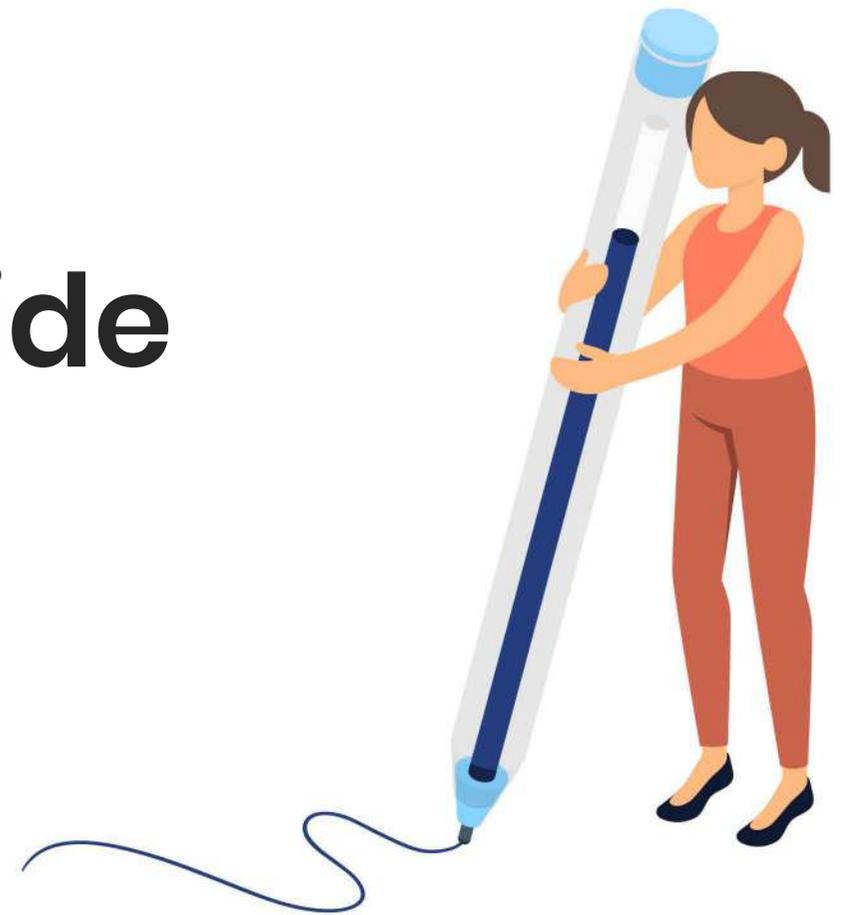




Design Style Guide



Our Brand Is...

Sophisticated

Fun

Conversational

Empowering

Inspiring

Simple, clean & well balanced

About

Since 2001 we have been focused on helping marketers and agency professionals get better results with email and SMS marketing. We're all passionate about helping marketers and agencies succeed and every role at Vision6 is geared to our customers' success.

We help companies grow their business (through):

- Getting more customers
- Getting more attendees
- Getting more subscribers
- Selling more stuff
- Building their brand

Customers are marketing professionals and agencies and have been identified to work in the following industries:

- Government
- Medium-sized companies (20 - 199 employees)
- Large business (200+ employees)
- Universities, colleges and schools
- Not-for-profit organisations
- Event and ticket companies
- Start-ups

Tone of Voice

Above all, the tone of voice for Vision6 in all external communications must be conversational, as though you are talking to a friend.

Quirky language and visuals are part of the brand but must be tasteful to build a friend relationship feeling. We aim to be thought leaders, so communications should be informative and authoritative.

Spelling should be correct for the country that it will be appearing in.

Voice must be active, not passive, and needs a score of at least “Good” from the Hemingway Editor (<http://www.hemingwayapp.com/>).

Sentence Structure

The sentence structure rules are the same across all Vision6 brands, including EMSA.

Headlines

Headlines should be written in title case, with the first, last and all words longer than 4 letters capitalised. Headlines should not have full stops, however they may have question marks or exclamation marks where required.

In headlines use ampersand (&) instead of ‘and’ wherever possible.

Do

Free Lead Generation Using your Facebook Page

Introducing the \$0 Marketing Stack

Your Free Email Checklist - Hit Send with Confidence

Do Not

Email Marketing Made Simple: A Step by Step Guide to Getting More People to Open Your Emails and Click Your Links (too long)

16 examples of awesome email marketing campaigns (capitalisation wrong)

A BEGINNER’S GUIDE TO SUCCESSFUL EMAIL MARKETING (capitalisation wrong)

Tone of Voice

Subheadings

Subheadings should be sentence case with full punctuation, including full stops. Wherever possible minimise the appearance of 'orphans' and 'widows'.

Dates

Dates should be written out and include the ordinal indicators "st" or "th". The ordinal indicators should be formatted as standard text, not superscript text. For example 6th September 2019 or Friday, 18th October.

Paragraphs

Paragraphs should be sentence case with full punctuation. Sentences should be kept to under 20 words where possible and should have variety in their structure and opening words. Transitional words should be used to link sentences. Wherever possible minimise the appearance of 'orphans' and 'widows'.

Do

We've all had that moment when we suddenly realise the year is a quarter way through and Easter is fast approaching. For some, that moment happens when you're walking down the aisle of Coles, following the sweet aroma of freshly baked Hot Crossed Buns.
baked Hot Cross Buns.

For me, it's when my inbox fills up with hundreds of emails from Easter marketing campaigns, with subject lines like 'Egg-cellent Sales' and 'Discounts to make customers hoppy'. Though some emails are more cringe-worthy than others, they all suffer the same fate of spending eternity in my trash folder.



This is a preview.

Some pages are omitted from this style guide.