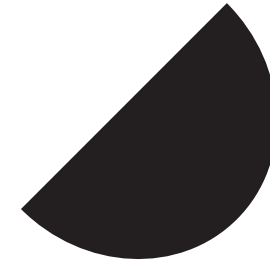


Shine



## Content Style Guide

Prepared for: Shine Text

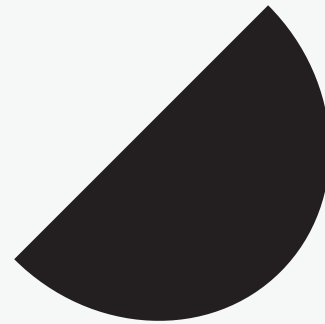
Branded Content Style Guide  
A proposal by Morgan Lindy Titcher

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# Introduction

## Style Guide for Content



# SHINE TEXT

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A proposed content style guide for Shine Text - including platform content, social media communications, and branded marketing materials - based-on a study of current brand "voice" and identified areas of potential improvement. All materials within are non-final and subject to change.

# Brand Voice:

## “The Four Pillars”

There are four key pillars that comprise the basis of on-brand content in all Shine Text communications to end users - from direct in-app content to social media & marketing - these are: **Self-Empowerment, Self-Love, Self-Care,** and **Self-Acceptance.**

Like four ends of an entwined braid, these key themes run in parallel, twist through one another, and serve to reinforce each single strand, both in isolation and in their combined harmony.

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On-brand content can contain **all**, or **just one**, of these pillars, but by doing so, will serve to reinforce the entire structure. A structure made of individual pillars, each designed to raise and hold up something very dear: your very best **“you.”**



### Self-Empowerment

It's a recognition that our *biggest limits* are often *ourselves*. That being *new* and *unfamiliar with something*, is **not** the same as being *incapable* or *lacking skill* at it. It is an understanding that **growth is possible**, that we are often stronger than we allow ourselves to show, that **we are all works in progress**, and as such, are able to **shape ourselves** however we so desire.



### Self-Love

It's an **appreciation** and **full-hearted embrace** of who you *truly* are, not *in spite* of your flaws, shortcomings, or idiosyncrasies, but rather, precisely *for* these **wonderfully human aspects** which make you the beautiful & unique person that you are.



### Self-Care

It is both an **internal recognition** of your own **needs** and an **external practice** of showing those needs the care that they deserve. Unlike many portrayals, self-care is not some self-serving exercise of indulgence; it is a **necessary** and broadly beneficial method of ensuring self-sufficiency.



### Self-Acceptance

It's about saying, **“I am enough.”** Sometimes it takes the form of **forgiveness**. Sometimes it merely requires **the recognition** that this is, indeed, an aspect of yourself, and **not one you should feel the need to apologize for.**

# Self-Empowerment *"I am capable"*



A core pillar of Shine's content messaging is built of **self-empowerment**. Self empowerment is not about diminishing the perceived size of one's problems. Self-empowerment is, quite literally, about **empowering oneself** to tackle any problems - *big & small* - that one might encounter.

Self empowerment is not about painting an "overly rosy" picture of a situation, or a suggestion that something which one may perceive as *quite difficult* is, in fact, fairly simple or effortless. It is an **honest recognition** of the facts, the facts that this matter of contention likely *is, indeed, work*, but that **you are capable** of doing that work. Self empowerment is about *lifting oneself up*, not *shrinking the size of one's perceived problems*.



Proposed Example of Tone in New Social Media Post

Actual Photo, Mockup Made in Photoshop

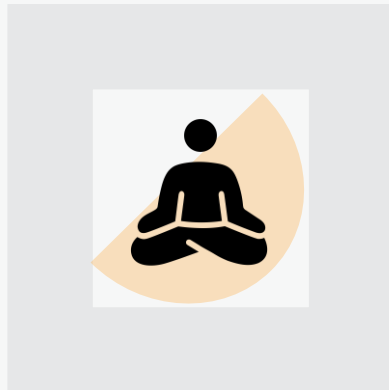


Real Example of Tone from Company Instagram (@ShineText) - June 2018

Actual Photo, Mockup Made in Photoshop

# Self-Care

“I am deserving”



