the brand, as it helps them feel like they truly know the owner(s) and employees.

GRAMMAR/MECHANICS:

The AP Stylebook grammar guidelines will be followed for all text, with one exception: the **Oxford comma**. While the AP Stylebook does not utilize the Oxford comma, all Poppin Joe's™ text **must utilize it** when listing three or more items.

DON'T: Poppin Joe's™ sells five flavors of Kettle Korn: Old-fashioned, Cinnamon, Cheese, Karamel and White Cheddar.

DO: Poppin Joe's™ sells five flavors of Kettle Korn: Old-fashioned, Cinnamon, Cheese, Karamel, and White Cheddar.

Utilizing the Oxford comma adds sentence clarity and helps readers avoid confusion.

Concise Summary:

STYLE BOOK:

AP Stylebook

COLORS:

- Burgundy (#730220)
- Gold (#F5A430)
- Light Yellow (#FFDF8D)
- White (#FFFFFF)
- Black (#000000)

TYPOGRAPHY:

- **Titles:** Figtree Extra Bold, 30 Point Font, Burgundy (#730220)
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- **Body Text:** Merriweather Light, 12 point font, Black (#000000)

LOGO USAGE:

- On every page of the website
- 100 x 100 pixels < Logo < 280 x 280 pixels
- Space surrounding the logo equal to the height of the 'P' in the logo
- Against a contrasting background
- Centered in all situations other than email sign-offs, where it is left-justified

IMAGE GUIDELINES:

- **Quality:** All image resolutions above 300 ppi
- **Size:** Image width between 600 and 1200 pixels
- **Acceptable Content:** Family-friendly, inclusive, positive, and business-relevant
- **Captions:** Not necessary, but helpful; include who/what/where information

WRITING GUIDELINES:

- **Brand Voice and Tone:** Friendly, approachable, touch of humor.
- **How to Refer to Brand:** Poppin Joe's™
- **Best Social Media Practices:** Casual, humorous tone; short, engaging, informative posts
- **Best Website Practices:** Clear/concise language, SEO keywords, employ Voice/Tone guidelines listed above
- **Tense:** Present tense, except when recounting past events
- **Point of View:** First-person, reads as if any Poppin Joe's™ employee could have written it
- **Grammar/Mechanics:** All AP Stylebook guidelines, but DO use Oxford comma

Conclusion:

This concludes the Poppin Joe's™ Style Guide. By utilizing these standards and principles, we can refine our brand image into a more credible, aesthetically pleasing, and customer-connecting one. Let's get popping!