

tone of voice

PRESENTATION

CLIENT: POST GENDER WORLD

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PHASES

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REMEMBER:

1. THIS IS AN INTERNAL DOCUMENT FOR CREATIVE GUIDANCE, NOT MEANT FOR PUBLIC USE, SHARING, OR LITERAL INTERPRETATION.
2. THIS GUIDE IS A ROADMAP MOVING FORWARD, NOT NECESSARILY A REFLECTION OF WHERE YOU CURRENTLY ARE.
3. THERE IS A LOT OF INFORMATION TO DIGEST HERE. SOME REACTIONS WILL BE INSTANT, SOME MIGHT TAKE SOME TIME TO FULLY FORM.

BRAND ARCHETYPE

THE **CHARISMATIC CAREGIVER**

CHARISMATIC, DYNAMIC, INSPIRING, COMMUNAL, DARING, LOUD + PROUD

The **Charismatic Caregiver** is a lighthouse archetype that is moved to action through compassion and a desire to advocate for others by using their own unique personality and skills. Their reputation precedes them: known for their output but mysterious in origin. Their presence and presentation are intentionally oblique but their intentions are clear – **to provide a safe space physically, mentally, emotionally, and sartorially for those on the outskirts of society.** Their single most transformative quality is the ability to help others realize their own self-affirmation and societal acceptance through inspired leadership and thoughtful stewardship.

Post Gender World generates and exudes an air of unshakable **charisma**, daring confidence, and unabashed pride in order to build faith in the quality and messaging of their product. An innate desire to connect with and amplify the best in others prompts and enables peers and customers to action, organically creating an **active, engaged, and empowered community.**

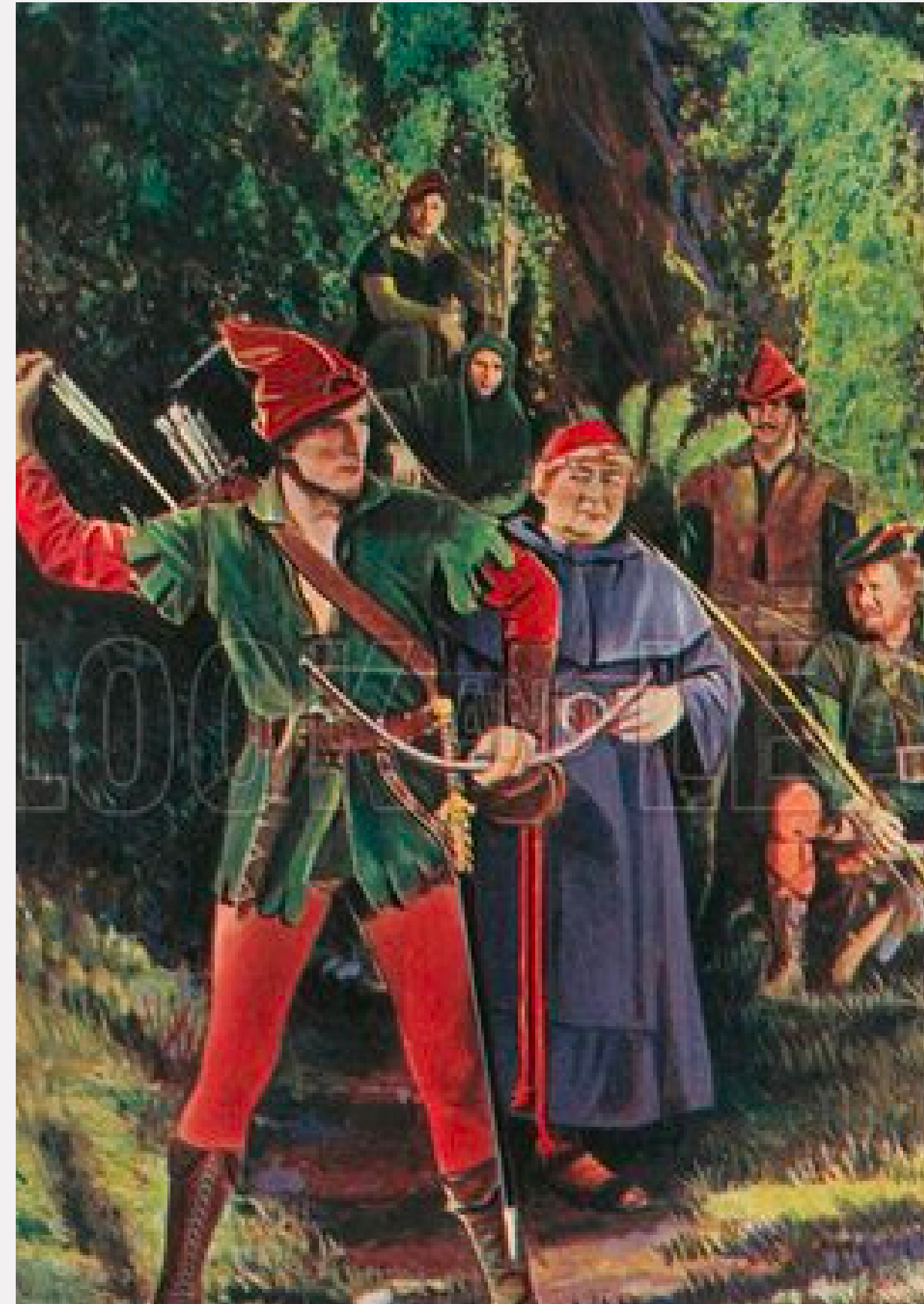
Post Gender World offers the promise of expression, change, and progress through imagination, individualism, and style. The **Charismatic Caregiver** derives great joy, satisfaction, fulfillment, and *ultimately* generates shared success by using their message, platform, and skills to elevate others.

