# Orla3 — Brand Voice Guide

## Brand Essence

Fast, easy, fair video. Trust built in with escrow.

## Purpose / Mission

Help UK clients hire trusted videographers quickly, with clear ready or custom packages and escrow-protected payments that keep both sides safe from start to finish.

## Core Audiences and Need States

* **Clients** – need quick, trusted options, clear scope and price, safe payment, simple changes, and an easy way to compare creators.
* **Videographers** – need steady paid work, fair ranking, clear scope, protection for finals with watermarked previews, and less admin.

## Identity Keywords and Archetype

**Keywords**: Fast, Easy, Fair, Trusted, Clear, Practical, Proof-driven  
**Archetype**: The **Guide** – calm expert who makes the path simple and safe.

## Voice Pillars

### 1) Clear over clever

* **What it means**: Plain words, short lines, zero fluff. Explain how Orla3 works in simple steps.
* **Dial up**: Product pages, support, disputes and escrow explanations.
* **Dial down**: Social posts when celebrating creators.
* **Do**: “Funds sit in escrow. Download releases them.”  
  **Don’t**: “Your funds seamlessly transition in an end-to-end experience.”

### 2) Trust through proof

* **What it means**: Use concrete platform facts. Success-only fee split 10 percent client, 10 percent videographer. Watermarked previews. Reviews drive ranking.
* **Dial up**: Pricing, safety, ranking and dispute content.
* **Dial down**: Light social banter.
* **Do**: “Reviews and delivery history drive who shows first.”  
  **Don’t**: “Top creators because we say so.”

### 3) Fair to both sides

* **What it means**: Neutral tone. Explain rules that protect both parties. Scope decides, not taste.
* **Dial up**: Escrow, payouts and disputes explained docs.
* **Dial down**: Marketing headlines.
* **Do**: “We check scope and delivery proofs to decide.”  
  **Don’t**: “We always back the buyer.”

### 4) Fast and practical

* **What it means**: Give users one next step. Cut friction. Keep actions obvious.
* **Dial up**: Onboarding, hero lines, CTAs, overlays like Send Enquiry and Send Proposal.
* **Dial down**: Long blog posts.
* **Do**: “Send one brief to many videographers.”  
  **Don’t**: “Consider a variety of potential outreach methodologies.”

### 5) Product truth first

* **What it means**: Name real features. No hype. No claims we cannot prove.
* **Dial up**: Feature blurbs, emails, in-app copy.
* **Dial down**: Creator spotlights.
* **Do**: “No subscriptions. Success-only fee.”  
  **Don’t**: “Free forever for everyone.”

## Tone Sliders

Scale 0–10 where 0 is the left term and 10 is the right term.

| Axis | Default | Website | Email | Social | Support |
| --- | --- | --- | --- | --- | --- |
| Formal – Casual | 4 | 3–5 | 4–6 | 5–7 | 3–4 |
| Playful – Serious | 3 | 3–4 | 3–5 | 4–6 | 2–3 |
| Technical – Plain | 2 | 2–3 | 2–4 | 2–4 | 1–2 |
| Enthusiastic – Calm | 4 | 4–5 | 4–6 | 5–7 | 3–4 |
| Authoritative – Approachable | 5 | 4–6 | 5–7 | 5–7 | 4–5 |

## Style Rules

* **Person and tense**: Second person for actions, present tense. Use “we” for the platform and “you” for users.
* **Reading level and sentences**: Aim Year 8. Short sentences. Break long ideas into steps.
* **Grammar and punctuation**: Use the Oxford comma for clarity. Use numerals for all numbers 10 and above. Keep hyphens and full stops tidy.
* **Emoji and exclamation**: None in product, pricing, escrow or disputes content. Light use in social only, never more than one.
* **Jargon**: Avoid internal terms. Explain features in one short line first, then detail. Use platform terms users see.
* **Inclusivity**: Neutral, respectful, plain language. No slang that could exclude.
* **Spelling**: British English throughout.
* **POV**:
  + **Product and policy**: Authoritative and neutral.
  + **Brand and community**: Approachable and encouraging.
* **Guardrails from memory**:
  + Always say **escrow**. Never name payment providers.
  + Say **ready or custom package**. Do not say “booking”.
  + Funds release on **download** or **auto day 7** if the client is silent.
  + Watermarked previews for finals until download.
  + No subscriptions. Success-only fees split **10 percent** to client and **10 percent** to videographer.
  + Do not state payout timelines outside the escrow doc.

## Brand Lexicon

**Say** - Escrow, watermarked previews, ready or custom package - Send Enquiry, Send Proposal - Success-only fee, no subscriptions - Reviews, reliability, relevancy - New Talent badge - Clear scope, revision rounds, delivery date

**Avoid** - Booking, deposit as a gate, pay to rank, pay to feature - Stripe or provider names - Vague hype like “revolutionary”, “best-in-class”

**Signature phrases and taglines**  
- Fast. Easy. Fair.  
- Trusted videographers, clear packages, escrow-protected.  
- Compare packages, fund escrow, download finals.

## Channel Patterns

**Website hero line**  
- Template: Benefit in five words, proof in five.  
- Example: **Fast, easy, fair video. Escrow protects both sides.**

**About paragraph**  
Orla3 is a UK peer-to-peer marketplace that helps clients hire trusted videographers fast. Browse by city, date, budget and niche. Compare ready or custom packages with clear scope, price and revision rounds. Fund escrow, receive watermarked previews, request changes within the included rounds, then download finals. Your download releases funds, or funds auto-release on day 7 if silent. Reviews and delivery history drive ranking. There are no subscriptions. Fees are success-only and split 10 percent to client and 10 percent to videographer. It is simple, safe and fair.

