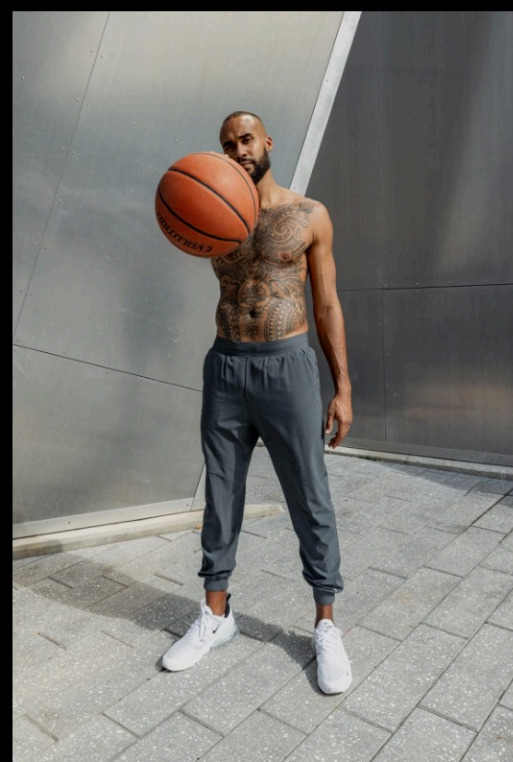


Brand Guidelines

Version 1
December, 2024



Welcome to [Brand X]



Tone of Voice

Introduction

Audience Profiles

Brand Positioning

Tone of Voice

Visual Identity



4.1 Intro to Tone of Voice

4.2 Brand Voice

4.3 Brand Voice Traits

4.4 Key Messaging

4.5 Tone Spectrum

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Intro to Tone of Voice

Our voice shapes how people experience [Brand X]. More than just words, it's the personality and energy we bring to every interaction. This section shows you how to capture our brand's distinct character across all communications.

How to use this section:

Think of these guidelines as your brand voice toolkit. They're here to inspire and guide, not to restrict. The examples show our personality in action, but they're intentionally amplified to illustrate key traits. When creating actual content, you'll dial these elements up or down depending on the context.

Remember:

Great brand writing comes from understanding these principles, not copying these examples. Always consider your audience and objective when applying these guidelines.

Use this guide to:

- Understand our brand's personality
- Maintain consistency across channels
- Strike the right tone for different contexts
- Check if content feels authentically "us"

Brand Voice

Everyday Explorer

The Everyday Explorer understands that adaptability is everything and every day brings opportunities.

It's this mentality that makes them equally at home working on their laptop or climbing Mt. Rinjani. Their 9-to-5 might look like anyone else's, but they move through life with an open mind, motivated to get the most out of every day.

This live-free lens informs how they experience the world. They're not confined by convention and they can't be weighed down—and our product empowers them to move more freely from one moment to the next.

Brand Voice Traits

[Brand X]'s voice is forward, active, and dynamic. But it's not just any activewear brand. We **enable** people who already live experience-packed lives to transition easily between all their activities, environments, and moods, and **boldly encourage** those who've been wanting to take a leap to go ahead and do it.

People who wear [Brand X] are part of a values-aligned community that **lives freely**—whatever that looks like for them.

4.3

Brand Voice Traits

Sharp & Spirited

The life of the party who’s secretly well-read

- Quick-witted but never cutting
- Clever but not trying too hard
- Smart without being pretentious
- Always ready with the perfect one-liner

Do

- Use unexpected metaphors
- Play with cultural references
- Let personality shine through
- Keep the energy bright

Don’t

- Force humor
- Get too silly
- Lose sophistication
- Overuse exclamation points

Example:
You’re going places.

Bold & Boundless

The friend who makes everything an adventure

- Confident without being cocky
- Direct but not aggressive
- Passionate but not overwhelming
- Never settles, always pushing boundaries

Do

- Challenge conventions playfully
- Encourage exploration
- Celebrate bold choices
- Champion freedom

Don’t

- Push too hard
- Sound preachy
- Override personal choice

Example:
Welcome to your comfort zone (it’s bigger than you think).

Cool & Capable

The one who makes everything work

- Adaptable but not inconsistent
- Multifaceted but not scattered
- Open-minded but not directionless
- Always evolving, never static

Do

- Celebrate transitions
- Embrace open-mindedness
- Champion flexibility
- Honor individual paths

Don’t

- Be vague
- Sacrifice clarity
- Miss the human element

Example:
Desk views to deadlifts to dinner plans. We make clothes for that.

Fierce & Forward

The friend who pushes you to do the thing

- Brave without being brash
- Active without being aggressive
- Encouraging without pushing
- Bold without overwhelming

Do

- Lead with action
- Champion bold moves
- Directly empower
- Make space for courage

Don’t

- Force or pressure
- Lose warmth
- Get too intense

Example:
Turn “maybe” into “watch me.”

