



BRIDGEGOOD

Content Style Guide

This style guide is created for BRIDGEGOOD staff, apprentices, and student creatives.

If you work for BRIDGEGOOD

This is our organization's style guide. It helps us write clear and consistent content across the BRIDGEGOOD web application and communications. Please use it as a reference when you're writing for BRIDGEGOOD.



Oakland Digital Arts and Literacy Center Inc dba BRIDGEGOOD

95 Washington Street Oakland, CA 94607 510.435.2945 www.bridgegood.org



BRIDGEGOOD Values

When we create content, we aim to:

- **Inspire.** We inspire readers into action for social good. We are an organization that champions a commitment to creative growth and freedom. Use encouraging and positive words to let readers feel like they can make change happen for the better. Internalize our stance of social good.
- **Foster Growth.** We are an advocate for learning, career opportunities, and professionalism. Involve our readers and let them understand our mission of helping people in their creative journeys as professionals. We want readers to know we are here to help — and to let them know they can help too.
- **Unite.** BRIDGEGOOD is a we — not an individual. Help readers understand that we are a community dedicated to contributing to our colleagues' growth and creativity. Express a feeling of togetherness. We aim to create harmony and a safe space for everybody to feel welcomed in. Remember we celebrate diversity and include people of all gender, ethnicity, sexual orientation, and background.
- **Collaborate.** Treat readers as if they're your fellow colleagues for social good. Don't talk like you're above or below them. Put yourself at their level — like they're a teammate. Be professional, respectful, and inclusive.

Don't market at people; act like we're in it together for a social cause.



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BRIDGEGOOD Writing Style

When we write content, we aim to be:

- **Clear.** Know the topic you're writing about. Use simple words and concise sentences.
- **Useful.** Before you start writing, ask yourself: What are you writing for? Be purposeful and educational with the information you share.
- **Professional.** We are more professional than playful. We are friendly — but we are serious about what we do. All of our content, from splash banners to Google forms should be professional. You are the expert of handling the information readers need to know.
- **Be inclusive.** Always write for everyone in mind. People of all gender, ethnicity, sexual orientation, and background are welcomed in our community.



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