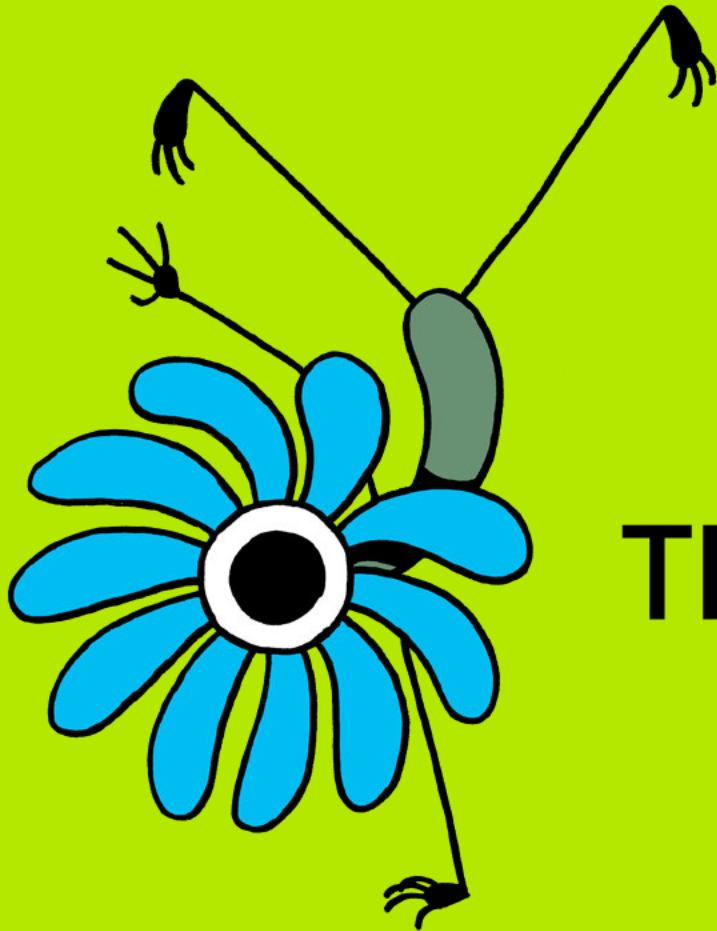


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# THE STORY PLANET STYLE GUIDE



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# INTRODUCTION

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This is the official style guide for Story Planet. The purpose of this document is to guide you while you are developing external, public-facing documents on behalf of the organization. This guide will show you how to represent the organization well (stylistically) by telling and showing you how to get messages across to our audiences, which colours to use on graphics, the do's and don'ts when using the Story Planet logo, a few grammar tips to help you craft a great story and more. When in doubt, refer to this guide to steer you in the right direction.