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Poppin Joe's Gourmet Kettle Korn

Style Guide

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External Stylebook

The [Associated Press \(AP\) Stylebook](#) should be referenced for any guidelines not included in the Poppin Joe's style guide.

The AP Stylebook is a widely used, trusted style guide that includes specific grammatical information for clear, concise writing. It serves as scaffolding to which this style guide is built upon. Pertinent variations to the AP Stylebook are included herein.

Brand Voice

Our voice is...

inclusive personable conversational informal

Written content across platforms must connect the customer to our mission. Content should feel neighborly and familiar, conveying the sense of a local, neighborhood business regardless of where the customer is purchasing from. Writing is inclusive of all people and create a warm, welcoming atmosphere.

Brand Tone

Content tone should reflect our voice in most instances with the following variations:

Social Media

Our tone leans heavily towards conversational and personable when creating content for social media. These platforms provide an avenue for our company to connect directly with our community. Maintaining a friendly, upbeat attitude in the stories we share and comments we include is vital.

Legal & Reports

A formal tone is used when creating legal content or business documents like annual reports. Writing remains clear and concise, but reflect the audience that is consuming this media.

How to Refer to Brand

Our name represents more than just the company. It represents the founder and CEO, Joe Steffy, and his journey to managing his own business as an adult with DS-ASD. To our customers, it's grown to express high quality ingredients and friendly customer service.

The long form of the name, Poppin Joe's Gourmet Kettle Korn, should be used sparsely in informal spaces and reserved for legal and business documents. When using the full legal name, corn should be spelled with a K. Words should be evenly spaced and capitalized.

In blog posts, website content, and social media, our name is shortened to Poppin Joe's. An apostrophe is added in "Joe's" but not at the end of "Poppin."

Point of View

First-, second-, and third-person perspective is used depending on the content and situation.

Website, blog and social media content is written using a combination of first- and second-person point of view. When discussing Joe's story and the company, first-person pronouns like "we" and "our" are used. For product and sale content, second-person "you" pronouns are used to direct the content towards the customer.

Legal and business documentation is written in the third-person point of view, creating an authoritative and professional tone.

Past vs. Present vs. Future Tense

Verb tense changes based on the type of content and audience.

Past tense is used in business documentation like annual reports, financial documents, and other documents that discuss past events.

Social media content uses a combination of present and future tense dependent on the content conveyed to customers. Present tense is used when communicating about an event or action currently taking place while future tense is used for upcoming events, activities, or business plans.

Grammar / Mechanics

The AP Stylebook is referred to for most discrepancies in grammar usage and mechanics. However, there are some deviations that Poppin Joe's follows:

State Abbreviations

A two letter abbreviation is used for U.S. states with both letters denoted in upper case and no spaces or periods between letters. This style follows the [official USPS postal abbreviation](#) and is recognizable to most people (State Abbreviations).

Days & Times

Add st., th., rd., and th. to the end of days. For example, November 17th, not November 17.

Morning and afternoon time designations use uppercase letters and no periods (i.e. AM and PM).

Use colons between hour and minutes for all time stamps to create uniformity. For instance, eight o'clock in the morning would be written as 8:00 AM.

Percentages

The percent sign (%) should be used rather than the full word "percent."

People's Names

A person's full name is used when first mentioned with only their first name mentioned after. This deviates from AP style, but aligns with our informal writing voice. When referring to the CEO founder on the website, blog, or social media, only his first name is used.

Books, Movies, and Song Titles

Use italics rather than AP Style quotation marks for book, movie, and song titles when referenced in blog posts or website content that allows for italic formatting.

Best Practices

Poppin Joe's distributes many forms of written content including blog posts, website content, and social media. This section lays out the best practices of writing for these different media.

Blog Posts

Blogs allow us to share **interesting** and **authentic** information with our customers. For SEO purposes, posts should be around **1,500 words in length** (Carroll, 2020, p. 209). A longer length increases Google Analytic reporting in search results and allows potential customers to discover us (Carroll, 2020, p. 210). For shorter content, consider sharing exclusively on social media.

Content should be **clear**, **concise**, and **informative**. Post topics show **transparency** into business processes, upcoming transitions, and more. Each blog post includes a byline with the writer's name to show accountability (Carroll, 2020, p. 211).

Website Content

Written content is concise, clear, and well-organized. Information is shown rather than told wherever possible using images, infographics, or other measures.