**Product or feature blurb template**  
- **Headline**: Clear benefit with product truth.  
- **Line 1**: What it does in one sentence.  
- **Line 2**: The safety or fairness proof.  
- **CTA**: One action verb.

**Email subject formulas**  
- “[City] videographers available for your date”  
- “New packages that match your budget”  
- “Your previews are ready to review”  
**Preview text examples**  
- “Compare ready or custom packages now.”  
- “Scope, price and revision rounds are clear.”  
- “View watermarked previews, request changes, then download.”

**Social caption recipe**  
- **Hook** – one clear benefit.  
- **Value** – feature in plain words.  
- **CTA** – one action.  
- **Hashtags** – at most three, lowercase, plain words.

**Support reply tone notes**  
- **Opening**: Thank, state you understand the issue.  
- **Empathy**: Acknowledge impact on project or timeline.  
- **Resolution**: Name the rule or step that solves it.  
- **Sign-off**: Friendly and short with one next step.

## Worked Examples in Orla3 Voice

**Hero line**  
Fast, easy, fair video. Escrow protects both sides.

**About paragraph**  
Orla3 is the UK peer-to-peer way to hire trusted videographers fast. Search by city, date, budget and niche. Compare ready or custom packages with clear scope, price and revision rounds. Fund escrow and receive watermarked previews. Request changes within the included rounds, then download finals. Your download releases funds, or funds auto-release on day 7 if silent. Reviews and delivery history drive who shows first. No subscriptions. Success-only fees split 10 percent to client and 10 percent to videographer.

**Product blurb 1 — Escrow**  
- **Headline**: Escrow protects both sides  
- **Line 1**: Fund the full amount upfront, safe in escrow.  
- **Line 2**: Download finals to release funds, or auto day 7 if silent.  
- **CTA**: Learn how escrow works

**Product blurb 2 — Packages**  
- **Headline**: Clear ready or custom packages  
- **Line 1**: Scope, price and revision rounds are set before you start.  
- **Line 2**: Watermarked previews protect finals until download.  
- **CTA**: Compare packages

**Email subjects and previews**  
- **Subject**: New packages that match your budget  
**Preview**: Compare scope, price and revision rounds in minutes.  
- **Subject**: Your previews are ready to review  
**Preview**: View watermarked previews, request changes, then download.

**Social captions**  
- **Announcement**:  
Hook: Hire trusted videographers in your city.  
Value: Compare clear packages, fund escrow, download finals.  
CTA: Start your search today.  
Hashtags: #videographers #ukvideo #escrow  
- **Education**:  
Hook: What does escrow do for you.  
Value: Funds sit safely until you download. That protects both sides.  
CTA: See how it works.  
Hashtags: #howitworks #escrow #fair  
- **Community**:  
Hook: New Talent badge helps fresh voices get seen.  
Value: Reviews and delivery history drive ranking with fairness in mind.  
CTA: Explore creators now.  
Hashtags: #ukcreators #videoteam #newtalent

**Support reply**  
Hi [Name], thanks for writing in. I understand you cannot see the download option.  
I checked your package. The videographer has uploaded watermarked previews. To release funds you need to download the finals. If you are still reviewing, you can request changes within the included revision rounds from the package you purchased.  
Please try the Download button in View Details. If it is missing, reply with the booking ID and we will help.  
Best,  
Orla3 Support

## Red Flags and Anti-Examples

1. **Vague hype**

* Wrong: “World-class creators for any brief.”
* Right: “Compare packages with clear scope, price and revision rounds.”

1. **Wrong terminology**

* Wrong: “Pay a deposit to secure your booking.”
* Right: “Fund the full amount in escrow for your ready or custom package.”

1. **One-sided tone**

* Wrong: “We always side with clients.”
* Right: “We check scope, message history and delivery proofs to decide.”

1. **Provider name**

* Wrong: “Funds are held by Stripe.”
* Right: “Funds sit in escrow. Download releases them.”

1. **Over-playful in policy**

* Wrong: “Money magic happens in seven sleeps.”
* Right: “If the client is silent, funds auto-release on day 7.”

## Memory Basis and Confidence

**Relied-on memory items**  
- UK peer-to-peer marketplace for hiring videographers built on **Fast, Easy, Fair**.  
- **Escrow** funded for the full amount. **Download releases funds**, or **auto day 7** if silent.  
- **Watermarked previews** protect finals until download.  
- **Ready or custom packages** define scope, inclusions, exclusions, add-ons and revision rounds.  
- **Success-only fee** split **10 percent to client** and **10 percent to videographer**. **No subscriptions**.  
- **Ranking** by **reliability** and **relevancy**. **New Talent** badge boosts visibility for 30 days.  
- **Discovery** via a feed and search by niche, city, budget and timeframe.  
- **Disputes** judged on **scope and rules**, not taste.  
- Neutrality and payout timing mentioned only inside the escrow document.

**Confidence score**: **93**  
**GAPS**  
- Final tagline and brand personality notes beyond Fast, Easy, Fair.  
- Visual tone and iconography rules.  
- Channel priorities and any exceptions to tone for campaigns.

**Next steps to close gaps**  
- Approve or adjust the hero line and About paragraph.  
- Confirm any extra guardrails for social tone and emoji use.  
- Provide current examples of live pages or emails to calibrate style.

**Questions to reach 97 percent**  
- Do you want “Fast. Easy. Fair.” as the primary tagline on the website.  
- Should we allow one emoji in social captions, or none at all.  
- Any legal phrasing you require for escrow or disputes beyond what is here.