



Write Me Proudly

# BRAND GUIDE

A comprehensive guide and lookbook to de-brief the mini-company's brand identity.

[www.writemeproudly.com](http://www.writemeproudly.com)



# COMPANY OVERVIEW

Write Me Proudly offers premium writing services to people who identify as a non-writer or simply do not have time to write. We focus on small business owners who need written content to showcase their business and young professionals who need written content to showcase their skills. Be it website copy, resumes, cover letters, emails, landing pages, letters, or any other type of writing, we can help.

We're professional writers who enjoy the art of writing—use of persuasive tactics to push people to action, and we enjoy the science of writing—use of data, metrics, and evidence to add credibility to our claims. We do this work to level the playing field for all aspiring business owners and careerists who would otherwise miss out on the opportunity the power of words can provide.



## FOUNDER'S BIO

Alejandra Torres is a rising creative copywriter with a passion for weaving together the perfect words. She's led a hybrid career focusing on the communications and education fields. Alejandra's been a content editor, copywriter, copy manager, reading and writing teacher, and professional communications teacher. Her natural storytelling ability, advanced writing-focused degrees, and knack for finding even the smallest typos help her write the ideal words that draw attention.

She's written for B2B and B2C companies, startups, e-commerce, elected officials, nonprofits, young professionals, and more. No matter how complex the topic, Alejandra stays true to her writing motto: Write the way people speak and you'll be amazed at how you can grow your audience. Write Me Proudly is Alejandra's way of spreading the power of words to everyone.

# Naming standards

Write Me Proudly. Each first letter is capitalized. No abbreviation to this name.

Helping small businesses and young professionals find the write words to make a lasting impression.

## Tagline





## Mission

The power of words is for everyone. Those who need help communicating their worth through writing can count on me to do it for them.

## Vision

Striving to be the greatest, smartest, strongest business or professional? Put it in writing. At Write Me Proudly, the focus is just that—offering premier, quality writing that gives clients a competitive edge.



# Identifying features

Naming standards — Write Me Proudly. Each first letter is capitalized. No abbreviation to this name.

Tagline — Helping small businesses and young professionals find the write words to make a lasting impression.

## Core Values

Expert-level writing: We deliver top-quality writing every time.

Timely delivery: We have a deep appreciation and respect for deadlines.

Personalized attention: We customize our writing to meet the needs of our clients.

# WRITTEN BRANDING

Writing is at the core of what we do. It is the most prized asset we can offer and it is our greatest joy. Our written communications across all platforms must be as high-caliber as the end products we craft for our clients. It is how we aim to be known. Below are instructions on how to maintain our unique tone of voice and messaging to communicate our brand.

## **Words we identify with:**

Original

Results-driven

Creative

Strategic

Polished

Thoughtful

Personalized

Active

Versatile

Flexible

Professional

Imaginative

Intentional

Tactful

Collaborative



## Messaging

We bring writing to life through storytelling, alliteration, parallelism, puns, strong hooks and headlines, chunked-up ideas, inverted pyramid, and powerful syntax and diction. Always, we strive to create a worthwhile and reader-friendly experience. To us, all words can be meaningful if you carefully consider your audience—not all writing calls for big vocabulary and paragraph-long sentences. In our opinion, it rarely does.

Instead, we focus on building a cohesive reader experience that is centered on a mutually beneficial approach between reader and writer. We make our text meaningful and purposeful and find the balance in length of text, making sure it has the right amount of words to clearly convey the message. Above all, we value our readers' time and ensure they walk away better informed, entertained, and/or moved to action.



# Tone of voice

Relaxed yet polished — Our voice can equally be described as casual yet educated.

Rational — We make compelling arguments that show it makes sense to hire a writer.

Thoughtful and robust — Write messages that benefit readers. We put deep thought into our work in a way that readers can easily digest.

Geeky — Learning and growing is our passion. We're proud to geek out when it comes to writing.

You-focused — We write for our audiences. Our text is second person, meaning we articulate your challenges and your opportunities.

# VISUAL BRANDING

For maximum impact, visuals and copy must blend well together. We leverage our unique visual identity across our platforms in the form of logos, colors, fonts, and photography. Below are instructions on how to maintain our unique visuals to communicate our brand.



Logo — Green circle with feather silhouette centered in the middle and Write Me Proudly displayed below.

# Visual characteristics

**Colors** — Green is featured throughout all branding materials, documents, and products. It is a color commonly associated with hope throughout literature—a field closely tied to our own. Hex color code: #38761D

**Fonts** — Logo font: CMU Serif

Main headline font: HK Grotesque light

Tagline headline font: HK Grotesque light

Subheadline font: Balgin of bigger size

Body copy font: Balgin of smaller size

**Aesthetics** — Use of shapes (circles, lines, rectangles, squares, triangles). There is beauty in simplicity. Green overlay to create cohesion.

**Photography** — Write Me Proudly founder, Alejandra aims to be a face to the business and to writers. Writing is typically a behind-the-scenes field, where the writer is an unsung hero. Their contribution is major yet their recognition is small. Write Me Proudly strives to counter that. Through the use of fun, creative, and personal photography—and featuring the color green in attire—we give voice and face to the art and science of writing.