# 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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*Client: Luna Digital*