**Common Sections of a Style Guide**

**Relationship with your audience**

* Principles of visitor-centered writing; writing compelling and informative labels
* Intellectual accessibility
* Voice
* Tone

**Standards for legibility and physical/visual accessibility**

**Development process (roles and responsibilities)**

**Grammar, style, and usage**

e.g.

* Capitalization
* Punctuation
* Specialized rules and problematic terms
* Dates and dating
* Pronunciation guides

**Content and format of label types particular to your museum**

e.g.

* Introductory panels
* Section intros
* Section title
* Mindset
* Focus panels
* IDs
* Tombstones
* Activity prompts
* Family label
* Quotes/questions/headlines
* Story panels

**References/Resources/Bibliography**