By content type

Content type	User type	Goal	Tone
Guide	Prospect, customer	To educate	Keep it simple, clear and concise. Avoid niche terms and stay empathetic.
	Novice, intermediate		
Insights article	Prospect, customer, industry	To educate and empower.	Keep it simple, clear and concise. Keep it customer- focused. Avoid over-simplifying.
	Novice, intermediate		
Case study	Prospect, customer	Customer storytelling,	Button up a bit, but stay personable. Dial up
	Intermediate, manager	success stories for sales use.	"smart" and "sophisticated."
Email	Prospect, customer	To communicate.	Be personable and friendly - write 1:1.
	All		
Web copy	Prospect, customer,	To differentiate.	Keep it simple, clear and concise. Button up
	industry		a bit, but stay personable. Brand first, product second. Solutions over features.
	All		

Editorial Style Guide

Steve Hill, Paul Lashmar

Editorial Style Guide:

The Evolution of Editorial Style in Early Modern England Jocelyn Hargrave, 2019-09-19 This book provides a historical study on the evolution of editorial style and its progress towards standardisation through an examination of early modern English style guides The text considers the variety of ways authors editors and printers directly implemented or uniquely interpreted and adapted the guidelines of these style guides as part of their inherently human editorial practice Offering a critical mapping of early modern style guides Jocelyn Hargrave explores when and how style guides originated how they contributed to the evolution of editorial practice and how they impacted the overall publishing of content Guide. A Publisher's Guide for Editors, Writers, and Compositors of Scientific and Technical Reports NAVAL WEAPONS CENTER CHINA LAKE CALIF., 1975 This Editorial Style Guide has been prepared to provide a guide to good usage in matters of publisher's style as practiced at the Naval Weapons Center The development of a standard style is essential to the efficient operation of any publishing house Although the Guide has been designed specifically for NWC it should be of value to the editorial offices of other research and development organizations producing scientific and engineering reports It is a guide to good practice in expository writing and the presentation of information in a clear concise and consistent manner within a simple functional format Many examples of textual tabular and illustrative treatment are given along with guidelines for such matters as the presentation of bibliographic references mathematics capitalization abbreviations and security classification markings Read Me First! A Style Guide for the Computer Industry Sun Technical Publications, 2009-12-17 The definitive reference for technical writers editors and documentation managers Read Me First A Style Guide for the Computer Industry Third Edition has been revised and updated to cover everything from creating screencasts and referencing web sites to writing for wikis This award winning guide to creating clear consistent and easy to understand documentation covers everything from grammar and writing style to typographic and legal guidelines The authors who are senior editors and writers at Sun Microsystems share their extensive experience and provide practical tips and recommendations including guidance on hiring writers working with illustrators managing schedules and workflow and more The third edition of Read Me First features new chapters on Writing for wikis and encouraging wiki collaboration Creating screencasts using screencast terminology and guidelines for writing narration Creating alternative text for nontext elements such as screen captures multimedia content illustrations and diagrams It also includes new tables for symbol name conventions for common anthropomorphisms and for common idioms and colloquialisms An updated and expanded recommended reading list suggests additional resources **Editorial Style Guide** ,2010 The aim of this editorial style guide is to help everyone write about London 2012 with clarity and consistency The guide includes practical information to ensure writers prepare accurate content in the most appropriate style Web Style Guide, 4th Edition Patrick J. Lynch, Sarah Horton, 2016-08-23 A classic reference book on user interface design and graphic design for web sites updated

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