Content is adequately chunked using short paragraphs (less than 100 words), bullet points, white space, and bolding to promote scanning (Carroll, 2020, p. 84). Critical information is shared first with least important information at the bottom of the section (Carroll, 2020, p. 85).

Important content is located above "the fold" whenever possible, ensuring that our most crucial information reaches customers (Brebion, 2018).

Social Media Content

Poppin Joe's social media platforms are used to build relationships with our customers and expand our community. This section establishes which content is included where and guidelines for writing for social media.

We interact with our audience using the following social media and content:

Facebook & Instagram: company and customer photos, product sales, important updates, Joe's story, community partnerships, and events.

Twitter: important updates, community partnerships, events (including live tweeting).

Best Practices

Facebook

A large portion of our audience is on Facebook. This is leveraged and grown through the content that we share and how we convey it.

Photos, product promotions, and company stories are heavily used on this platform. Stories and photos help customers connect with Joe and the company's mission, increasing our community and sales. The top reason customers will “like” a post is for discounts, product promotions, and giveaways (Carroll, 2020, p. 223). Facebook is leveraged to provide these opportunities to customers.

Facebook users like to remain on the platform so links to outside content should be minimized (Carroll, 2020, p. 223). **Hashtags are rarely used.**

Conversations with the community should be prioritized with **active liking and replying** to customer comments (Carroll, 2020, p. 221). This aids in community growth and allows us to expand our mission.

Instagram

Instagram is used to share highly visual content like **photos, videos, and sales graphics**. Utilizing this platform helps our company bridge a community gap with millennials that our competitors frequently don't leverage.

Similar content and guidelines for Facebook can be applied to this platform as algorithms on both platforms favor community building, post frequency, and transparency.

Instagram's lack of character limit allows for extensive hashtag use. However, **hashtags should be limited** to relevant keywords and company created hashtags. No more than 10 should be used.

When using unique features like Stories, Reels, and Instagram Live, **dynamic video and animated content** is preferred. Communication should be brief, informative, and conversational with a focus on interacting with the community.

Twitter

Writing for Twitter should be kept extremely brief — we only have **280 characters** to convey our message. Content from other platforms can be recycled, but needs to be adjusted for Twitter's audience.

Hashtags are used sparingly and as a method to promote our events and partnerships. Twitter focuses on reciprocity and @ mentions are included when referencing a person's or company's content.

Colors

Colors are used to create visual interest in Poppin Joe's media and an uplifted, positive, warm, and friendly mood for customer viewing our content. This section outlines how we use colors to accomplish this goal.

Color Palette

					
#FFB43B	#FFE261	#0D0D0D	#737370	#F2F2ED	#FFFFFFA
Light Butterscotch	Buttered Popcorn	Warm Black	Stormy Gray	Overcast	Warm White

Neutral tones **Warm White**, **Overcast**, and **Stormy Gray** are used as a background for colorful product photography and graphics. **Warm Black** is used for most website and graphic text, but not as a background color.

This is Warm Black body copy on a Warm White background.	This is Warm Black body copy on an Overcast background.	This is Warm White body copy on a Warm Black background.
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Light Butterscotch is used as accent colors for banners, buttons, bold titles and headings, promotional graphics, or anything that needs to be eye catching. **Buttered Popcorn** is used for graphics, not for banners or buttons.

Warm White is used for text on Light Butterscotch and Stormy Gray backgrounds.

			
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Title

Heading

Typography

Three typefaces are used for all Poppin Joe's content: **Montserrat**, **Esteban**, and **Open Sans**.

Montserrat Titles, Headings & Subheadings

Title

Black
Font size: 60 pt
Line height: 72 pt

Heading - H1

Extra Bold
Font size: 36 pt
Line height: 44 pt

Heading - H2

Extra Bold
Font size: 30 pt
Line height: 36 pt

Heading - H3

Bold
Font size: 24 pt
Line height: 30 pt

Heading - H4

Bold
Font size: 20 pt
Line height: 24 pt

Esteban Pullquotes & Type Texture

“This is a pull-quote.”

Regular
Font size: 24 pt
Line height: 30 pt

Open Sans Body text

This is some body text.

This is some bold body text.

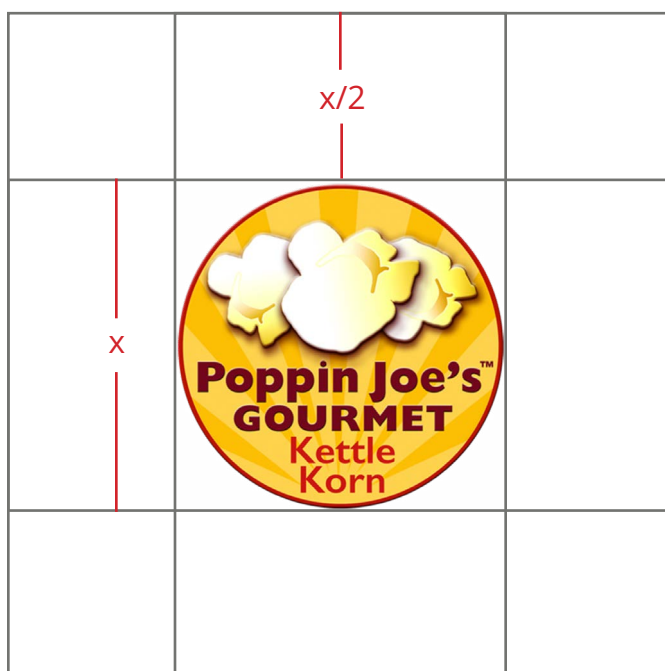
Font size: 14 pt
Line height: 18 pt

This is some italic body text.

Logo Usage

The Poppin Joe's logo represents our brand in a single symbol and should never be modified or distorted. This section sets guidelines for how the logo should be used.

Clearspace

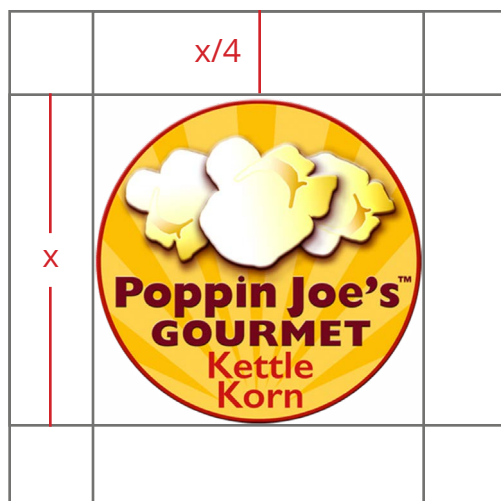


Clearspace represents the distance from the logo's edge to another graphical element.

The logo clearspace should be half of the logo height on all sides. For example, if the logo is 100 px tall, then the clearspace should be 50 px on all sides.

x = logo height
 $x / 2$ = clearspace

Margin



Margin is the distance from the logo's edge to the edge of the design workspace.

The logo margin should be a quarter of the logo height on all sides, or half the clearspace. For example, if the logo is 100 px tall, then the clearspace should be 25 px on all sides.

x = logo height
 $x / 4$ = margin

Images

Photography and graphical elements are key features of our brand. Images are used to show product quality, capture audience attention, and convey Joe's story. To accomplish this, there are a few guidelines we follow.

Quality

Images are high quality, captured with professional photography equipment including DSLRs, tripods, and lighting when needed. Product staging materials are used as needed to emphasize product quality and colors.

Photographs should only be **lightly edited** using Adobe Lightroom and Photoshop to adjust brightness, contrast, and exposure to enhance photo-realistic quality. Images should not be heavily edited or include filters, distortions, or clashing colors.

Size

Image size is proportional to other visual elements included in the composition. Photographs should not extend beyond the page that is being viewed or require scrolling to view the full image.

Captions & Alt Text

Captions are included where doing so would enhance the customer's experience. For example, captions are often used on **blog post images** or the **About page**.

Alternative (alt) text is descriptive text used to provide context for visual items such as graphics and photographs. This text is used by screen reader technology to convey information to people using this tool. **Alt text is included on all photos** to increase digital accessibility for our customers.

Image Content

Acceptable image content includes

- finished products.
- production processes,
- Poppin Joe's events,
- authorized customer photos,
- photos of Joe and his family, and
- behind the scenes.

Content should remain professional regardless of post location and not discriminate, stereotype, or otherwise depict others in a poor light. Images should convey positivity and remain true to our brand ethos.

References

Brebion, A. (2018, February 4). *Above the Fold vs. Below the Fold: Does it Still Matter Today?* AB Tasty. Retrieved November 5, 2021, from <https://www.abtasty.com/blog/above-the-fold/>.

Carroll, B. (2020). *Writing and Editing for Digital Media*. Routledge.

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