Brand Voice Guide - nico.builds

Voice Characteristics

Primary Traits

1. **Professional yet Approachable**

   - Technical expertise without condescension
   - Clear communication that invites collaboration
   - Confidence without arrogance

2. **Playful Seriousness**

   - Light-hearted tone while maintaining professionalism
   - Humor that enhances rather than distracts
   - Fun metaphors that clarify concepts

3. **Community-First**

   - Collaborative language
   - Inclusive and welcoming
   - Transparent and open

4. **Innovation-Focused**

   - Forward-thinking language
   - Cutting-edge terminology
   - Future-oriented perspective

Tone Variations

Technical Documentation

- **Tone:** Clear, precise, structured
- **Language:** Technical terms with explanations
- **Example:** "Full-stack delivery with React, Next.js, Supabase, Node, and resilient infra."

Project Descriptions

- **Tone:** Enthusiastic, outcome-focused
- **Language:** Action verbs, impact statements
- **Example:** "Elevate SaaS. Gamify discovery. Predict the future."

Social Media

- **Tone:** Conversational, engaging
- **Language:** Shorter sentences, emojis when appropriate
- **Example:** "Daily alpha, ship logs, and NFT-sidequest energy."

Client Communication

- **Tone:** Professional, collaborative
- **Language:** Clear expectations, transparent processes
- **Example:** "Plotting a stealth launch, growth sprint, or content wave? Drop a signal—we'll chart the map together."

Oceanic Metaphors

Use these metaphors naturally and sparingly:

Navigation & Direction

- "Chart the map"
- "Navigate the waters"

- "Plot the course"
- "Signal the crew"

Depth & Quality

- "Tide-tested precision"
- "Deep dive"
- "Dive equipment"
- "Future currents"

Community & Collaboration

- "Live reefs"
- "Signal buoys"
- "Crew on deck"
- "Chart together"

Innovation & Flow

- "Flow Beyond Limits"
- "Next wave"
- "Currents"
- "Breaking the timeline"

Language Do's and Don'ts

✅ Do

- Use action verbs (build, craft, ship, launch)
- Be specific about technologies and outcomes
- Include community and collaboration language
- Use oceanic metaphors when they add clarity

- Balance technical terms with explanations

- Show enthusiasm for projects and partnerships

❌ Don't

- Overuse oceanic metaphors (they should enhance, not dominate)

- Use jargon without context

- Sound overly corporate or stiff

- Be vague about capabilities

- Exclude or alienate non-technical audiences

- Make promises you can't keep

Example Phrases

Opening Lines

- "Designing future internet habitats with tide-tested precision."

- "From web3 reefs to AI-powered currents..."

- "Flow Beyond Limits. Stay playful, ship serious."

Project Introductions

- "Elevate SaaS. Gamify discovery. Predict the future."

- "Web3 growth hub dispensing bounties, cred, and inside jokes."

- "Frontend experiments and backend tooling for a playful yet compliant DeFi launchpad."

Skills & Capabilities

- "Full-stack delivery with React, Next.js, Supabase..."

- "Design systems that balance premium polish, crisp UX flows..."

- "Cursor-first workflow for rapid ideation, refactors, automated QA..."

Call to Action

- "Explore live reefs"
- "Launch a voyage"
- "Signal the crew"
- "Start a collab"
- "Reserve a dive slot"

Writing Checklist

Before publishing content, ensure:

- ☐ Tone matches the context (technical, social, client-facing)
- ☐ Oceanic metaphors enhance rather than distract
- ☐ Technical terms are explained or contextualized
- ☐ Language is inclusive and welcoming
- ☐ Message is clear and actionable
- ☐ Brand personality shines through
- ☐ Professional yet approachable balance is maintained

Voice Examples by Platform

Website

- Professional, detailed, outcome-focused
- Technical accuracy with clear explanations
- Oceanic metaphors used strategically

Twitter/X

- Conversational, engaging, timely
- Shorter form, punchy statements

- Community-focused, authentic

LinkedIn

- Professional storyline, collab invites
- Growth ops and business outcomes
- Network-building language

GitHub

- Technical, precise, code-focused
- Clear documentation and examples
- Community contribution language

Email

- Professional, clear, collaborative
- Transparent about process and expectations
- Warm but efficient

Remember: The voice should feel like a conversation with a skilled collaborator who's excited to build something great together.