

Company style sheet

Tone

[Summarise the voice and tone of your written content in one sentence. Add more details with adjectives in the bullet point list below.]

- Not [insert adjective] but [insert adjective]
- Not [insert adjective] but [insert adjective]
- Not [insert adjective] but [insert adjective]
- Not [insert adjective] but [insert adjective]

Words and phrases to avoid:

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Words and phrases to use:

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Language

Language localisation:

Reference:

Punctuation:

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Numbers and dates:

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Abbreviations and acronyms

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Spelling list:

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Formatting

[Include typeface, font, size, spacing, colour, alignment etc.]

Style list:

- Title:
- Heading 1:
- Heading 2:
- Heading 3:
- Subtitle:
- Emphasis:
- Hyperlink:
- Body:
- List:
- Quotation/excerpt:
- Table/figure/picture title:
- List of contents:
- Bibliography:
- End/footnote:

