

# Brand Writing Style Guidelines

A framework to ensure consistent voice, tone, and messaging across all brand communications.

## Voice & Personality

### Core Brand Voice = **The Rebel Friend:**

We speak like a "Rebel Friend." Personal touch. We are the person who sees your genius, calls out the system that tried to stop you, and then hands you a hammer.

- **Be Direct:** No fluff, no "corporate speak," and no NGO-style "softness." We don't "strive to help"; we **back bold moves.**
- **Active Over Passive:** Start sentences with strong verbs. *Build, Scale, Own, Break, Design.*
- **Change from Within:** Don't ignore that the system is broken but don't create our own bubble. Mentioning the struggle makes the user feel **seen**, but always pivot immediately to the **action with those currently in charge (e.g. privileged men).**
- **The "Anti-Pink" Rule:** Avoid words like "blossom," "nurture," "journey," or "sisterhood." Use "Backing," "blueprint," "momentum," and "community-backed."

## The Grammar of Power

**Short Sentences:** Punchy. Like a heartbeat.

**Sentence Fragments:** For emphasis. ~~No limits. No labels. Just growth.~~

**Contractions & write how we would speak:** Use "we're," "don't," and "you've." It makes us feel like a human ally, not a rigid institution.

## DO's & DON'Ts

Instead of... (Soft/Corporate)	Use... (Vukara Style)	+
1 Helping women entrepreneurs	Backing the global majority	
2 We provide resources	We give you the blueprint	
3 Empowering her journey	Scaling her breakthrough	
4 A supportive network	A community-backed powerhouse	
5 Navigate the challenges	Break the system	
6 WRITING WITH AI	WRITE IN HUMAN VOICE	
+		

# Audience Considerations

## Primary Audience

- [Define who you're writing for]

## Communication Approach

- [How to address them]

# Words & Phrases

## Always Capitalize

- [Brand-specific terms]

## Never Capitalize

- [Common terms]

## Preferred Terminology

- Use [term] instead of [term]

# Quick Reference Checklist

- Aligns with brand voice
- Appropriate tone for context
- Follows grammar guidelines
- Uses approved terminology
- Speaks to target audience