



Welcome to QVC's Content & Creative Guidelines!

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Our Purpose

This comprehensive reference document includes guidelines for the **Copy, Design, and Brand** teams at QVC. The intent is to ensure uniformity in style and formatting across each team and all categories.

How This Wiki Is Organized

Because this is a department-wide database, the information provided is broken up by product category and multicategory teams. The entire database is searchable. It was designed this way so you aren't spending valuable time looking in vain for information.

To start, you'll select an option from the left nav. From there, you'll choose Copy, Design, or Brand, then select the section with the information you need.



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- Product Content
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- Section 1
 - Subcategory, etc.
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