

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

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	📄 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