Sample Company   
Creative   
Communications Guide

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| Instructions Make an editable version of this document by clicking on FILE in the upper-left corner, then select MAKE A COPY. Remove this instructional section and the “About CloudKettle” section before publishing and try to keep the overall document to under four pages.  This document is meant to evolve organically, not be a static item that is saved once and forgotten. Consider sharing it with your entire team so they can reference it and make updates as your organization evolves.    If possible, include other assets (especially logos) in the same shared folder. |

## 

## Font and Colors

* Comic Sans is the official font of sample company.
* The official red (including in the logo) for sample company is #XXXXXX.
* Sample company has a secondary color, which is blue. The official blue for sample company is #XXXXXX.
* Sample company has a tertiary color, which is pink. The official pink for sample company is #XXXXXX.

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## Writing Style

### Spelling

Sample company has customers all over the world, including nations that spell things in both the generally accepted “American” (color) and “UK” (colour) variations. Sample company uses the American spelling variation for all public communications.

### Diction

We sell an enterprise level product within a modern, but serious industry. In most cases, formal diction is appropriate and should be used consistently.

#### EXAMPLES:

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| --- | --- | --- |
| **Formal Diction** | **Casual Diction** | **Slang** |
| are not hungry | aren't hungry | ain't starving |

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## Tone

Overall, sample company should strive for a balanced tone (except in technical and legal documentation). We service a serious industry and work with well educated, high net worth individuals, who are technologically savvy and young. While a more formal tone is required for contracts and legal documentation, as part of our value proposition, we are easy to use, easy to implement and a friendlier alternative than generic tools. So some degree of familiarity in tone in mediums like email, social media and voicemail is appropriate.

The more you understand and are an expert on something, the less jargon you should need to use to explain or communicate a point. We are experts in the widget manufacturing industry; we don’t need fancy words to convey concepts surrounding this.

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| **TIP:** Use shorter sentences and avoid terms that a layperson might not be familiar with. Read the sentence out loud and see if it feels natural—would someone speak this way? |

### Definition of Terms

When using a term for the first time, always completely write it out and then place the abbreviation in brackets. For example, “the return on investment (ROI) of a marketing automation platform is...”

### Commonly Used Terms

As we service the widget industry, there are several related terms we often use.   
For consistency, here is how we refer to them:

* Marketing Automation (not marketing automation)
* Hubspot (not hubspot)
* Salesforce CRM (not Salesforce.com or salesforce or salesforce.com)
* Email marketing (not Email Marketing)
* YouTube (not youtube or Youtube)

## Blogs

### Font Use in Blog Posts

Here is the weight and sizing used in blog posts. The color varies with the background.

● **Main Headline:** Comic Sans Bold 31pt

● **Main Subhead:** Comic Sans Light 21pt

● **Section Header:** Comic Sans Regular 19pt

● **Body Text:** Comic Sans Light 10pt

### Headings for Blog Posts

Here are the headings used in our blog posts.

* **Main Headline:** All Caps - automatically used for blog titles
* **Main Subheads**: H1 (Black Color)
* **Secondary Subheads:** H2 (Blue Color)
* **Body Text:** Paragraph text

### Guidelines for Use of Headings

Headings are a great way to organize your thoughts and to keep your readers engaged. When writing content, make sure to structure your blog to include headings. This will save you time and effort since it’s a lot harder to add headings after the content is already written. Use H1 for your main subheads or “main ideas”. Use H2 for subheads related to your main ideas, but that go more in depth into something specific. You should capitalize each word in a heading, except for:

* Articles: a, an, the
* Coordinating Conjunctions: and, but, or, for, nor, etc.
* Prepositions (fewer than five letters): on, at, to, from, by, etc.

#### EXAMPLE:

**Main Headline:** Why Startups Need a Creative Communications Guide (Title)

**Main Subhead 1:** What is a Creative Communications Guide (H1)

**Main Subhead 2:** Common Startup Marketing Problems (H1)

**Secondary Subhead:** How to Get Staff on Track (H2)

### Best Practices for Titles

* Specific instead of general
* Creative enough to grab a person’s attention
* Makes the reader want to learn more
* Includes “How to” or a list (“5 Ways to…” or “5 Tips for…”)

### Blog Post Quality Assurance Checklist

Before publishing a post, make sure your article includes all of the following:

* Title is SEO friendly
* No typos. Spell check is a must.
* Ensure American spelling is used
* Commonly used terms are referred to properly and described in a way the average person can understand
* Two people (besides the author) have proofread the post
* Quick SEO audit:
* Headings are used (both H1 and H2)
* Meta description is updated
* Alt image text is included for all pictures
* Internal links/external links/Call To Action are used
* Full social media publishing audit (approved by CEO or Marketing Manager)
* Twitter:
* Tailor messages to use 2-3 hashtags (check with Hashtagify.me to find the most popular hashtags)
* Include a “Learn more at”, “Read more at”, or “Find out more at” if possible before the link
* Facebook:
* Include more than just the blog title. Since Facebook doesn’t have a character limit, your message can be longer.



### About CloudKettle

Our team of experts help improve clients’ revenue operations   
by optimizing Salesforce and the Google Marketing Platform.

[Click here to see what our clients have to say about our work.](https://www.cloudkettle.com/testimonials/)



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