# Luna Digital - Audience Style Guide

## Brand Voice and Tone

### Primary Brand Voice

* \*\*Professional yet approachable\*\*: Demonstrate expertise while remaining accessible
* \*\*Authoritative and trustworthy\*\*: Establish credibility through evidence-based content
* \*\*Empathetic and understanding\*\*: Address customer pain points with genuine concern
* \*\*Solution-focused\*\*: Always provide clear pathways to resolution

### Tone Variations by Context

#### Educational Content

* \*\*Informative and clear\*\*: Complex topics explained in accessible language
* \*\*Patient and thorough\*\*: Step-by-step guidance without overwhelming details
* \*\*Evidence-based\*\*: Supporting claims with credible sources and data

#### Service-Focused Content

* \*\*Confident and reassuring\*\*: Demonstrate capability and build trust
* \*\*Benefit-oriented\*\*: Focus on outcomes and value proposition
* \*\*Action-oriented\*\*: Clear calls-to-action and next steps

#### Problem-Solution Content

* \*\*Empathetic acknowledgment\*\*: Recognise customer challenges
* \*\*Solution-focused approach\*\*: Provide clear pathways to resolution
* \*\*Supportive guidance\*\*: Offer ongoing assistance and resources

## Writing Standards

### Language Preferences

* \*\*British English\*\*: Use British spelling and terminology throughout
* \*\*Professional vocabulary\*\*: Industry-appropriate language without jargon overuse
* \*\*Conversational elements\*\*: Natural flow while maintaining professionalism
* \*\*Active voice preference\*\*: Direct, engaging sentence construction

### Content Structure Guidelines

* \*\*Clear headings\*\*: Descriptive section headers for easy navigation
* \*\*Logical flow\*\*: Information presented in intuitive sequence
* \*\*Scannable format\*\*: Bullet points, numbered lists, and visual breaks
* \*\*Summary sections\*\*: Key points highlighted for quick reference

### Technical Communication

* \*\*Accessible explanations\*\*: Complex concepts broken down appropriately
* \*\*Visual support\*\*: Diagrams and examples where beneficial
* \*\*Step-by-step guidance\*\*: Clear procedural instructions
* \*\*Troubleshooting focus\*\*: Anticipate and address common questions

## Audience-Specific Adaptations

### Primary Audience Considerations

* \*\*Information-seeking behaviour\*\*: Comprehensive yet digestible content
* \*\*Decision-making process\*\*: Support research and comparison phases
* \*\*Trust-building requirements\*\*: Credentials, testimonials, and evidence
* \*\*Accessibility needs\*\*: Clear navigation and multiple content formats

### Content Personalisation

* \*\*Persona-specific messaging\*\*: Tailored communication for different user types
* \*\*Journey stage awareness\*\*: Content appropriate for awareness, consideration, decision phases
* \*\*Pain point addressing\*\*: Direct response to specific audience challenges
* \*\*Value proposition alignment\*\*: Benefits communicated in audience-relevant terms

## Quality Standards

### Content Requirements

* \*\*Accuracy verification\*\*: All claims supported by credible sources
* \*\*Currency maintenance\*\*: Regular updates to ensure relevance
* \*\*Accessibility compliance\*\*: Content accessible to all users
* \*\*SEO optimisation\*\*: Search-friendly while maintaining readability

### Review Process

* \*\*Editorial review\*\*: Grammar, style, and brand voice consistency
* \*\*Technical accuracy\*\*: Subject matter expert verification
* \*\*Audience alignment\*\*: Persona and journey stage appropriateness
* \*\*Performance monitoring\*\*: Engagement and conversion tracking

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\*Style Guide created: 30 September 2025\*

\*Client: Luna Digital\*