EXAMPLES



FRANK N FURTER

Frank welcomes his “unconventional conventionists” with open arms – wild with anticipation, unbridled conviction, passion and joy. He is loud, proud, and as out as can be. He is beloved by his constituents and persuasive of those who have not yet walked on the wild side.



ROBIN HOOD

Let’s forget the whole “steals from the rich and gives to the poor” part – Robin Hood was an anonymous avenger fighting for the side of good. He provided a safe space for his band of merry men and was the consummate leader – walking the walk *and* talking the talk.



RUPAUL

Far beyond simply being an entertainer, RuPaul normalized and amplified drag in popular culture through shameless joy and pride, winning over even the most staunch of opponents. He used fashion as a vessel for the message, but has since successfully crossed over into ever major medium.

** internalize all*

BRAND TRAITS

1. CHARISMATIC

2. DYNAMIC

3. INSPIRING

4. COLLABORATIVE

5. DARING

6. LOUD + PROUD

1. CHARISMATIC

Charisma is a double-edged sword. On the light side live positive personality traits that attract, inspire, and fascinate others, forming an organic magnet for love and respect. On the dark side live ego, arrogance, and the potential for negative influence which can harm and mislead.

We walk this fine line, **always on the side of good**, treating our ability to influence others with great respect and seriousness. Our most used tools to charm and engage others are **empowerment, inspiration, leadership by example, empathy, understanding, and clear communication.**

2. DYNAMIC

We are fluid – forever changing and progressing to meet every new challenge, whim, or situation. We build and maintain an ever-expanding library of looks, feels, skills, and abilities which we use to **test and push the boundaries** of possibility and acceptability, both technically and creatively. We pride ourselves on our capacity to bend, re-frame, and re-imagine **ourselves** to suit every new opportunity and medium.

3. INSPIRING

Becoming inspirational is rarely an engineered experience, so we intentionally exhibit certain **qualities and habits** that are known traits of inspirational leaders and influencers. These include appealing to the emotions and needs of our audience, sharing in their sacrifice and struggle while showing a path to success.

We appeal to their values, listen to their stories, and **build them up** through positivity and encouragement.

4. COLLABORATIVE

PGW is not an island. We embrace every opportunity to collaborate and **connect with others both inside and outside of our existing community.** Each project forms a creative bond between us and a new audience, providing an opportunity to further spread our message of acceptance and expression, regardless of medium (fashion, music, art, experience).

In addition to strategic B2B **partnerships**, which **build trust** and implied history through correlation, we make regular efforts to cultivate cultural, peer, and local community relationships in order to continuously grow and multiply our reach.

5. DARING

PGW has zero fear and gives the exact same amount of fucks. Truth or Dare? Dare every time. We'll try that, taste that, chug that, fuck that, attempt that, wear that, build that, go there, be there – hold my beer. We accept every challenge that society poses and challenge ourselves when the world runs out of obstacles to throw our way.

