



Style Guide  
Example

## BRAND INTRODUCTION

The guide starts with an introduction to your company. We like to display a few images that visually encompass your niche, colors, and values.



**NOTE:** Every style guide is completely custom, ensuring all of the details—down to the fonts and colors used throughout the guide—are consistent with your brand image.

# General Guidelines

## TOP BRIDE GUIDELINES

Your brand may already have a style guide that outlines proper logo usage, specific color codes, fonts, and other aspects of your brand's image.

When we create a style guide for our clients, we include some foundational branding elements to give writers a feel for your brand before shifting to the most pertinent information a writer requires, like lingo, tone, and style.

This "General Guidelines" page may not dive as deep into color palettes, typography, or graphics as other style guides do, and that's because this style guide is designed specifically for your writing team.

By focusing on the finer details of branded writing, our team will use this guide to produce consistent content that matches your persona. As an example, let's dive into the details of our fictional brand: Top Bride.

## FONTS

*Amsterdam One*

Quattrocento

## COLORS



#843D3D



#CD8A8A



#000000



#F6F3E5

## LOGOS

Primary Logo

*Top Bride*

Graphic Logo



Monogram Logo

TB



### **ALWAYS...**

Use the second person point-of-view, speaking directly to the bride. Refer to the groom as "your fiancé." Use terms like "bride-to-be" and ensure the writing is always complimentary to the bride and her wedding party. Acknowledge that the bride has many big decisions to make, and reassure her that Top Bride is the best wedding planner to partner with.

### **THINGS TO AVOID**

Never use trendy terms like "bride squad." Avoid acronyms such as "MIL," being certain to write terms out in full (i.e., "mother-in-law"). Never imply that the bride or her decisions are superior to the groom or anyone else in the wedding party, being sure to highlight her strong sense of partnership.

### **WHO YOU'RE TALKING TO**

Top Bride is an exclusive wedding planning service. Our clients have traditional, upscale tastes. Ceremonies are intimate, but extravagant, typically featuring fewer than 100 guests and held at mesmerizing vineyards and historical estates around the world.

### **HOW THEY WANT TO FEEL**

Our clients are choosy brides with high standards. We're here to make sure their every need is met, and we need to reassure them through confident and informed content. Writing should be vivid and descriptive, reflecting the bride's expectations of detail-oriented, attentive, quality services.

### **WORDS TO REMEMBER**

- Traditional, sophisticated, upscale.
- Intimacy, passion, togetherness.
- Cherished, memorable, deserving.
- Not focused on money or expense.
- Not uptight or egotistic.
- Not trendy, edgy, or childish.

### **FINAL NOTES**

Top Bride utilizes our Content Planning service, so direct any questions to their Project Manager, Hannah Bancroft.

In addition to specific guidelines for this brand, be sure to consult your Writer's Guide for general guidelines and tips.

# Articles

## CONTENT TYPE: ARTICLES

Brands often have varying requirements for different types of content. We'll include requirements for each content type you intend to order.

## LENGTH

Varies, refer to the project's brief.

## PRESENTATION

Use "us" and "we" to refer to Top Bride. Speak directly to the reader (the bride).

## TONE

Inform, reassure, and compliment the bride using a confident tone. Present information like a wise and supportive friend discussing things with the bride-to-be. Avoid sales pitches.

## PUBLISHING DETAILS

- **Titles:** Use H1 and Title Case. No more than 60 characters long.
- **Headings:** Use H2 and H3 tags. Use ALL CAPS for sub-headings.
- **Sections:** Include a sub-heading every 2-3 paragraphs.
- **Paragraphs:** Keep paragraphs under 150 words each.
- **Meta:** Include a meta description of -150 characters.
- **Other:** Include alt text for each image.

## LINKING

- Include at least one external link and one internal link per article, regardless of length.
- Include an external link for every 500 words.
- Include an internal link for every 1,000 words.

**Example:** A 500-word article will have one external link and one internal link. A 1,000-word article will have two external links and one internal link.

## IMAGES

- Include one featured image per article. See your Writer's Guide for sourcing advice.
- Imagery should be bright, featuring couples, florals, and/or the outdoors.
- Avoid highly edited images. Lighting and colors should be soft and natural.

## CALL-TO-ACTION

- Every article should end with a call-to-action. Always use "Schedule a Consultation" as the end prompt.
- For articles over 1,200 words in length, include a CTA in the middle and at the end.
- CTAs should be unique. Do not reuse prior CTA text. Do not treat the CTA as a standalone section. Always transition naturally from the article's topics.

