

Style Guides 101

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Create consistency, confidence, and clarity across your entire team! 📋✂️ Learn how to develop comprehensive style and author guides that ensure everyone contributing to your knowledge base creates content with the same voice, tone, and standards to make your documentation more professional and user-friendly.



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What you'll learn

- Understand why style guides are essential for team consistency and user experience
- Choose between adapting existing style guides vs. creating custom ones from scratch
- Define organization standards: content hierarchy, category types, and workflow processes
- Document article metadata requirements: tags, search phrases, titles, and SEO elements
- Establish writing style and tone guidelines that reflect your brand voice
- Create author permission structures and review workflows that scale with your team
- Set up templates and standards for visual elements: thumbnails, banners, and formatting
- Implement style checking tools and automated processes to maintain standards
- Build sustainable documentation practices that make onboarding new authors seamless

Perfect for documentation managers, team leads, content strategists, and anyone responsible for maintaining quality and consistency across multiple authors in their knowledge base!

Meet your owl instructors

[Marybeth Alexander](#) is KnowledgeOwl's **Knowledge Goddess & Chief Executive Owl**. She's helped people create and manage their knowledge base websites for over a decade.

[Kate Mueller](#) is KnowledgeOwl's **Documentation Goddess & Resident Cheesemonger** and host of [The Not-Boring Tech Writer](#) podcast. She's a seasoned technical writer who's written and maintained documentation for companies in broadcasting, financial services, IT, and software for 15+ years.

Together, they bring decades of experience solving knowledge management challenges with KnowledgeOwl's signature helpfulness.