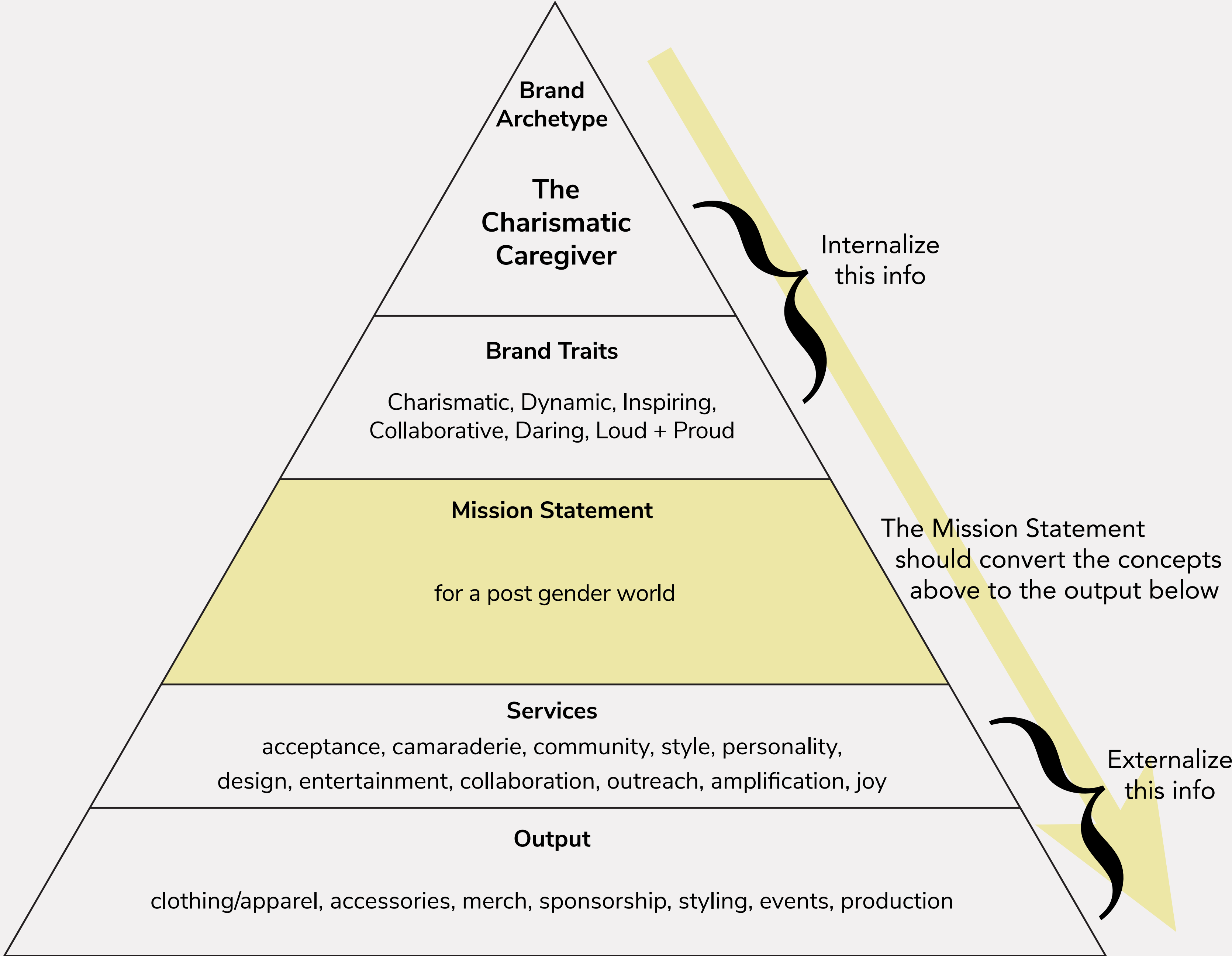
6. LOUD + PROUD

Pride is a core tenet of the PGW voice. Resolute conviction, unshakable confidence, and concrete priorities aren't just second nature ... they're part of our plan!

This isn't a hobby or pet project – this is a lifestyle.

We own our brand identity and show our pride through **exhibited behavior** and output. We don't hide or change our values for any reason or audience. We believe that a loud, proud voice leads every great movement or message.

