



COMMA
CHAMELEON

5 TOP TIPS:

creating your brand's STYLE GUIDE

1. Make it exhaustive

There's no getting away from it: creating your style guide will be a mammoth task. It should encompass every type of messaging imaginable, every preferred spelling and punctuation variation, and every formatting choice. Anywhere there's room for debate, nail down your brand's preference and log it in your style guide.

2. Use examples

Remember, your style guide is going to be the reference bible not only for your in-house communicators, but for any freelancers too. If an outside copywriter or editor is unsure about how you want a certain rule used, all that hard work will be rendered redundant. Don't just tell them how to write number spans, show them.

3. Make it accessible

There's no point putting a style guide together if you're going to shove it in the back of a cupboard and let it gather dust. Email it out to everyone in the company, store it in a shared workspace and upload it to the company's cloud storage or intranet, and then make sure everyone knows how and why to use it.

4. Review it regularly

Don't consider the job complete. Ever. A style guide should be an evolving beast, and you ought to review it regularly to keep track of how it is being applied and where it needs to be updated and amended. You might find you've still got copywriters coming to you asking you to clarify usage - add that clarity to the style guide.

5. Make a checklist

Not every company has a designated brand guardian to give final approval before content is sent out into the world, so a checklist of common slip-ups is a handy tool. Compile a list of the most common changes made at the proofreading stage (e.g. US-variant spellings), and have it sat on your desk as a reminder as you sign off content.

**We blend in to make
you stand out!**