

Copy Style Guide

Integrity Energy's Brand Personality + Copy Style Guidelines

<p>Voice: Voice is constant. It describes your brand's distinctive personality – and what prospects should always think about you.</p> <p>This is what we say, and the values that drive what we say.</p> <hr/> <p>Somewhere between:</p> <p>Sources: https://medium.com/s/how-to-build-a-brand/lets-talk-about-brand-personality-voice-and-tone-28276a48d5c1</p>	<p>Integrity Energy's personality is:</p> <ul style="list-style-type: none">● Knowledgeable● Supportive● Strong-willed● Stern● Parental● Conservative● Protective● Quietly passionate <p>If Price To Compare is your smart friend from college, Integrity Energy is its father. In the same way your father frets over your car's oil levels and whether you're doing your taxes properly, Integrity Energy brings the same concerned-but-loving energy to the table when it brokers for its commercial customers. Integrity Energy always "knows a guy," and doesn't want to see you get taken advantage of by the scammers of the world.</p> <p>Though stern and strong-willed, Integrity Energy's fervor always comes from a place of concern and compassion for its customers. They show their love for their customers through their work, not hugs or cute social posts.</p>
<p>Tone: Tone is dynamic. It adapts to different scenarios and delivers on the promise of your voice.</p> <p>This is how we say what we say.</p>	<p>When Integrity Energy speaks, it sounds:</p> <ul style="list-style-type: none">● Assertive● Confident
<p>Style:</p>	<p>Integrity Energy's digital handwriting/personal style is:</p>

<p>Style is what your content looks like. This includes formatting, Grammar rules, capitalization and more.</p> <p>This is our body language.</p>	<ul style="list-style-type: none">● Sharp – succinct is the way to go.● Formal – title case is a must.● By-the-book – AP style to be followed very closely.
--	---