Self-Care is a **mindset** as much as it is a **practice**. It is the mindset that you, yourself, **deserve** care, and that you, yourself, are also **entirely capable** of providing that very same care, which you both deserve and desire. It is about accepting that your needs are **real** and that recognizing them as such, and **taking care of these needs**, does not make you *selfish* or *neglectful of others*. Rather, it makes you a someone who's ensuring they are **fully present, fully prepared, and fully the best possible version** of themselves, so as to even be *capable* of providing that kind of care *for another*. Much like our beloved technological devices, our bodies & minds also require time to “recharge” for optimal performance.



Proposed Example Social Media Post  
Mockup Made in Photoshop



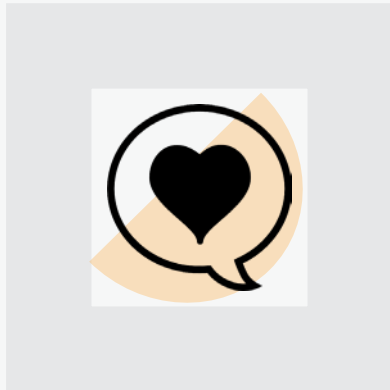
Proposed Example Social Media Post  
Mockup Made in Photoshop



Real Example of Tone from Company  
Instagram (@ShineText) - June 2018  
Actual Photo, Mockup Made in Photoshop

# Self-Love

*"I am distinct & exceptional"*



Self-love is something that we are often taught to avoid by our culture, which deems these efforts *"self-indulgent"* or even *"selfish."* However, in truth, beyond containing the same starting *"pre-fix"*, self-love has *little in common with either*. Self-love is not *self-infatuation*. It is a **deep understand** of one's *true self* and a **genuine, honest appreciation** for the entirety of what that means: yes, you have faults, *we all do*, and *that's okay*, you are more than your faults, just as a meal is more than any one single ingredient.

Self-love is the recognition of this fact, and the full-hearted embrace of the whole you and all the many things you bring to this world. Each of us is unique. That is precisely what makes life so very special.



Proposed Example of Social Media Post  
Actual Photo, Mockup Made in Photoshop



Real Example of Tone from Company  
Instagram (@ShineText) - December 2018  
Actual Photo, Mockup Made in Photoshop

While we are familiar with "love" itself, it is often something we display *"externally"*, rather than focus internally. Developing this habit takes time. Often, self-love as a practice comes in the form of taking time to appreciate these elements about yourself & setting an intention to fully-embrace *"this"* person, not merely some fictional version of an ideal *"future"* version of yourself. You yourself deserve love *"today"*, in the here & now.

# Self-Acceptance

“I am enough”



It's about saying, “**I am enough.**” Sometimes it takes the form of **forgiveness**. Sometimes it merely requires **the recognition** that this is, indeed, an aspect of yourself, and and **not one you should** feel the need to **apologize for**.

Self-acceptance is often **misunderstood**. It is not about “settling,” *refusing to set goals* or not striving to meet them, but rather, it is about recognizing that, as much as you hope to one day be somewhere else, there is something **very special** about being right where you are, at this moment in time. We are all **works in progress**, and **where we are at right now... that's okay too**.



Proposed Example of Tone in New Social Media Post

Actual Photo, Mockup Made in Photoshop



Real Example of Tone from Company Instagram (@ShineText) - June 2018

Actual Photo, Mockup Made in Photoshop



# Tone & Affect:



Content matters. Tone does as well. In fact, tone is inseparable from the underlying content, as it helps to form and shape the way that content is ultimately received by its intended audience. Matching tone to content is an essential aspect of any form of communication, even more so in the case of companies like Shine Text, where the underlying message of the content lies at the heart of the service.

Unlike companies like Nike, Sirius XM, or Le Labo Fragrances, whose brand “voice” maintains “distance” in a more \*authoritative\* tone, Shine Text’s communications messaging is designed to be **familiar, friendly,** and **personable.** As with usage of the underlying product itself (“Shine” App), communications are meant to feel more “**conversational**” and “**informal,**” in order to relate to Shine’s audience more as an approachable peer, rather than a distant superior.

