**Voice Guide**

**Message**

VEER is a lesson plan resource designed to guide you through the voting process wherever you stand in your voter journey. Through bite-sized fun lessons, established by your level of expertise, VEER is a practical and efficient way to learn!

**Language & Grammar**

We want to talk to you! By speaking in second person, we can accomplish a greater connection and engage with you in a friendly manner. We aim to be coherent and transparent. We use relatable expressions like ‘WTF’, ‘Oof’, ‘Vibes’, etc.

**Tone & Style**

We are chill but not stale. We have witty sometimes sarcastic humor but never disrespectful. We take the complicated stuff about voting and translate it into easier digestible material.

**Voice**

We are relaxed and informal. Always aiming to be comprehensible in our work to give you a smooth painless learning experience while also having fun along the way. Good vibes all around baby!!