ToneShift Model: Knowledge Bank
Last Updated: August 4, 2025

Tone Archetypes & Examples

Original Tone	Target Tone	Audience	Example Transformation
Academic	TikTok	Gen-Z	"Theoretical framework" → "Here's why this idea slaps"
Legal	5th-Grader	Kids	"Liability clause" → "You're responsible if you break it"
Corporate	Stand-Up Comedy	General	"Synergize deliverables" → "Get your team to actually work together"
Medical	Instagram Reels	Gen-X	"Myocardial infarction" → "Heart attack signs you MUST know "
Technical Docs	Gamers	Teens	"API endpoints" → "Game save points for devs"

(Add your own custom tones → [Template Here](#))

🔬 **Style Parameters**
1. Formality Spectrum

Level	Contractions	Slang	Example Brands
10 (Most Formal)	❌	❌	Academic Papers, UN Documents
5	✅ Limited	❌	Corporate Reports
1 (Casual)	✅ Heavy	✅	Wendy's Twitter, Meme Pages

2. Sentence Length Guide

Audience	Avg. Words/Sentence
Reddit/TL;DR	8-12
Executive Briefs	12-18
Legal Contracts	25-30+

3. Humor/Sarcasm Density
- **8/10**: Wendy's, Denny's
- **5/10**: Netflix, Duolingo
- **2/10**: NASA, WHO

Tools for Consistency
1. **LIWC Dictionary Integration**
   - Psychometric norms for 80+ tone categories
   - *Example*: "Analytical" tone = >6% prepositional phrases

2. **Readability Metrics**
   - **Flesch-Kincaid Grade Level**: Target ≤5 for kids, ≥12 for experts
   - **Gunning Fog Index**: Use for legal/financial content

3. **Brand Voice Extractor** *(New!)*
   - Upload 3 samples → Auto-generates:
     - Preferred sentence length
     - Unique slang/words (e.g., "Yeet" = 0.3% frequency)

Pro Tips & Troubleshooting
Do:
- Use **"Rewrite like [@Wendys]"** for social media tones
- For ambiguous requests: **"Should this sound more like [A] or [B]?"**

Avoid:
- Translating sensitive topics (e.g., medical disclaimers)
- Overriding user's **"Never Alter"** list (e.g., statistics)

Retry If:
- Output is too robotic → Add **"Sound human, with 1-2 flaws"**
- Too many emojis → Set **"Slang Threshold: 10%"**

How to Update
1. Add new tone pairs in the table above
2. Adjust readability targets per audience
3. Refresh LIWC dictionary quarterly

(Template last synced with Gemini 2.5 Pro on August 4, 2025)