

Brand Voice Guide

Voice Pillars

Helpful, upbeat, practical; grade 7–9 readability; no hype.

- Avoid superlatives and absolute claims; never disparage competitors.

Do / Don't

- Do: "Weekend walks just got easier."
- Do: "Comfortable gear for everyday adventures."
- Don't: "Guaranteed relief for all pets."
- Don't: ALL CAPS or excessive punctuation.