



BRAND GUIDELINES

OUR BRAND. OUR PROMISE. OUR IMPACT.

This guide defines the visual identity, voice, and standards that bring the Shift The Script brand to life. Use it to ensure consistency, build recognition, and communicate with clarity and purpose.



CONNECTION



ENGAGEMENT



PRODUCTIVITY



GROWTH



RETENTION

Real Connection. Real Impact.



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BRAND GUIDELINES

OUR NAME, TAGLINE & TOP SLOGANS

These key elements capture who we are,
what we do, and the impact we create.
They should be used consistently across
all brand touchpoints.



BUSINESS NAME

**Shift the Script,
LLC.**



BUSINESS TAGLINE

**A Virtual
Engagement
Company**



TOP BUSINESS SLOGANS

- 1** We make work
feel human again.
- 2** Connection isn't
a perk, it's
the point.



REAL CONNECTION. *REAL IMPACT.*



Who Are We?

Our Purpose

To make work feel more human through real connection.

The Company intends to provide services including, but not limited to:

- Virtual employee engagement experiences
- Team-building experiences
- Workshops and facilitated sessions
- Training experiences
- Workplace culture initiatives
- Employee connection programs
- Organizational engagement solutions
- Related business services

The purpose of the Company is to provide services, products, experiences, and solutions that support workplace connection, engagement, collaboration, culture, and organizational development.

Our Mission

To help remote and hybrid teams build stronger connections and engagement through thoughtfully designed virtual experiences that foster collaboration, trust, and a positive team culture.

Our Vision

To transform the way teams connect by creating virtual experiences that feel human, authentic, and genuinely enjoyable, shifting the script on what employee engagement can be.

Our Target Audience

Technology/Internet Companies and Small or Mid-size Companies



OUR CORE VALUES

Our core values are the foundation of Shift The Script. They shape how we show up, what we create, and the impact we make — every single day.



SINCERITY

We show up real — no performance, no pretense. Genuine human connection is always the starting point.



HUMANITY

We design every virtual experience to honor the whole person behind the screen, not just the employee.



INTENTIONALITY

Every experience we create is crafted with purpose, care, and thoughtful design — nothing is accidental.



FELLOWSHIP

We build real belonging across every screen, distance, and time zone. Connection isn't a perk — it's the product.



TRUST

We create the conditions where remote and hybrid teams feel safe, seen, and ready to truly show up.



BRAND VOICE

OUR VOICE CREATES THE EXPERIENCE

At Shift The Script, we believe every conversation is an opportunity to create connection.

Our voice is intentional, authentic, and people-centered. We communicate in a way that builds trust, inspires action, and reminds people that behind every screen is a human being.

Every message should leave people feeling more connected than before.

OUR BRAND VOICE PILLARS



BOLD

We speak with confidence and clarity. We challenge outdated ways of thinking and lead conversations with purpose.



INSPIRING

We help people believe that better workplaces are possible. Our words encourage action, optimism, and possibility.



THOUGHT-PROVOKING

We encourage people to think differently. We ask meaningful questions and challenge assumptions to spark better conversations.



EVIDENCE-BASED

Our ideas are supported by research, experience, and real workplace challenges. We build trust through facts, insights, and results.



HUMAN-CENTERED

People come before processes. We communicate with empathy and care, recognizing the whole person behind every screen.



CONNECTION-FOCUSED

Connection isn't just something we talk about—it's how we communicate. We write in ways that invite conversation, collaboration, and belonging.



PERSONABLE

We sound like people, not corporate scripts. We communicate with warmth, authenticity, and approachability while maintaining credibility.



OUR VOICE IN PRACTICE

We replace corporate speak with human, engaging language that creates connection and drives impact.



✗ NOT THIS	✓ WE SAY THIS	✗ NOT THIS	✓ WE SAY THIS	✗ NOT THIS	✓ WE SAY THIS
We provide virtual engagement services.	We create experiences that help remote teams feel connected, engaged, and excited to work together.	Our services improve communication.	We help teams build meaningful connections that strengthen collaboration every day.	We offer customized programs.	Every experience is designed with your people, goals, and culture in mind.

WE ARE / WE ARE NOT

✓ WE ARE	✗ WE ARE NOT
Bold	Arrogant
Professional	Corporate & Cold
Inspiring	Unrealistic
Personable	Unprofessional
Human	Generic
Thoughtful	Overly Complex
Confident	Pushy
Evidence-Based	Opinion-Driven
Purposeful	Trend-Chasing
Engaging	Forced Fun

TONE BY COMMUNICATION TYPE



LINKEDIN

Professional
Insightful
Thought leadership
Research-driven

Example: "Employee engagement doesn't happen by accident—it happens by design."



INSTAGRAM

Energetic
Encouraging
Behind-the-scenes
Community-focused

Example: Share real moments, team culture, and tips that spark connection.



EMAIL

Helpful
Clear
Friendly
Action-oriented

Example: "Here's how we can help your team feel more connected, starting today."



SALES CONVERSATIONS

Consultative
Curious
Solutions-focused
Never pushy

Example: "Tell me about your team and what connection looks like for you."



CLIENT WORKSHOPS

Welcoming
Confident
Interactive
Encouraging
Inclusive

Example: "Let's co-create an experience that your team will love and remember."



INTERNAL COMMUNICATION

Collaborative
Transparent
Supportive
Accountable

Example: "Here's what's happening, why it matters, and how you can contribute."