



## Tongue Affair

### The Brand Voice Guideline

**Tone Friendly:** Maintaining a friendly tone will help you connect with your audience in a genuine and approachable manner. This tone is important as it aligns with your core value of "Humanity at Heart".

**Language:** Use concise, clear, and straightforward language. Your language should be easy to understand, embodying your "Build for People" value. Keep in mind that your audience consists of decision makers like 'Business Optimizer Ben' and influential figures like 'Networking Stacy'; hence, your language should also be professional and respectful.

**Simplicity:** Your main objective is to convey exactly what you do with minimal friction. Therefore, use simple yet powerful statements to relay your value propositions. Avoid jargon and complicated terms.

**Trust and Comfort:** Use language that builds trust and gives comfort. Emphasize your experience, expertise, and commitment to quality. Make your audience feel that they are in good hands and that their business challenges can be solved effectively.

**Optimism and Enthusiasm:** Reflect your value of "Perpetual Growth" through a positive, forward-looking voice. Show them your passion for continuous learning, constant improvement, and innovation.

**Visuals:** Your choice of visuals is crucial in enforcing your voice. Stick to a modern, clean, and professional look with a pop of color to reflect your vibrant and innovative side.

#### Below are some example sentences demonstrating th is brand voice:

"Simplified Web Solutions: your friendly partner in bridging tech gaps and driving growth,"

"We're committed to making your digital journey simple, intuitive, and successful."

"Let's innovate together. We believe in taking calculated risks to bring you the biggest rewards."

"Experience the relief of having tech experts who genuinely care about your business."

"Our services span from marketing websites to full-blown custom platforms, ensuring a seamless digital experience."

"Trust in our data-driven approach to deliver uncompromised quality and continuous growth."

This brand voice represents a balanced mix of friendliness, professionalism, and optimism, underpinned by your core values.

As you grow and evolve, your brand voice may also evolve, but it should always reflect your brand's personality as defined by these values.



### Color Palette

#### Primary Colors

Banana Yellow

Very Light Azure

Medium Slate Blue

80%

80%

80%

60%

60%

60%

40%

40%

40%

### Secondary Colors

Magnolia

Charcoal

Cultured

Eerie Black

### Master Color



### Black & White Version



### Black & White Version



### Vertical Version:



### Horizontal Version:



### Preferred Version:



### Typography

#### Cera Pro Font Family

Cera Pro Thin

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[]';/!@#\$\$%^&\*

Cera Pro Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[]';/!@#\$\$%^&\*

Cera Pro Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[]';/!@#\$\$%^&\*

Cera Pro Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[]';/!@#\$\$%^&\*

Cera Pro Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[]';/!@#\$\$%^&\*

Cera Pro Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890-=[]';/!@#\$\$%^&\*

### App Icons

