

HOW-TO STYLE GUIDE QUESTIONS

- Does our company have a cohesive brand look, feel and voice?
- Do our employees operate with the brand in mind?
- Do we have a style guide for people to learn from?
- Is there a specific font size and style we use?
- Do we have a logo that we place on our documents?
- What do we sell?
- What do we want people to think about our brand?
- How can we say that without saying it?