**Brand Voice Guide (Creative Design Agency – Subscription Model)**

Now that I know this is for a *subscription-based creative design agency*, I’ve adapted the Gary + Rory hybrid voice so it works for your business context.

**Brand Voice Guide – DesignWorks Bureau**

**Why Voice Matters**

Clients aren’t just buying design—they’re buying trust, clarity, and a partner who will tell them the truth about what works. Our voice blends:

* **Gary’s energy** → urgency, human honesty, moral clarity.
* **Rory’s balance** → structured reasoning, credibility, thoughtfulness.

The result: a voice that is **honest, principled, human, and balanced**—helping clients feel both *inspired* and *secure* in working with us.

**1. Voice Pillars**

1. **Honest**
   * We speak plainly. No jargon, no fluff.
   * We admit limits, trade-offs, and realities of design.
2. **Principled**
   * We believe good design is a right, not a luxury.
   * We frame design decisions in terms of values: clarity, accessibility, impact.
3. **Human**
   * We share stories, metaphors, and examples that make design approachable.
   * We empathise with client pressures—deadlines, budgets, competing demands.
4. **Balanced**
   * We mix urgency (“your design is holding you back”) with reassurance (“here’s how we’ll fix it”).
   * We show that bold creativity must coexist with careful strategy.

**2. Tone Settings**

* **Inspire / Rally (Marketing & Sales)**
  + Bold, punchy, emotional.
  + *“Don’t settle for design that gets ignored. Work with a team that fights for your brand.”*
* **Educate / Explain (Proposals, Reports, Blog)**
  + Structured, insightful, contextual.
  + *“Great design is never decoration. It’s how your audience decides to trust you.”*
* **Support / Reassure (Client Updates, Onboarding)**
  + Empathetic, steady, encouraging.
  + *“Don’t worry about chasing freelancers—we’ve got this covered every month.”*
* **Challenge / Critique (Creative Feedback, Strategy Sessions)**
  + Direct but respectful.
  + *“This design works—but only if your goal is attention. If you need trust, we’ll need to rethink.”*

**3. Style Rules**

1. **Sentence structure**
   * Headlines and calls-to-action: short, emphatic.
   * Explanations: longer, thoughtful, layered.
2. **Vocabulary**
   * Plain, everyday words: “clarity,” “impact,” “trust,” “fight for attention.”
   * Avoid jargon unless explained: not “brand architecture optimisation,” but *“the structure that helps your audience know where to look first.”*
3. **Voice techniques**
   * Use repetition for emphasis (*“design that works, design that lasts, design that grows with you”*).
   * Use contrast (*“Pretty isn’t the goal—powerful is”*).
   * Use direct address (*“Here’s what this means for your business”*).

**4. Do / Don’t Examples**

**Do:**

* “Great design doesn’t just look good. It works hard for your business.”
* “We’ll be honest—this will take trade-offs. Impact requires focus.”
* “Support each other, fight for clarity, make it count.”

**Don’t:**

* “Our design solutions are underpinned by a scalable creative methodology.” (too abstract)
* “Everything will be perfect.” (dishonest reassurance)
* “Just trust the process.” (disengaged, vague)

**5. Applications**

**Website Hero Copy**

* *“Good design should be for everyone. That’s why we built a subscription. Simple, honest, creative—delivered every month.”*

**About Us**

* *“We started [Agency Name] because we were tired of seeing businesses pay too much for design that didn’t work. Our mission is simple: design that is clear, honest, and built to last.”*

**Campaign Message**

* *“Stop wasting money on pretty pictures. Get design that works as hard as you do.”*

**Client Onboarding Email**

* *“Welcome to [Agency Name]. Here’s what to expect: steady creative support, honest feedback, and designs you’ll be proud to put your name on. Don’t burn yourself out—let us carry the load.”*

