# Brand Style Guide

Audience

Our content is aimed at mid-career professionals in tech who are time-strapped but eager to stay informed and inspired.

## Voice

* Confident and knowledgeable, but never arrogant
* Conversational and helpful, as if guiding a peer
* Avoid hype, clichés, and empty buzzwords

## Tone Guidelines

* **Professional but warm**: Think trusted advisor, not formal lecturer
* **Encouraging and optimistic**: Focus on possibility and progress
* **Inclusive and clear**: Avoid insider terms unless defined

## Writing Style

* Vary sentence structure, but aim for clarity over complexity
* Keep most sentences under 20 words
* Use contractions to sound natural and approachable
* Bullet points are welcome for lists—keep them concise
* Prefer active voice over passive

# Calls to Action

* Close with a clear, encouraging step the reader can take
* Avoid aggressive or overly salesy language (e.g., “Act now!”)

# Don’t

* Overuse industry jargon or technical terms without explanation
* Write in an academic or overly formal tone
* End with vague statements like “Hope this helps” or “Let us know”