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# STYLE GUIDE OUTLINE

**This should run across all your marketing and inform all your communications as an organisation…**

**Voice/Tone**
How do you want your audience to view you?
Is your tone formal or informal? Chatty or informative? Friendly or educational or both? Try to do reduce this to three words eg:
Friendly, informal, informative OR Cheerful, upbeat, welcoming

**Visuals**
Do you have organisation 'colours'? Or use a set font for your communications? If so, use them for your marketing.
Eg:
Font in Helvetica, colour black on white background.

**Logo**
Your logo should be on your newsletter and, where possible, on your social media feeds. This may be as the 'image' of your organisation.

**Key messages**
These should align with any organisational values or messages you already have. They're useful to have on the style guide for any volunteers/new people you have working on your marketing/social media/newsletters.

**Abbreviations ALERT**
Avoid! Most organisations have abbreviations but to the outside world they are sometimes meaningless. For example BH at the BBC means Broadcasting House but is just baffling unless you work there.
If you do really need to use them, always explain, don't assume.

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