

Content style guide

As soon as you have more than one person writing, creating, or editing content, you need a style guide.

This guide includes everything from basic grammar mechanics to accessibility standards to best practices for common content types. You can use as-is or totally customize to fit your brand's needs.

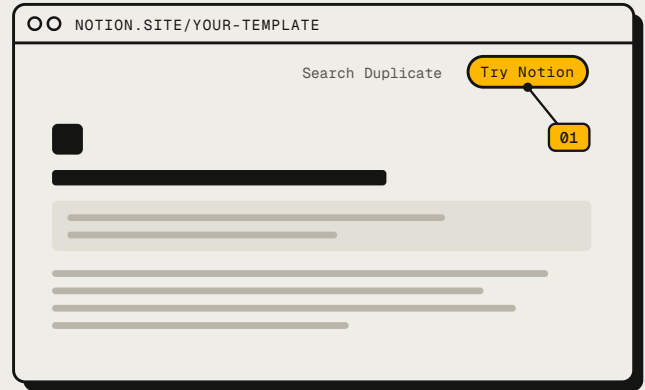
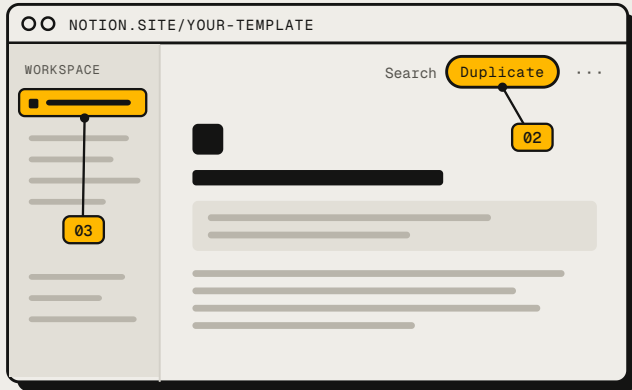


OPEN THE TEMPLATE IN NOTION ➔

FREE · DUPLICATE IT INTO YOUR WORKSPACE

<https://saturday-content.notion.site/Content-Style-Guide-a3bc5334d327408c9178f84db2b8763d>

Get started in a few clicks.



Have a Notion account

- 01 Open the template. It loads in a new tab.
- 02 Click “Duplicate” in the upper-right corner. Notion copies the template into your workspace in a few seconds.
- 03 Find it at the top of your sidebar, then work through the “How to use” section inside the template.

New to Notion

- 01 Open the template and click “Try Notion” in the upper-right corner. Accounts are free.
- 02 Once your account is set up, open the template link again and follow the steps above.

GOOD TO KNOW

Pro tip

Get familiar with the template on desktop before you use it in the Notion mobile app.

Make it yours

Every template is a starting point. Rename sections, cut what you don’t need, and add what your team does differently.

Adapted from Mailchimp’s Content Style Guide, which Mailchimp published under a Creative Commons Attribution-NonCommercial 4.0 license.