TOV PYRAMID



DO'S AND DON'TS

* THE RULES THAT WE CHECK ALL WRITTEN CONTENT AGAINST

USE COLLECTIVE VOICE: WE, US, OUR

SPEAK FROM AN ENTIRELY NEUTRAL TONE AND POV

FOCUS ON THE FUTURE: ATTRACTION, BE A BEACON/MAGNET

PRESENT A CLASSIC STYLE, TIMELESS CONCEPTS AND VISUALS

PRESENT YOUR VALUE AS THE MESSAGE, COMMUNAL, QUALITY, COMFORT

BE CONCISE AND WORLDLY IN YOUR USE OF LANGUAGE/REFERENCES

EXHIBIT PRIDE IN LOS ANGELES, ORIENTATION, CULTURE, LANGUAGE

FOCUS ON CLIENT STORIES AND EXPERIENCES

FOCUS ON TELLING OVER SHOWING - STORIES, CTAS, EXPLANATIONS

BE PROUD/REPRESENTATIONAL IN SUCCESSES, AWARDS, ACHIEVEMENTS

BE ASPIRATIONAL AND EXCLUSIVE IN ACCESSIBILITY/PRICE/PRESENTATION

SHARE STANCES ON SOCIAL, POLITICAL, SEXUAL, HEALTH ISSUES

USE COMMON LANGUAGE, TERMS, VOCABULARY (HIGHSCHOOL)

BE SERIOUS IN TONE, BRUTALLY HONEST WHEN NEEDED, FACTUAL, FRANK

BE CLASSY IN YOUR LANGUAGE W/ OCCASIONAL PROFANITY FOR EMPHASIS

USE DRY, DARK, ADULT, SELF-DEPRECATING, MEME HUMOR

BE INCLUSIVE SUPPORTIVE OF ALL COMMUNITIES/LIFESTYLES

EXPRESS URGENCY, PASSION, DESIRE, 'HYPE' OVER BRAND AND PRODUCT

TELL AND INSTRUCT IN YOUR CTAS, BE DIRECT AND SIMPLE

USE SINGULAR VOICE: I, ME, MINE

SPEAK FROM FEMININE/MASCULINE POV IN ANY DISTINGUISHABLE WAY

DWELL ON THE PAST OR ALREADY INDOCTRINATED DEMO

PRESENT AS OVERLY MODERN, FUTURISTIC OR OLD-TIMEY

PRESENT STYLE OVER SUBSTANCE OR PURELY VISUAL/AESTHETIC

MEANDER OR DUMB DOWN REFERENCES FOR THE SAKE OF LAYMEN

BE OVERLY FORTHCOMING WITH PERSONAL STORIES / VOICES

FOCUS ON INTERNAL OR FICTIONAL STORIES

FOCUS ON SHOWING OVER TELLING - IMAGES WITHOUT REFERENCE

BE BASHFUL OR EGOTISTICAL WITH ACHIEVEMENTS OR TALENT

PRESENT AS OVERLY ACCESSIBLE, MUNDANE, OR INDISCRIMINATING

HOLD BACK ANY OPINIONS OR VIEWS ON TOUCHY ISSUES

LEAN ON JARGON, INDUSTRY TERMS, \$10 VOCABULARY

BE SILLY, SOFT, OR PANDERING

LEAN ON INSULTS, NEGATIVITY, MEAN, DEPRESSING LANGUAGE

USE PUNS, DAD JOKES, CORNY, DATED, BAD TASTE OR DUMB JOKES

CLOSE DOORS, IGNORE OR DENIGRATE ANY LIFESTYLES/PEOPLE

BE PASSIVE IN DESIRES, CALM IN PRESENTATION, DOWNPLAY HYPE

GENTLY ASK, PITIFULLY BEG, OR PRESSURE THROUGH GUILT

BRAND VOCABULARY

COMMUNITY / COMMUNAL
COLLABORATIVE
PARTNERS
CREATE/CREATIVE
INSPIRING / INSPIRED
PERSONALITY
STYLE
CARE / CARING
THOUGHT / THOUGHTFUL
CURIOUS
FLEXIBLE
ADAPTABLE
OPEN
BRAVE
BIGGER
BOLDER
SHIFT
AUGMENT

TRANSFORM / CHANGE
PIONEERING
EMPOWERING
UPLIFTING
ENTERTAINING
UNIQUE
ORIGINAL
QUALITY
POWERFUL
NEW
ASPIRATIONAL
TRANSFORMATIONAL
VALUES
EXPRESSION
POSSIBILITY
PROJECT
STORY
IDEA

ELUSIVE
OPTIMISTIC
PROTECTIVE
ADVOCATE
DARE / DARING
SOCIAL
MENTAL
PHYSICAL
EMOTIONAL
HEALTH/HEALTHY
JOIN
SAFE SPACE
LIFESTYLE
IDENTITY
REBEL / REBELLIOUS
LIBERATE / LIBERATED
EDGY
INCLUSIVE