There is one *crucial reason* for communications to be presented in this format & tone: it ensures that the underlying message is seen as **accessible.** By engaging with users on an *even and equal-footing,* Shine Text can communicate its intent in a way that is **relatable** and **consistent with the company’s underlying mission.**

# Content-Based Feature Proposal:

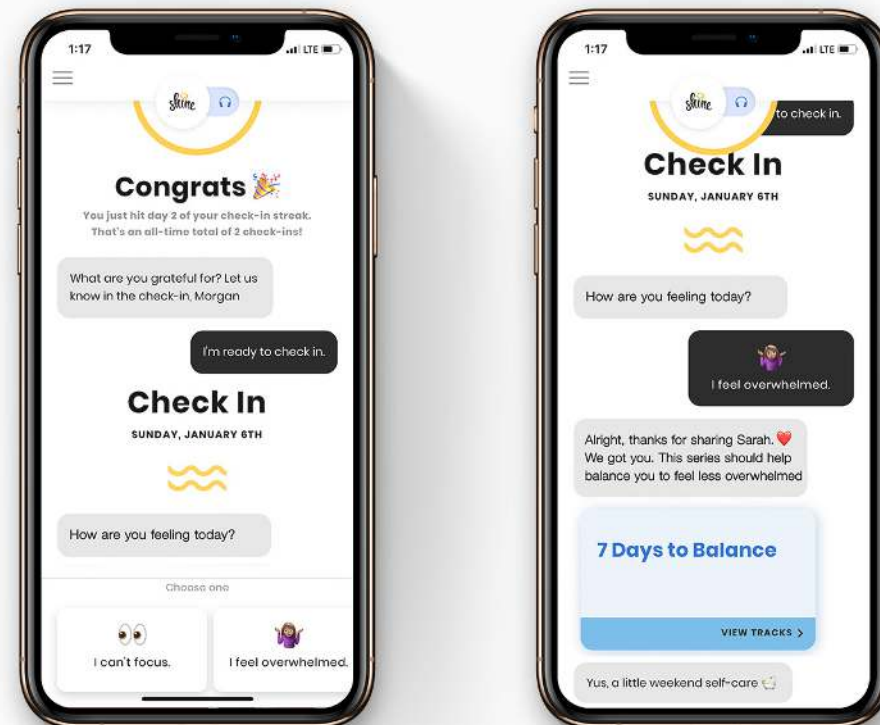
Dynamically-served content driven by Check-In system

*“Shine: for Each & Every Frequency”*

Through this proposed feature to the Shine Text interface method, users will receive a more intimate, personalized experience when using the “Check-In” system. Rather than deriving content from a “centralized” sourcing approach, the dynamic-engine will allow for a “two-way” user experience, receiving feedback from each unique subscriber to push relevant content to end-users.

Contrary to typical feature additions, implementation and deployment of this new system would not be cumbersome or overly complicated in practice. In fact, much of the requisite capabilities already exist in some form, in the intro system for new users.

