

# 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.



## Ready to fly?

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## Interested, but unable to make these dates?

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## What you'll learn

- Understand why style guides and author guides are essential for team consistency and user experience
- Choose between adapting existing style guides vs. creating a custom guide from scratch
  - Establish writing style and tone guidelines that reflect your brand voice
  - Determine which style elements are unique to your organization and how to document them
  - Define a shared language of terms to use within your knowledge base
  - Establish standards for visual elements like screenshots or thumbnails
- Create authoring guides separate from your style guide to help streamline your workflows
  - Create author permissions that make sense for how your team works
  - Establish standards for creating and numbering versions
  - Determine what kind of content update or audit cycle your documentation needs and how to facilitate it
  - Create content templates to help standardize new documents from the beginning
  - Create a content style review checklist to streamline content review processes
  - 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 **Founder & 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.

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