**6. Signature Phrases & Techniques**

* **Framing honesty:** *“Let’s be clear—this isn’t decoration, it’s strategy.”*
* **Trade-off realism:** *“Every design choice costs something. Our job is to help you spend wisely.”*
* **Collective appeal:** *“We work with you, not just for you.”*
* **Contrast:** *“Forget design that gets attention. We make design that gets remembered.”*

**Recommendation:** This voice allows your agency to be:

* **Trustworthy** (Rory’s calm structure)
* **Inspiring** (Gary’s urgency and honesty)
* **Relatable** (human, conversational, empathetic)

**Draft: Homepage Copy (Subscription-Based Creative Design Agency)**

Written in the Gary + Rory hybrid voice you’ve chosen.

**Homepage**

**Hero Section**

**Headline:**

*Good design. Every month. No drama.*

**Subhead:**

*We built [Agency Name] so businesses like yours don’t have to waste money on design that looks nice but doesn’t work. With one simple subscription, you get creative that delivers clarity, impact, and trust.*

**CTA Button:**

*Start your subscription*

**Why We Exist**

Design isn’t decoration. It’s how people decide whether to trust you, buy from you, or walk away.

Too often, businesses spend thousands on “pretty” that achieves nothing. We believe good design should be **honest, useful, and accessible**—not a luxury for big brands.

That’s why we built a subscription. Simple, steady, reliable. Design that works as hard as you do.

**How It Works**

1. **Subscribe** – Choose a plan that fits your needs.
2. **Submit Requests** – Tell us what you need, anytime.
3. **Get Design That Works** – We deliver creative that’s clear, on-brand, and ready to use.

No chasing freelancers. No unpredictable invoices. No wasted effort.

**Our Promise**

* **Honest:** We’ll tell you what works, and what doesn’t.
* **Principled:** We put impact before decoration.
* **Human:** We understand deadlines, budgets, pressure—we’ve been there.
* **Balanced:** We deliver bold ideas grounded in strategy.

**Who We Work With**

* Growing businesses who need steady design support.
* Teams tired of unpredictable freelancers.
* Brands who want more than “pretty”—they want results.

**Call to Action**

**Headline:**

*Stop buying design that doesn’t work.*

**Subhead:**

*Get clarity, creativity, and consistency every month with [Agency Name].*

**CTA Button:**

*Start your subscription*

This homepage balances **Gary’s urgency** (*“Stop buying design that doesn’t work”*) with **Rory’s credibility** (*“design should be honest, useful, accessible”*). It frames design as both a moral choice and a practical necessity.

**Sales Deck Intro (Subscription-Based Creative Design Agency)**

Tone: Gary’s urgency + Rory’s balance. 4 slides to open a pitch deck.

**Slide 1 – The Problem**

**Headline:**

*Most design doesn’t work.*

**Body:**

Businesses spend thousands on “pretty” graphics that fail to build trust, move audiences, or grow revenue.

* Inconsistent quality.
* Expensive freelancers.
* Agencies that over-promise, under-deliver.

**Closing line:**

*Bad design isn’t just wasteful—it costs you opportunities every day.*

**Slide 2 – Our Belief**

**Headline:**

*Design should be honest, useful, and accessible.*

**Body:**

Good design is not decoration. It’s how people decide whether they believe in your brand.

We believe:

* Clarity beats clutter.
* Results matter more than decoration.
* Every business deserves creative they can trust.

**Slide 3 – Our Solution**

**Headline:**

*A subscription for design that works.*

**Body:**

One simple monthly plan. Unlimited requests. Reliable delivery.

* Always on brand.
* Always ready when you need it.
* Always designed to deliver results.

**Closing line:**

*No drama. No hidden costs. Just consistent creative that works.*

**Slide 4 – Why Us**

**Headline:**

*Your design partner, not just another supplier.*

**Body:**

* **Honest:** We’ll tell you what works—and what doesn’t.
* **Principled:** We put impact before decoration.
* **Human:** We understand deadlines, budgets, and pressure.
* **Balanced:** We deliver bold ideas grounded in strategy.