## Check-In: New Content Relevance Engine



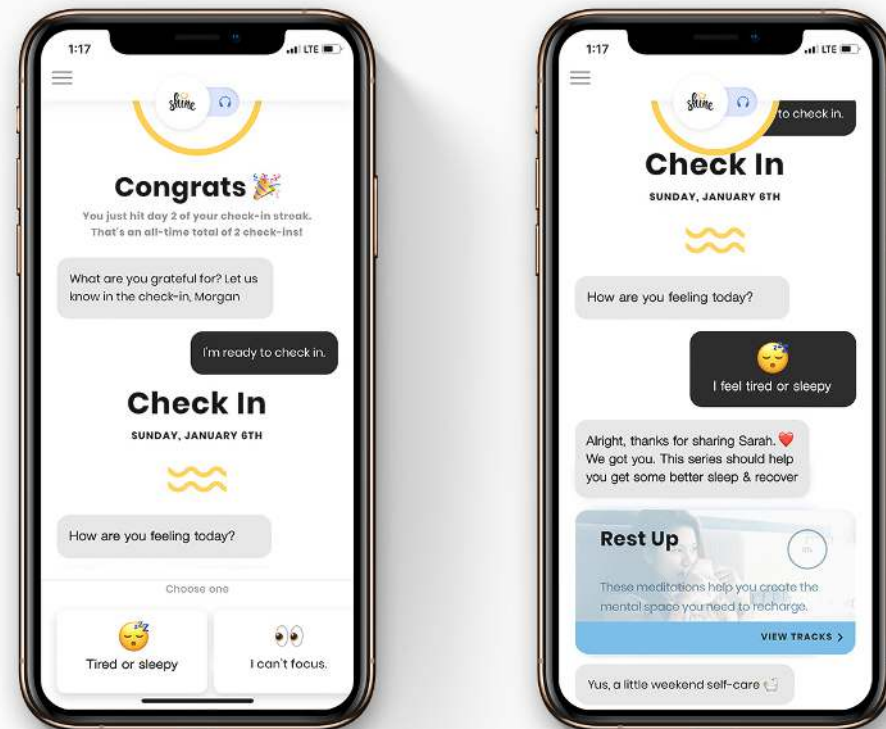
# Content-Based Feature Proposal:

## Check-In: New Content Relevance Engine

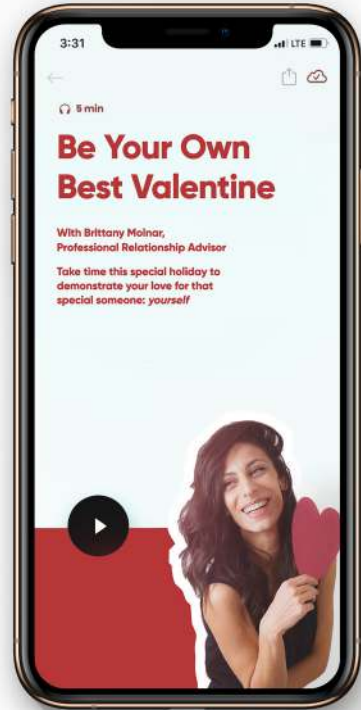
Implementation of this dynamic-content engine does not preclude the ability - as in its current form - for "Check-Ins" to allow users to record their thoughts, in their own words, in order to encourage reflectivity. Both systems can be co-integrated in a combined, new "Check-In" sequence. Rather, implementation would merely be an addition which allows for a "two-way" relationship between product and user.

This will certainly impact content considerations, as it incentivizes the development of varied content for each "response" group. Yet, this further clarity will likely only serve to reinforce content standards and focus, with Shine enabled to more accurately determine which content is most effective in addressing end-users' needs.

The data points offered will also offer real-time feedback on content, helping Shine to develop and refine more clear offerings for its community. Functionally, what the proposed feature provides, is a live, responsive, and continuously updated version of the "Hustle with Heart" survey, all bundled into the core functionality of the app itself.



