HOW TO CREATE A STYLE GUIDE

The Food Writing School

HOW TO CREATE A STYLE GUIDE

WHAT   A style guide is a document that lists all the elements of your brand from both visual and language perspectives

WHY   Using a style guide ensures that you create in a clear, consistent way that cohesively reflects your brand in everything from design to writing. You'll have a consistent and identifiable format across all your publications and platforms. It will save you time since you won't have to repeatedly look for font names, colors, or other details as you write.

HOW   Document your basic choices before you start to write. Continue to document more choices as you encounter the need for them until you have a complete style guide. *(The segments in gray are among the first you should complete.)*

BRAND ELEMENTS

NAME

What's your brand name? Are there any variations of your name that you'll use? Will you use your brand name initials? For example, our brand name is The Food Writing School. We often use initials FWS to refer to our organization.

_____

_____

_____

ORIGIN

Is there an origin story to your website/brand? How did you get started?

_____

_____

_____

_____

PURPOSE

What's the purpose of your website/brand? (Besides making money, of course.)

_____

_____

_____

_____

PROMISE TO READERS

What are you going to give to your readers and followers? What promise do you make to them?

_____

_____

_____

_____

VALUES

What are the values you hold as an organization / company? What do you want to be recognized for?

_____

_____

_____

QUALITES WE WANT TO EXPRESS

Casual	Truthful	Polite	Plain spoken	Energetic	Articulate
Playful	Enthusiastic	Happy	Authoratative	Confident	Trustworthy
Curious	Cautious	Efficient	Artistic	Intellectual	Precise
Friendly	Sassy	Smart	Insightful	Informative	Generous

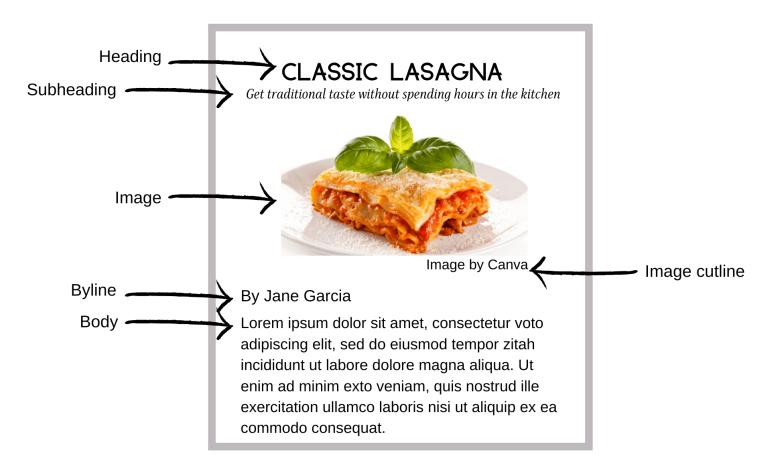| _____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

VISUAL ASPECTS

This is a sample blog post. The heading is also known as Headline 1; the subheading is also known as Headline 2.

Heading

Subheading

CLASSIC LASAGNA

Get traditional taste without spending hours in the kitchen

Image

Image by Canva — Image cutline

Byline — By Jane Garcia

Body — Lorem ipsum dolor sit amet, consectetur voto adipiscing elit, sed do eiusmod tempor zitah incididunt ut labore dolore magna aliqua. Ut enim ad minim exto veniam, quis nostrud ille exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TYPOGRAPHY

Make sure your font can be easily read online. Use script fonts sparingly.

Headline 1: _____ Size:_____ **B** *I* U̲ Color: _____ Align: Left Center Right

Headline 2: _____ Size:_____ **B** *I* U̲ Color: _____ Align: Left Center Right

Headline 3: _____ Size:_____ **B** *I* U̲ Color: _____ Align: Left Center Right

Headline 4: _____ Size:_____ **B** *I* U̲ Color: _____ Align: Left Center Right

Headline 5: _____ Size:_____ **B** *I* U̲ Color: _____ Align: Left Center Right

Headline 6: _____ Size:_____ **B** *I* U̲ Color: _____ Align: Left Center Right

Heading: _____ Size:_____ **B** *I* U̲ Color: _____ Align: Left Center Right

Subheading: _____ Size:_____ **B** *I* U̲ Color: _____ Align: Left Center Right

Image Caption: _____ Size:_____ **B** *I* U̲ Color: _____ Align: Left Center Right

Image Credit: _____ Size:_____ **B** *I* U Color: _____ Align: Left Center Right

Byline: _____ Size:_____ **B** *I* U Color: _____ Align: Left Center Right

Body: _____ Size:_____ **B** *I* U Color: _____ Align: Left Center Right

New Paragraph: Indent: Yes No Skip Line Between Paragraphs: Yes No

End Note: _____ Size:_____ **B** *I* U Color: _____ Align: Left Center Right

Live website link: _____ Size:_____ **B** *I* U Color: _____

COLORS

Primary: _____ HEX Code: _____

Secondary: _____ HEX Code: _____

Accent: _____ HEX Code: _____

Background: _____ HEX Code: _____

ICONS / BUTTONS

Select the style of icons and buttons you want to use on your website and publications.

CLICK HERE   **CLICK HERE**   **CLICK HERE**

_____   _____   _____

LOGOS

Document the details about your logos. (Sizes, colors, fonts, etc.)

GRAMMAR & TONE

PUNCTUATION

Use of commas:	… red, blue, and green.	OR	…. red, blue and green.
Time:	10 a.m.	OR	10AM
Date:	September 22, 2021	OR	Sept. 22, 2021
Address:	1102 Main Street	OR	1102 Main St.
Phone:	555-262-1174	OR	(555) 262-1174

VOICE

Words we use:	_____	_____	_____	_____
	_____	_____	_____	_____
Words we don't use:	_____	_____	_____	_____
	_____	_____	_____	_____