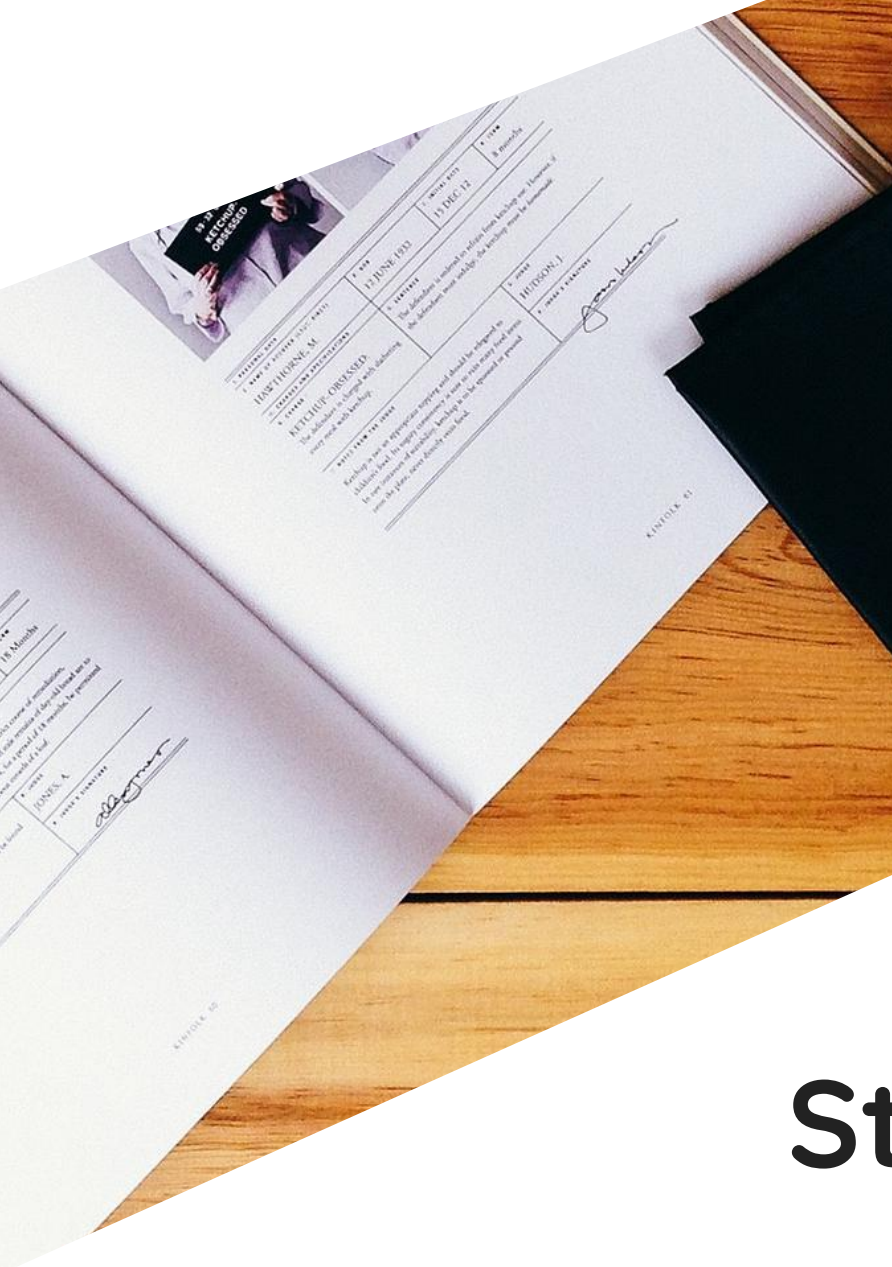


# SideStory



# Style Guide

2017

# SideStory

## Index

### **1. SideStory**

Who we are. What we believe in.

### **2. Write for us**

What makes us different.

### **3. Topics**

Topics we cover in the SideStory Journal.

### **4. Style**

Point of view, tone of voice, style.

### **5. Sample Writing**

## Who we are

SideStory was founded by Gio, Gord, and Rachel, three friends who believed that something was missing when they travelled. They wanted to connect with incredible local people - creatives who would know where to find the secret gems of a city.



## What we believe in

We believe that travel should be immersive - it should allow you to delve head first into foreign cultures like a local.

To allow people to have authentic and meaningful experiences, we connect them to unique people with incredible knowledge, expertise, curiosity and kindness.



## 2. Write for us

What makes us different.

SideStory gives a voice to a city's creative community. As a SideStory writer, you will be relaying stories as a city contributor. Through writing, sketching, photographing and storytelling, you will help SideStory bring our favorite cities into a new light.

**1. Creative focus** - SideStory offers content about the most interesting people and places across different cities. We care about providing unique insights into what the latest and greatest developments are in these different spheres. The sectors we cover include: art, street art, fashion, photography, design, literature, poetry, gardening, antiques, history, culture, food & beverage, theatre, architecture & magic.

**2. City focus** - Writing for SideStory means giving full life to the city you live in or love. Uncover local gems and share them with our readers: research, uncover, interview, scout and explore the hidden keys to your city.

**4. Multimedia** - Great content is not just writing. Our creative community loves photography, fashion sketches, creative writing, poetry and video. Bring your ideas to life and showcase your work not only on the SideStory journal but on all our social media channels. The best pieces will also make it to our subscriber newsletters.