# Implementation: Linked Content & Marketing Voice



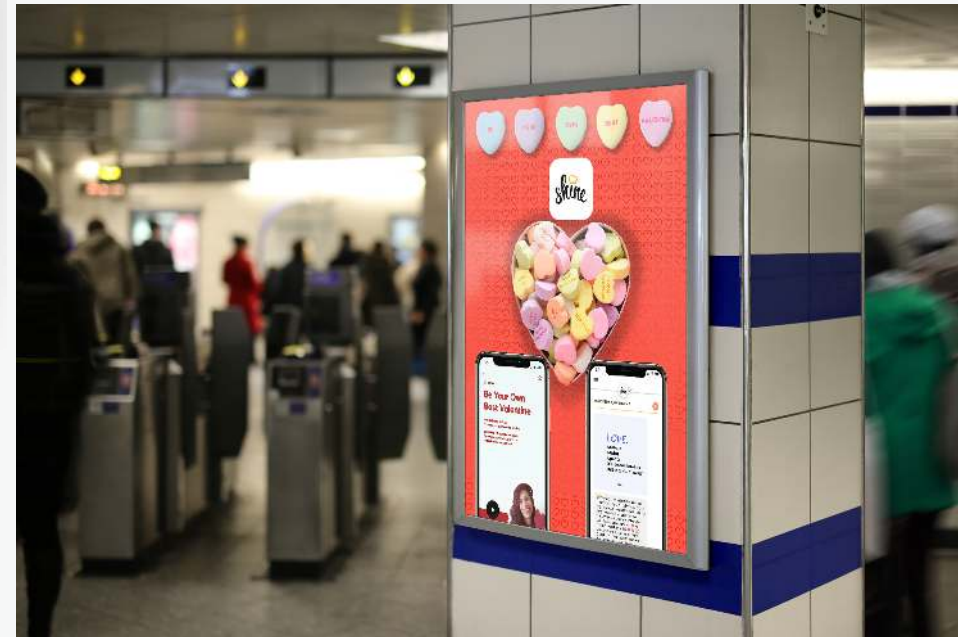
Suggested Content Strategy - Proposal

Mockup Made in Photoshop

An example of seasonal marketing & in-app content synergy. The direct "linking" of product content and marketing copy can be further aided by the establishment of consistent standards & practices through reference materials. The proposed example content & marketing campaign utilized the standards & practices outlaid within this content style guide.