**CTA:**

*Start your subscription. Let’s design something that works.*

This opening positions your agency as both **a truth-teller (Gary)** and **a credible partner (Rory)**—a voice that challenges wasted design spend while reassuring clients they’ll get clarity and reliability.

**Draft: Client Onboarding Email (Subscription-Based Creative Design Agency)**

Tone: Honest, principled, human, balanced.

**Subject line:**

Welcome to [Agency Name] – Let’s get started

**Body:**

Hi [First Name],

Welcome aboard. You’ve just taken the simplest step toward design that actually works.

Here’s what you can expect from us:

1. **Honest design support** – If something won’t deliver results, we’ll tell you.
2. **Unlimited requests** – Send us what you need, anytime.
3. **Clear delivery** – Straightforward files, always on brand, ready to use.

Getting started is simple:

* **Step 1:** Log in to your dashboard here → [Link]
* **Step 2:** Submit your first request (brand assets, a campaign, or even just a quick social post).
* **Step 3:** We’ll deliver your first designs within [X] days.

A quick reminder: design is a partnership. The more you share with us about your goals, audience, and challenges, the better we can make your work stand out.

You don’t need to burn yourself out chasing freelancers or juggling multiple agencies anymore. We’ve got you covered—steady, reliable, month after month.

Thanks for trusting us. Let’s get started.

**CTA Button:**

*Submit your first request*

—

The [Agency Name] Team

This onboarding email mirrors the **Gary-like candour** (“design that actually works”) with **Rory’s balance** (“design is a partnership… share your goals”).

**Recommendation:** With homepage, sales deck intro, and onboarding email now drafted, you have a consistent voice across *marketing*, *sales*, and *client experience*.

**Draft: Brand Voice Quick-Reference Sheet**

For day-to-day writing across marketing, sales, and client communications.

**[Agency Name] – Brand Voice Quick Reference**

**Core Identity**

We are a subscription-based creative design agency.

Our voice blends:

* **Gary’s urgency & honesty** → punchy, emotional, rallying.
* **Rory’s balance & credibility** → thoughtful, principled, structured.

**Voice Pillars**

1. **Honest** – Plain, direct, no jargon. Say what works and what doesn’t.
2. **Principled** – Rooted in fairness, clarity, impact. Design as responsibility.
3. **Human** – Empathetic, approachable, with real stories and metaphors.
4. **Balanced** – Bold ideas + realistic trade-offs. Urgency + reassurance.

**Tone Settings**

* **Inspire / Rally (Marketing):** Bold, short sentences. Calls to action.
* **Educate / Explain (Sales/Content):** Structured, clear reasoning. Avoid jargon.
* **Support / Reassure (Client updates):** Empathetic, steady, “we’ve got you.”
* **Challenge / Critique (Feedback):** Respectful, candid, solutions-focused.

**Style Rules**

✅ Alternate **short punchy lines** with **longer explanatory ones**.

✅ Use **repetition & rhythm** for urgency (*“clear, honest, effective”*).

✅ Use **direct address** (*“Here’s what this means for your brand”*).

✅ Use **contrasts** (*“Not pretty. Powerful.”*).

❌ Don’t over-promise or sugar-coat.

❌ Don’t hide behind jargon.

❌ Don’t default to decoration over impact.

**Signature Phrases**

* “Design that works.”
* “Stop buying design that doesn’t.”
* “Good design isn’t decoration—it’s strategy.”
* “Every choice is a trade-off. We help you make the right ones.”
* “We’ve got you covered—steady, reliable, month after month.”

**Example Applications**

**Homepage Hero:**

*Good design. Every month. No drama.*

**Sales Deck Line:**

*Bad design isn’t just wasteful—it costs you opportunities every day.*

**Onboarding Email:**