



**AI-BRANDING
ACADEMY**



AI-BRANDING BOOTCAMP SESSION #4

WRITTEN/VERBAL STYLING



The **Written/Verbal Style Guide** involves the use of language, tone, and messaging in brand communication, encompassing everything from the brand's name to its style of verbal expression.



Written/ Verbal Style Guide

- **Brand Name & Variants**
- **Nomenclature & Taxonomy**
- **Standard Terms**
- **Tone of Voice**
- **Voice UI**
- **Language(s)**



Brand Name & Variants

Establishes the initial connection with the audience through a carefully chosen brand name and its variants, ensuring that it is legally compliant, consistently used, and easily recognizable.



Nomenclature & Taxonomy

Facilitates easier customer interaction and product/service recognition through a structured naming system that enhances the logical arrangement and understanding of the brand's offerings.



Standard Terms

Strengthens brand identity by defining specific terminology that is unique to the brand, ensuring consistent language use that reduces confusion and enhances brand familiarity.



Tone of Voice

Reflects the brand's personality through a defined voice that is used across all communications, helping to form a consistent image that resonates emotionally with the audience.



Voice UI

For brands utilizing voice technology, this part of the guide defines the interaction style and persona of voice-driven interfaces, ensuring they are coherent with the overall brand identity.



Language(s)

Ensures that the brand's message is culturally sensitive and resonates effectively across different regions, considering local dialects and linguistic nuances to maximize engagement.



Possible Projects

- **Website Content:** Ensuring all web pages reflect the brand's tone, language, and style consistently.
- **Social Media Posts:** Guiding the creation of posts, responses, and engagement strategies across social media platforms.
- **Marketing Campaigns:** Developing campaign material, including advertisements, brochures, and online content.
- **Customer Service Scripts:** Crafting language for customer support interactions, both in verbal exchanges and written communication like emails and chat.
- **Press Releases:** Standardizing the format, tone, and style of public announcements and media communications.
- **Product Descriptions:** Harmonizing the language used in descriptions across e-commerce sites and physical packaging.
- **Internal Communications:** Guiding the style and tone of internal memos, newsletters, and company-wide announcements.
- **Training Materials:** Creating consistent educational content for training new employees or updating current staff on procedures.



Possible Projects

- **Presentation Templates:** Designing templates for presentations that maintain brand consistency in visual and verbal communication.
- **Video Scripts:** Scripting for promotional or informational videos, ensuring they align with the brand's verbal identity.
- **Email Marketing:** Crafting emails that consistently convey the brand's message and tone to subscribers.
- **Blog Posts:** Guiding the voice and structure of blog entries to ensure they are on-brand and engaging.
- **Corporate Reports:** Standardizing the creation of annual reports, sustainability reports, and other corporate publications.
- **Brand Storytelling:** Crafting narratives that are used in various mediums to ensure consistent storytelling that resonates with the brand's values and identity.
- **Legal and Compliance Documents:** Ensuring even the more formal aspects of communication like terms and conditions, privacy policies, and compliance documents are in line with the brand's voice.



AI Content Marketing & Copywriting Manager

The Content Marketing & Copywriting Manager ensures consistent language, tone, and messaging through AI-generated content, adding human oversight for storytelling and emotional resonance.

How to **Prompt** Style Guides



**Select the
Right GPT**



**Set
Primary
Directive**



**Research
Components**



**Create
Project
Template**



Actionable Insights

- Your written and verbal brand identity is essential for building a recognizable and trustworthy brand voice, beginning with consistent tone and messaging.
- A Written/Verbal Style Guide supplies the guidelines needed to create content with clarity, precision, and the right brand personality.
- Style Guide GPTs or AI-Content Strategists can be shared with employees, contractors, or agencies to streamline communications and ensure alignment across all messaging.
- With a clear Style Guide in place, your brand can maintain a unified voice across various channels and projects, even if writing isn't your forte.



Implement Now

- **Complete your Written/Verbal Style Guide elements.**
- **Create a Written/Verbal Style Guide GPT.**
- **Write Your First Article**