

Style Guide Contents

Chapter 1 : Style Guide Contents

“update style guide” has been on my to-do list for months, but it keeps getting pushed aside for “more pressing” content marketing needs (like gathering gifs). Learn how to develop tone of voice for your organisation, and clients through putting together a content style guide. Contents front matter; chapter 1: strategy; chapter 2: research; chapter 3: process; chapter 4: information architecture; chapter 5: site structure; chapter 6: page A field guide to the southeast coast and gulf of mexico. access by design. a field guide to north atlantic wildlife What to include in your style guide. gathercontent recommends keeping a style guide to between four and five pages. anything longer is too much to digest. Legend = recommended style to use = style to avoid using contents recommended resources including new users and visitors person-to-person communication drupal-specific terms referring to a specific module or theme explaining version differences "upgrade" vs. "update" naming industry-related words acronyms and abbreviations numbers and dates 2 a sample style guide other style issues: unfamiliar terms: put in quotation marks for the first reference, but do not give special treatment after that. List of tables and figures xi foreword xiii preface xv editorial staff xvii introduction 3 organization of the sixth edition 4 specific changes in the sixth edition 4

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