# Social

## CONTENT TYPE: SOCIAL MEDIA POSTS

Our example brand has minimal requirements for social media posts, so we're able to fit them all onto one page. Some brands may require a page for each platform.

## LENGTH

About 70 characters for Facebook and Twitter.  
About 120 characters for Instagram captions.

## PRESENTATION

Use "us" and "we" to refer to Top Bride.  
Speak directly to the reader (the bride).

## TONE

Use a confident and supportive tone. These posts should be valuable and stand on their own. Don't use all (if any) of the characters to direct the reader somewhere else. We're trying to engage with them where they are.

## PUBLISHING DETAILS

- **Facebook:** Facebook posts always accompany an image or video. Your caption should complement that content and provide background when needed. See the project's content brief for specific details.
- **Twitter:** Tweets are often sent out on their own, typically generating PR for Top Bride. See the content brief for links and info.
- **Instagram:** Instagram posts always accompany a photo. Use your caption to take the reader "behind-the-scenes," sharing details expressed in the content brief.

## LINKING

- If your post needs to link to somewhere, you'll find the link in the content brief.
- Always include the link at the end of the post, before any hashtags.

## IMAGES

- If the content brief does not include an image, source one from Top Bride's photo gallery. Ensure the image has not been posted on the specified social media platform within the last three months.
- Some projects will ask you to source an image from a third-party. If that's the case, refer to your Writer's Guide for advice and appropriate sources.

## HASHTAGS

- Locate two to three hashtags for Facebook.
- Locate two hashtags for Twitter.
- Locate eleven hashtags for Instagram.
- Include #TopBride when there's room.

## BEST PRACTICES

- If the post features a team member or client, be sure to @mention them.
- Don't include hashtags in character count.
- Pick a goal. Your post should either inform, ask, inspire, encourage, or announce something. If asking a question, put it at the very beginning of the post.
- See your Writer's Guide for more advice on writing engaging social posts.

# Emails

## CONTENT TYPE: EMAILS

Our example brand sends out a weekly email newsletter for brides-to-be in addition to drip campaigns for new clients. This page discusses our fictitious brand's email requirements.

## LENGTH

No more than 200 words per email. Emails are divided into sections, so check the brief.

## PRESENTATION

Use "us" and "we" to refer to Top Bride. Speak directly to the reader (the bride).

## tone

Our brides are busy and detail-oriented. We're here to handle the wedding planning for them. Present information by reassuring them that we're taking care of it, don't imply they have to do or learn something.

## PUBLISHING DETAILS

- **Subject Lines:** Always include at least two variations of a subject line for the email, about 40 characters each.
- **Headings:** Use both H1 and H2 tags where needed, using ALL CAPS for sub-headings.
- **Sections:** The content brief will provide guidelines for the length of each section.
- **Paragraphs:** Keep paragraphs short, no more than 50 words each. Ensure all paragraphs are of similar length.
- **Other:** Include alt text for all images featured in the email.

## LINKING

- Most newsletters contain a link. Check the content brief for the right URL to include.
- Always use an inline link, underlining the anchor text like this.

## PERSONALIZATION

- Every email begins with a personalized introduction. Use "[name]" (without quotations) to denote where the recipient's name should be inserted.
- Every email ends with a personal sign off from the bride's designated team member. Use "[plannername]" (without quotations) to denote where the planner's name should be inserted.

## PURPOSE

- Each email addresses one item on the wedding planning to-do list.
- Check the content brief to see where the email fits within the bride's timeline.

## BEST PRACTICES

- The subject line should be minimal and descriptive. Do not include personalization in the subject line.
- Make sure the email feels direct, cordial, and personal.
- Avoid emojis. Don't overuse exclamation marks. Remember our sophisticated tone.
- Get straight to the point of the email. No need for fluff—the brides-to-be are busy!

A romantic couple embracing outdoors. The man, wearing glasses and a dark suit over a light turtleneck, is kissing the woman on the cheek. The woman, wearing a white off-the-shoulder dress, is holding a large bouquet of white and yellow roses. The background is a soft-focus green forest with sunlight filtering through the trees.

# Let's Go!

WriteUp's scalable, results-driven services  
are designed to conform to your needs.

Build your custom plan today.