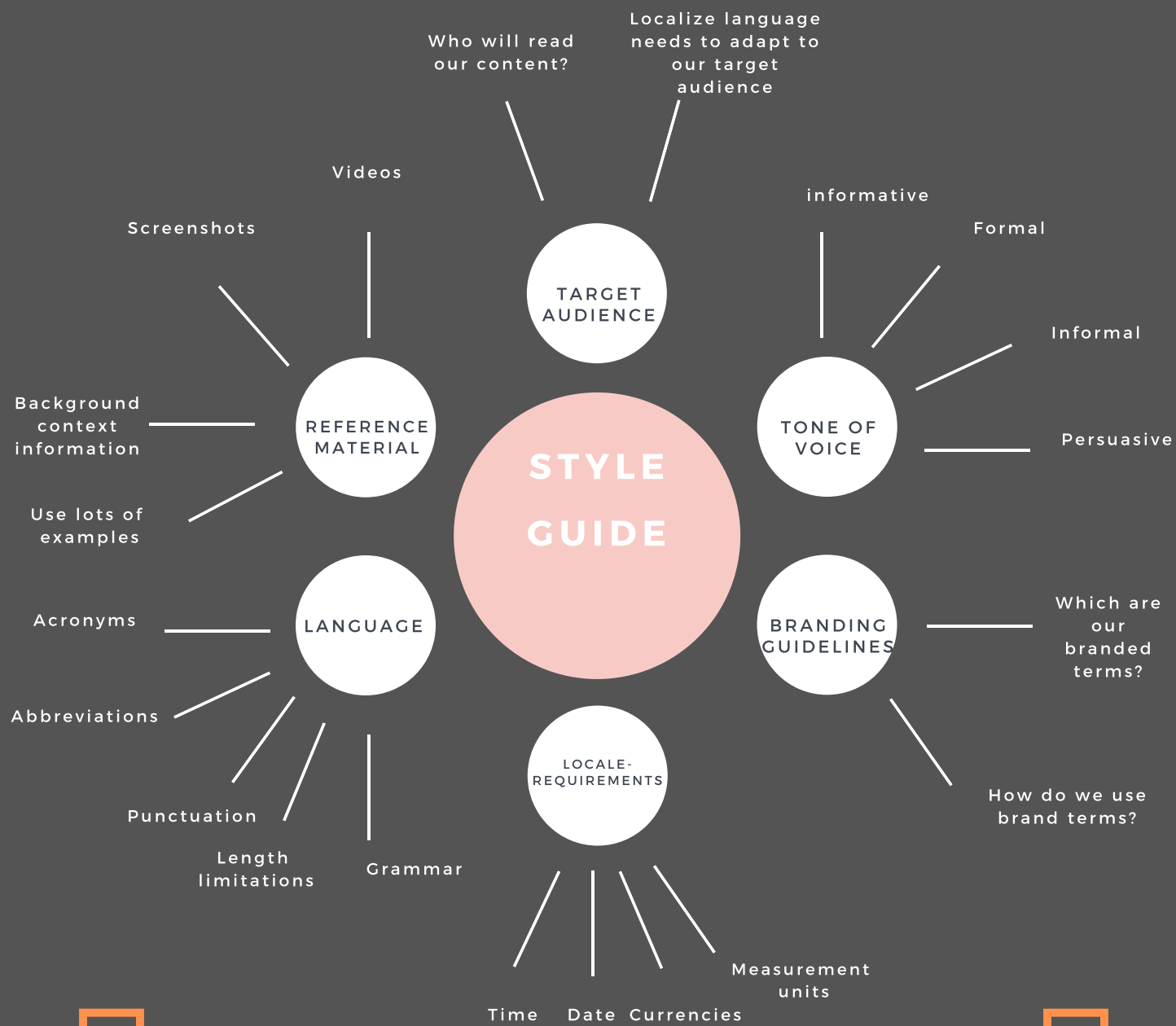# Style guides, the firewall towards stylistic issues and stakeholders complaints

Style guides are crucial to produce relevant content with the right tone; we need to create detailed style guides using multiple examples and updating the style guide as often as necessary; languages are living bodies, they evolve, and the companies brand voice evolves as well. Do you need some very detailed examples of how style guides look in different languages? What about if "I" give you the style guide in 72 languages?
Thank you Facebook Globalization team for making this document publicly available worldwide.

Facebook style guides here

STYLE GUIDE

TARGET AUDIENCE
- Who will read our content?
- Localize language needs to adapt to our target audience
- Videos

TONE OF VOICE
- informative
- Formal
- Informal
- Persuasive

REFERENCE MATERIAL
- Screenshots
- Background context information
- Use lots of examples

BRANDING GUIDELINES
- Which are our branded terms?
- How do we use brand terms?

LANGUAGE
- Acronyms
- Abbreviations
- Punctuation
- Length limitations
- Grammar

LOCALE-REQUIREMENTS
- Time
- Date
- Currencies
- Measurement units

Remember to involve all your stakeholders
Get their sign-off
Update your style guide. It's not a static document. Update as often as necessary