## 2. Topics

Our Journal explores different creative & cultural topics through your eyes: the eyes of a city contributor. We want to share the latest and greatest happening in your city with our readers. Here is a (non-exhaustive) list of topics you can cover.



### Art & Street Art

new exhibitions, new galleries, new artists,  
new trends, new perspectives on art



### Photography

new exhibitions, interesting photographers,  
competitions, sharpening skills, best photography  
locations



### Food & Drinks

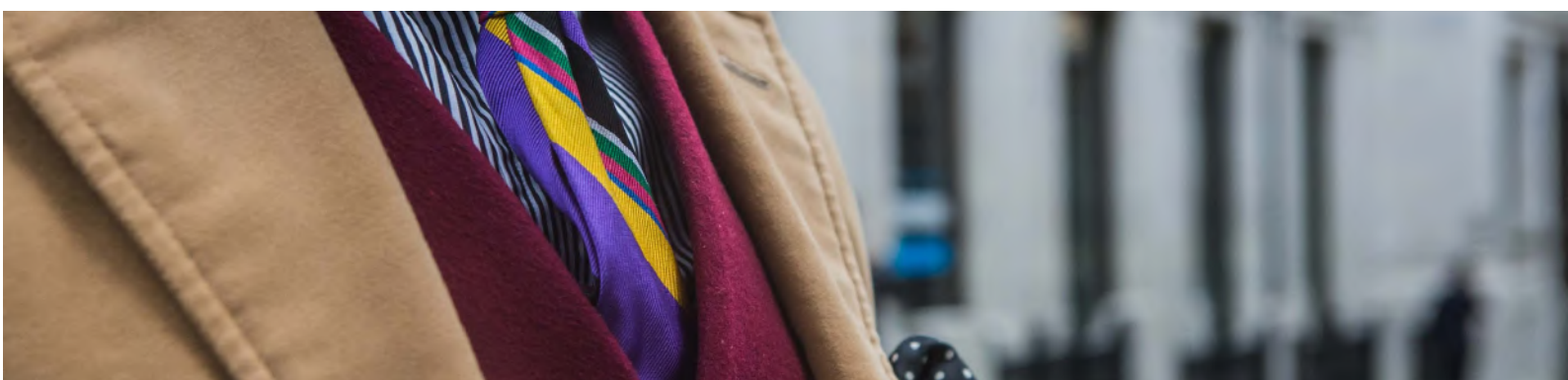
new trends, new markets, new chefs/makers, new  
restaurants, interesting foodies





## Design

new exhibitions, new galleries,  
new trends, interesting designers, sketches predicting  
design trends



## Fashion

new exhibitions, new trends, new designers, fashion  
week, style guides, sketches predicting fashion trends



## Literature

new writers, writing competitions, interesting writers,  
places that have inspired writers, creative writing pieces  
about a city, poetry about a city





## Gardening

new gardens, new trends, interesting gardeners,  
plant properties



## Antiques

where to find best antiques, how to spot them,  
interesting antiques, new finds in antiquing, best cities  
for discovering antiques



## Architecture

new exhibitions, new buildings, interesting buildings,  
new trends, interesting architects

### 3. Style

Point of view, tone of voice, style.

**1. Point of view** - An article written for the SideStory journal comes from the point of view of a city contributor - someone who has their finger on the pulse (you!). This person is a creative who has a special sensitivity and understanding for the topic they are writing about.

**2. Tone of voice** - Writing as a city insider implies authority in speech. Articles for the journal should speak with confidence and persuasion but without gravity. SideStory appeals to travelers who want to discover a new way of seeing the city, so it is key that we communicate the "exclusivity" of the information shared. The tone and language should be journalistic but approachable, like a personal blog.

**3. Style** - Great writers and creators have unique styles, and we want you to feel confident in your expression. Wit and humor are good ways to engage audiences, but you should avoid expletives, colloquialisms (unless specifically relevant) and slang.



## 4. Sample Writing

6 souvenirs that say "British" without saying "boring"

*Topics: Travel & Culture*

*City: London*

*Type: List*



### 6 unique souvenirs that say "British" without saying "boring"

13th July 2017

There are all sorts of incredible products "Made in the UK" - unique souvenirs that will inspire and excite even the most discerning friends and family. The shops listed here are destinations in their own right, places worth visiting regardless of whether you're shopping for gifts.



### Edward Jonkler documents "The Lost Men of Syria": The untold issues underlying the global refugee crisis

6th July 2017

Meet Edward Jonkler, the up-and-coming photojournalist on a mission to reveal the issues underlying the global refugee crisis. His most recent project and first solo exhibition, The Lost Men of Syria, opens at the Saatchi Gallery on July 19th.

Edward Jonkler documents "The Lost men of Syria:" The untold issues underlying the global refugee crisis

*Topics: Photography*

*City: London*

*Type: Interview*

The Design Museum's 2017 Designs of the year shortlist

*Topics: To-do in London*

*City: London*

*Type: Visual Diary*



### The Design Museum's 2017 Designs of the year shortlist

18th August 2017

This year of political uncertainty, social unrest, technological innovations and conscious creations is illustrated in the pieces selected for this year's Beazley Design exhibition and awards. SideStory has selected some of the most exciting pieces to for you to preview.

"Stories are the creative conversion of life itself into a more powerful, clearer, more meaningful experience. They are the currency of human contact."

- Robert McKee



**Thank you**  
for joining the SideStory writer  
community!



# SideStory



Find your story.