EXAMPLES + EXERCISES

SPEAK ABOUT THE BELOW IN
YOUR NEW TONE OF VOICE

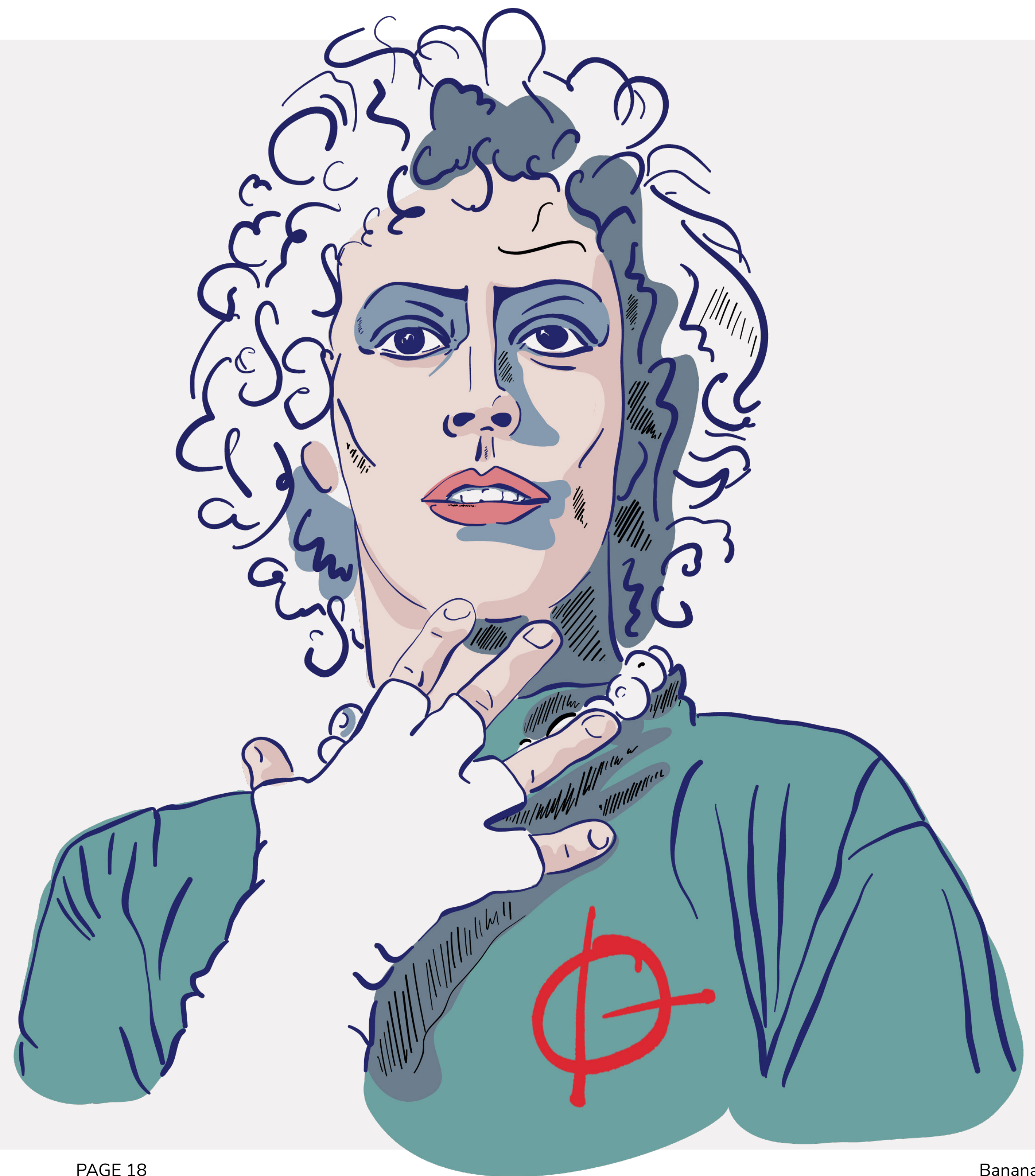
CURRENT PROJECT JUST LAUNCHED

YOU WON AN AWARD FOR A PROJECT

NEW PARTNERSHIP WITH CAR BRAND

DON'T DREAM IT

BE IT



This TOV Guide outlines the verbal and psychological character of your brand's messaging, creating a consistent and memorable 'persona' that your clients, co-workers, consumers, and peers can engage and interact with, as well as use as their own voice when speaking publicly on behalf of the brand.

Your guide will prove useful as you create or complete the rest of your Foundational Creative Assets, such as your Identity System, Website, or Print Collateral – enabling informed creative decision-making and a cohesive voice throughout.