



Skills in 60: Build the Best Style Guide for Your Brand

This in-depth, short course will give you the essentials you'll need to use standard style manuals, when to consult the *AP Stylebook* vs. *Chicago Manual of Style*, and how to create an in-house style guide using various resources. If you have any questions about the materials, please email support@mediabistro.com.

Lesson 1: What is a Style Guide?

The function of a style guide; what an in-house style guide is.

Lesson 2: *AP Stylebook* vs. *Chicago Manual of Style*

The differences between these two standard style manuals and when to use one over the other.

Lesson 3: Consulting Style Manuals and Specialized Resources

When to consult a style manual; an overview of helpful resources.

Lesson 4: Creating an In-House Style Guide

Best practices for building and organizing your own house style guide.