Key Messaging

Key Message A



THE MESSAGE

Permission to Explore

THE CORE THEME

Living fully isn't someday—it's now.



HEADLINES & HOOKS

- Ready when you are.
- Your boundaries look different today.
- Stop asking. Start moving.

Key Message B



THE MESSAGE

Seamless Transitions

THE CORE THEME

You flow through life—your clothes should too.



HEADLINES & HOOKS

- Your 9-to-5 just met your 5-to-9.
- Today just got interesting.
- Keeping up with wherever you're going.

Key Message C



THE MESSAGE

Movement With Meaning

THE CORE THEME

Thoughtful design enables freedom.



HEADLINES & HOOKS

- Live lighter.
- Less noise, more notice.
- Clothes that get out of your way.

Tone Spectrum

+ More

Bold

Playful

Sharp

Free

Fluid

Deep

Witty

Dimensional

– Less

Aggressive

Silly

Cutting

Chaotic

Scattered

Heavy

Snarky

Complicated

Copy Style Guide

Our digital presence maintains our playful spirit while ensuring clarity and accessibility.

Core Principles

- **Clear > Clever**
While we love wordplay, never sacrifice clarity for style.
- **Concise > Complex**
Keep it sharp and impactful.
- **Active > Passive**
Use dynamic language that moves.
- **Human > Technical**
Even when discussing technical features, keep it conversational.

Universal Guidelines

- Don't fall back on well-worn tropes or travel clichés; opt for unexpected juxtapositions instead.
- Always maintain sophistication regardless of energy level (think Millennial maturity level, not Gen Z).
- Adapt tone based on context while keeping core personality.
- Consider cross-cultural nuances.
- Balance aspiration with accessibility.
- Don't shame the 9-to-5ers.

A – Mechanics & Technicalities

Headlines

- Keep headlines under 65 characters for SEO
- Use sentence case: "Your next adventure starts here"
- Avoid punctuation in headlines unless using our signature parenthetical style
- Lead with active verbs when possible

Body Copy

- Short paragraphs (2–3 sentences max)
- Use bullet points for features/lists
- Break up long sections with subheads
- Optimize for scanning with clear hierarchy

CTAs

- Keep action-oriented and specific: "Find your perfect fit" vs "Click here"
- Use first person where relevant: "Start my journey" vs "Start your journey"
- Be direct but not demanding
- Maintain energy and encouragement

Product Descriptions

- Lead with benefits, not features
- Include specific use cases
- Highlight versatility
- Keep technical specs clear and scannable

Inclusive Language

- Use gender-neutral terms
- Avoid ableist language, such as:
 - “Lame”
 - “Blind to,” “turn a blind eye,” etc.
 - "Crazy"
 - “Tone deaf,” “fall on deaf ears,” etc.
 - “Able-bodied”
- Refer to bodies using neutral terms that affirm and respect the dignity of everyone regardless of their size

* ***Refer to the APA’s Inclusive Language Guide***

Cultural Sensitivity

- Avoid idioms that may not translate globally
- Use universal references over culture-specific ones
- Be mindful of different cultural contexts
- Consider different climates in seasonal references

Accessibility

- Use alt text for all images
- Write descriptive link text: "Learn about our materials" vs "Click here"
- Use proper heading hierarchy (H1 → H2 → H3)
- Keep sentences and paragraphs concise for screen readers

Size & Body Diversity

- Use alt text for all images
- Write descriptive link text: "Learn about our materials" vs "Click here"
- Use proper heading hierarchy (H1 → H2 → H3)
- Keep sentences and paragraphs concise for screen readers

4.6

B – Mechanics & Technicalities

Formatting

Numbers

- Spell out numbers one through nine
- Use numerals for 10 and above
- Exceptions:
 - Always use numerals in product descriptions and specs
 - Always use numerals for measurements and percentages

Capitalization

- Use sentence case for headlines and subheads
- Capitalize proper nouns only
- Keep product names as specified in product guide

Punctuation

- Use single spaces after periods
- Use Oxford commas
- Use em dashes for breaks in thought (—) vs hyphens (–)
- Minimize exclamation points (maximum one per page)

Content Types

Product Pages

- Clear hierarchy of information
- Benefits before features
- Product specs in scannable format
- Size and care information clearly marked

Category Pages

- Clear navigation paths
- Consistent collection descriptions
- Filter and sort options clearly labeled
- Featured items clearly marked

Blog/Editorial

- Maintain brand voice while allowing for more detail
- Include clear subheadings
- Link to relevant products naturally
- Break up text with imagery

Brand-Specific Terms

Product Terms

- [Brand X] (no full stop, never abbreviated)
- Names of proprietary materials always in title case
- Collection names as specified in product guide

Feature Terminology

- Consistent terms for technical features
- Standard sustainability terminology
- Unified size descriptions
- Consistent care instruction language