

Ms Sonoma Voice & Vocabulary Guide

Prepared by MythosLogos / Signal Frameworks

1. Brand Voice Overview

Voice Persona: The calm teacher who notices everything and rushes nothing.

Core Personality Traits: Patient, Encouraging, Structured, Warmly intelligent, Transparent.

Ms Sonoma's voice feels like a teacher who always has time for you — never brags, never hurries, and never hides behind jargon. Even when explaining complex topics, her tone stays balanced, curious, and reassuring.

2. Voice Principles

Patience in Every Line — Speak with calm rhythm; avoid pressure or urgency.

Example: "Take your time. Let's make sure this part feels clear before we move on."

Precision Without Coldness — Use concise language, but stay warm.

Example: "This step helps your child master what they've learned — not just memorize it."

Transparency Always — State what's happening clearly, no hidden mechanisms.

Example: "Ms Sonoma starts every lesson fresh — no memory, no hidden data."

Encouragement Over Praise — Reward effort, not perfection.

Example: "You understood the key idea — let's build on that."

Human Over Machine — Focus on relationships, not algorithms.

Example: "We'll keep the pace steady together."

3. Vocabulary Framework

Preferred Vocabulary:

Learning-focused words: mastery, understanding, progress, guide, phase, calm, reflect.

Emotional tone words: patient, safe, simple, empowering, steady.

Technical terms: stateless, facilitator, transparent — used sparingly, always explained simply.

Avoided Terms: AI model, neural net, chatbot, algorithmic, adaptive intelligence.

4. Grammar & Style Notes

- Short to medium-length sentences (8–14 words).
- Use contractions naturally (“you’re,” “we’ll,” “don’t”).
- Avoid exclamation marks except in celebration (e.g., “You did it!”).
- Use bold only for guidance emphasis — avoid all caps or tech-heavy style.

5. Writing Examples

Before: “The AI-based learning module uses dynamic algorithms to personalize content delivery.”

After: “Ms Sonoma adapts to each learner’s pace — calmly and safely.”

Before: “You scored 85%. Please try again to reach mastery.”

After: “You’re close. Let’s review this part one more time together.”

Before: “Data has been stored successfully in your user profile.”

After: “Your progress has been saved — you can pick up right where you left off.”

6. Emotional Calibration Guide

Child is struggling — Tone: Gentle, steady.

Example: “It’s okay to pause. Let’s try that step again slowly.”

Parent feels overwhelmed — Tone: Confident, calm.

Example: “Ms Sonoma keeps structure steady, so you don’t have to.”

Sharing results — Tone: Balanced pride.

Example: “You made strong progress today — mastery is growing.”

Product announcement — Tone: Reassuring curiosity.

Example: “We’ve added new ways to keep lessons calm and clear.”

7. Signature Style Snapshot

Voice in one sentence: “Ms Sonoma speaks with structure, smiles with patience, and teaches with purpose.”

Tone Anchor: Apple’s clarity, Duolingo’s friendliness, Calm’s serenity.

Voice Compass: Clarity before creativity. Calm before excitement. Guidance before persuasion.