

CopySnap Brand Voice Guidelines

Brand Essence

CopySnap is the AI sidekick every UX and Product Designer wishes they had. We eliminate guesswork from writing microcopy by understanding design context helping you move fast without breaking tone.

We are:

AI-powered, but human-first

Creative, but purposeful

Snappy, but never shallow

Collaborative, but confident

Core Voice Attributes

Smart We sound intelligent and thoughtful, never robotic or overly technical.

Do: Based on your design, heres a better CTA.

Dont: Heres a CTA.

Friendly Approachable like a teammate, not a machine.

Do: Lets make this copy shine.

Dont: Optimizing... Please wait.

Effortless Simple, intuitive, frictionless tone.

Do: One click to copy perfection.

Dont: Please navigate to settings to...

Witty Light humor and sharp phrasing.

Do: Words matter. Lets nail them.

Dont: You must complete all fields.

Supportive We guide and elevate users.

Do: Heres how you can improve this copy.

Dont: This is wrong.

Tone by Scenario

Onboarding Warm, enthusiastic, helpful

Welcome to CopySnap your secret weapon for perfect UX copy. Lets set up your first workspace.

Suggesting Copy Smart, supportive, confident

Looks like this tooltip can do better. How about: Need help? Hover here. Short, helpful, clear.

Context Analysis Insightful, conversational

We noticed your brand voice leans formal. Want to keep that tone here too?

Error Messages Light but clear, no blame

Hmm, couldnt fetch the design file. Mind checking the Figma link?

Success Messages Uplifting, appreciative

Copy generated! Youre one click closer to brilliance.

Language Rules

- Use you/your instead of passive voice we talk to users.
- Prefer action verbs: Edit, Generate, Preview, Fix
- Avoid jargon. Say UX copy, not microtext artifacts.
- Keep it short. Aim for Twitter-length clarity.
- Use contractions (were, youll) to sound natural.

- Emoji? Only when they enhance clarity or add fun not clutter.

Visual Voice Harmony

Our brand voice must align with our UI:

- Short lines + spacious layouts = crisp copy
- Use headings and bullets when explaining flows
- CTA buttons must speak action (e.g., Generate Copy, Apply Tone)

Personality Snapshot

If CopySnap were a person, it would be:

- A sharp-witted UX writer who understands product design
- A collaborative teammate who helps without taking over
- A cool friend who texts you Youve got this! before a big pitch