



Writing Helpful Help

Sample Style Guide

A style guide helps you and your team standardize and remember decisions you make about formatting your Help topics. Here are some style guide suggestions you can modify to make sure you stay consistent.

Logo and Branding

Indicate the preferred file and use of any logo(s) associated with your Help project here.

Color Palette

Principal color (body text)



Slate (HEX #3B454A)

Accent colors



Green (HEX #1CBB98)



Rose (HEX #FF6279)

Typography

Heading 1:

Font Family = Montserrat

Weight = Bold

Size = 16 pts

Color = Slate (HEX #3B454A)

Spacing = 12 pts before paragraph, 6 pts below paragraph



Writing Helpful Help

Typography, continued

Heading 2: (to designate a new topic when related topics must be placed on the same page)

Font Family = Montserrat

Weight = Bold

Size = 13 pts

Color = Green (HEX #1CBB98)

Spacing = 10 pts before paragraph, 6 pts below paragraph

Body Text:

Font Family = Roboto

Weight = normal

Size = 10 pts

Color = Slate (HEX #3B454A)

Spacing = 6 pts before paragraph, 6 pts below paragraph. 1.15 line spacing

Steps:

Font Family = Roboto

Weight = normal

Size = 10 pts

Color = Slate (HEX #3B454A)

Spacing = 0 pts before paragraph/below paragraph. 1.15 line spacing

Number format = 1. For main steps, a. for sub-steps



Writing Helpful Help

Typography, continued

Bullets:

Same as number, except

Bullet color = Rose (HEX #FF6279)

Bullet shape = ► (16 points)

Any page names are shown in italics (i.e., the *Case Details* page)

Anything the reader selects on the page should be bold (i.e., Select **Create Reminder**)

Pro Tip: Created with a table row:

1. Left border Green (HEX #1CBB98), weight 4.5 pts
2. Cell shading Gray (HEX #E7E6E6)

Prerequisite: Same as Pro Tip, except left border is Rose (HEX # FF6279)

Images

Type = png format preferred

Size = no larger than 400px wide

Border = 1 pt Slate border around image

Padding = at least 30 px above and below image

Images placed in line with text (no text wrapping)