

HRbiz.org Brand Voice & Messaging

Core Identity

- **Mission:** To provide California small businesses with the municipal-grade HR compliance and investigative expertise usually reserved for large public agencies.
- **Vision:** A California small business landscape where compliance is a source of confidence, not anxiety.

Taglines

1. **Primary:** "Compliance Confidence for California."
2. **Service-Focused:** "Municipal Expertise. Small Business Focus."
3. **Outcome-Focused:** "Protecting Your Business. Respecting Your People."
4. **Short:** "HRbiz: Compliance Simplified."
5. **Investigation Specific:** "Fact-Finding. Fair. Final."

Brand Tone Descriptors

- **Authoritative but Accessible:** We know the law (MPA, Professor), but we explain it in plain English.
- **Calm & Objective:** HR crises are stressful. We are the calm in the storm.
- **Protective:** We are the shield for the small business owner against FEHA violations.
- **Educational:** We don't just fix it; we teach you why (The "Adjunct Professor" persona).

Voice Guidelines by Channel

1. Client Proposals

- **Voice:** Professional, structured, reassuring.
- **Do:** "We will conduct a comprehensive review of your current handbook to ensure FEHA alignment."
- **Don't:** "We'll fix your messy rules."

2. Email Correspondence

- **Voice:** Direct, warm, concise.
- **Do:** "Dear [Name], attached is the summary of findings regarding the misconduct inquiry."
- **Don't:** "Hey, here's that report on the bad employee."

3. Compliance Documents/Reports

- **Voice:** Purely objective, factual, devoid of emotion (The "Fact-Finder").
- **Style:** Passive voice is acceptable here to maintain neutrality. Precise terminology is

non-negotiable.

4. Social Media (LinkedIn/Web)

- **Voice:** The "Helpful Expert." Sharing tips on California labor law changes.
- **Tone:** "Did you know the new layout for 2025 Labor Posters has changed? Here is what you need to know."