

STYLE GUIDE  
For COMPANY DOCUMENTATION

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**B U R L A P   A T T I R E**

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BURLAP ATTIRE

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BURLAP ATTIRE

## 1 THE PURPOSE OF THE STYLE GUIDE

The purpose of this document is to help individuals and departments to prepare company documentation consistent with the Burlap Attire corporate style. The Style Guide explains the style to be applied to company documentation (ie not including specialised publishing requirements) together with information on typography, and advice for writing and producing documents. It is recognised that there will be documentation, which is outside these guidelines, but the general format should be followed wherever possible.

### The Development of the Style

This Style Guide has been developed to encompass the character of Burlap Attire and reflects the new progressive approach to the expansion of the organisation whilst still maintaining the sense of tradition and history.

## 2 ELEMENTS OF THE CORPORATE STYLE

### Templates

Templates have been designed for a - letter, fax, memo, report, invoice, quote, order and landscape style document. All documents should use black and white to colour headings, tables etc. Colour should only be used to highlight key outcomes in financial reports.

### Writing Style

Composition should be concise, friendly, and professional in keeping with the mission statement of Burlap Attire Publishing. Documents should be visually appealing and use unambiguous language.

### Standard Operating Environment

Burlap Attire Publishing’s standard operating environment (SOE) is Microsoft Windows. Documentation should be produced using Microsoft Word or Microsoft Excel. This will ensure portability of files and consistency of operation.

### Filenames

Burlap Attire Publishing has adopted the following convention for file names:

<b>Directory path:</b>	\department name\project name (eg \accounts\budgets)
<b>Filename:</b>	\as above\document record number\8 character filename (eg \accounts\budgets\1001\dec_2001)
<b>Extension:</b>	Do not include any extension (eg .doc, .dot, .xls) – allow the type of package used to determine this.

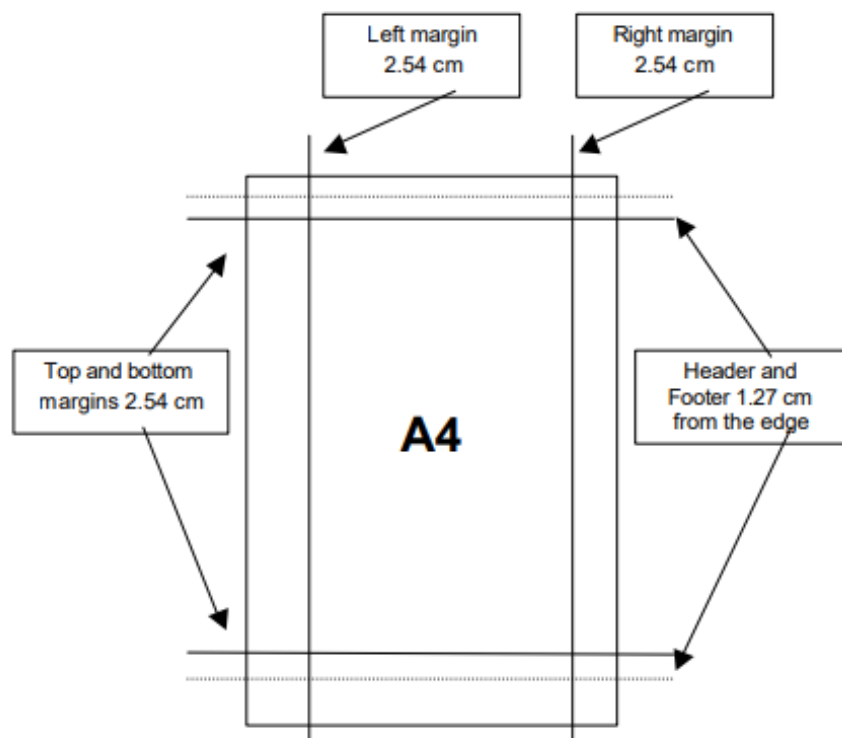
Company logo

Burlap Attire's logo must appear at least once on all documentation.

### 3 PAGE LAYOUT

Only A4 paper is to be used for Burlap Attire's documents. The page margins are shown in Figure 1:

**FIGURE 1** Diagram of Page Margins



Text

All documents will use Arial Typeface.

Headers and footers

#### Headers

Headers are used for all documents of more than one page. They contain the Burlap Attire logo, the title of the document and the title of the current section (if applicable).

#### Footers

Footers are used for all documents and must contain the automatic filename and path feature.