Suggested Marketing Campaign - Proposal

Mockup Made in Photoshop

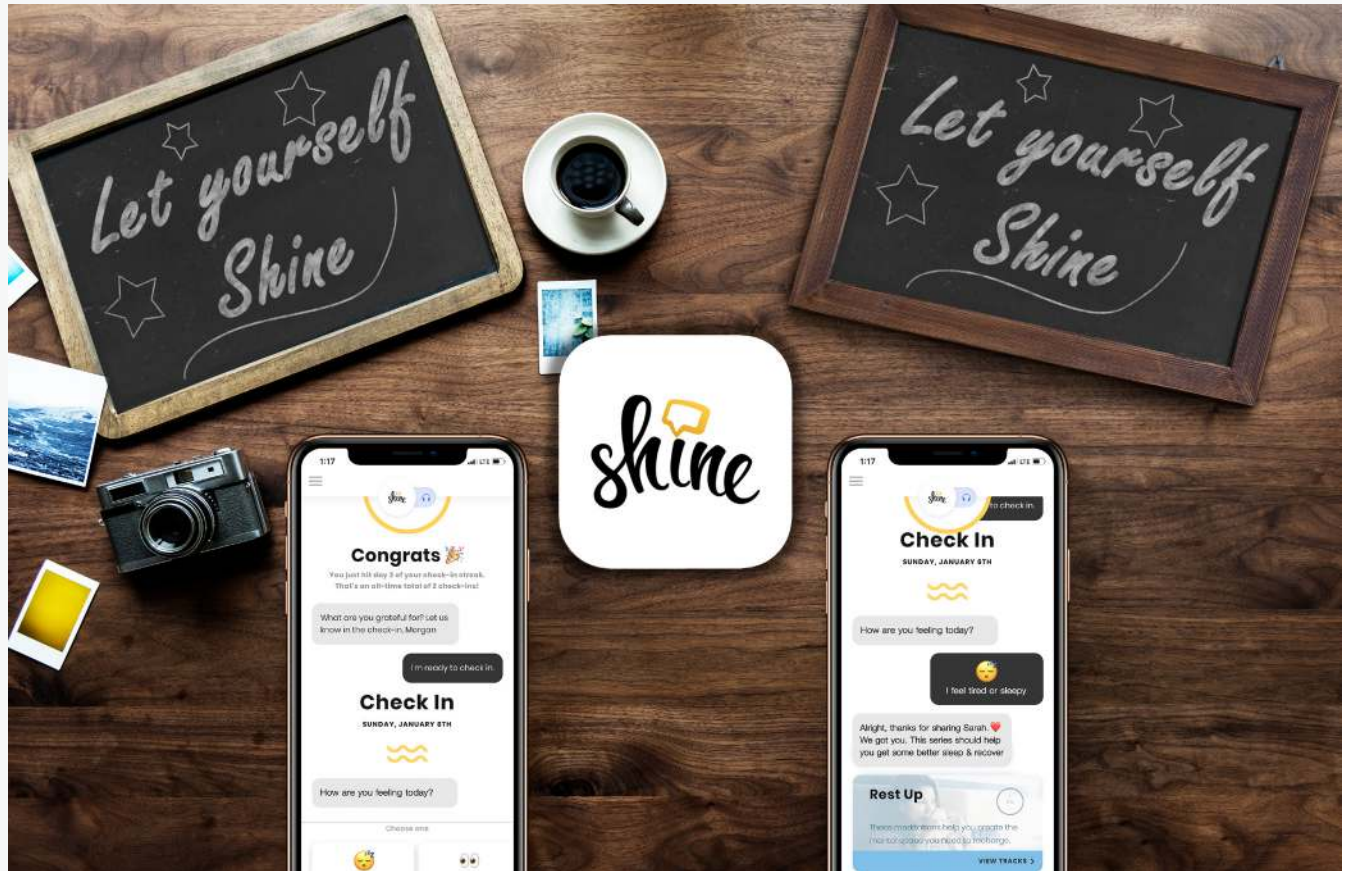


# Implementation: Sample Marketing Campaigns & Social Media

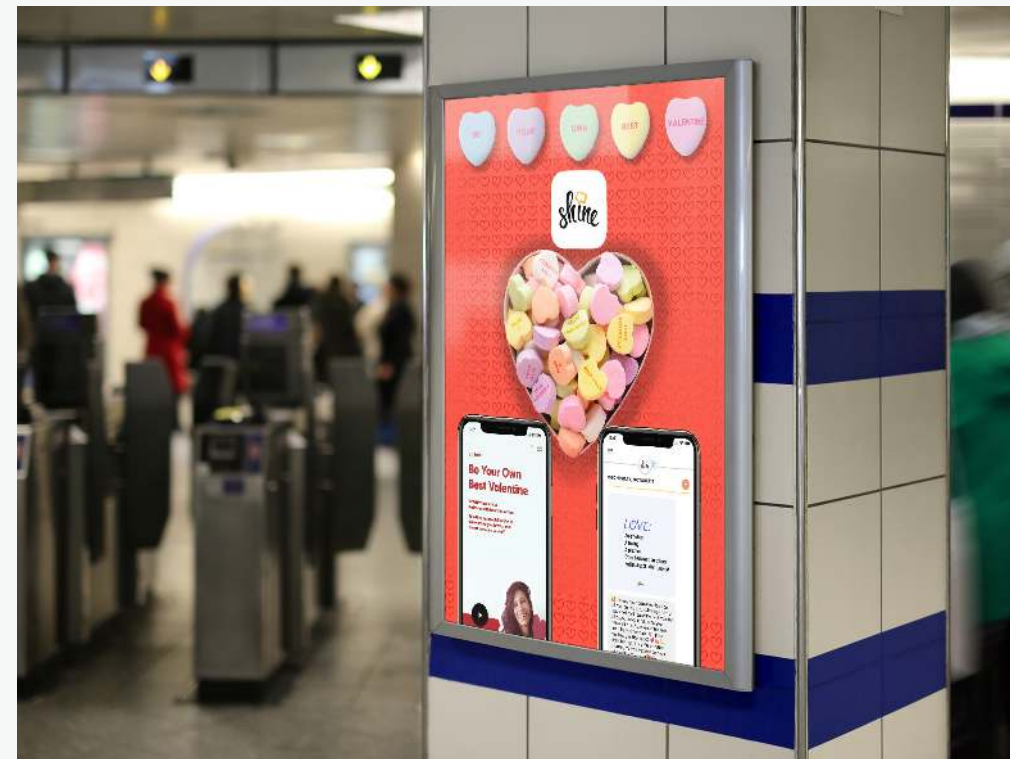
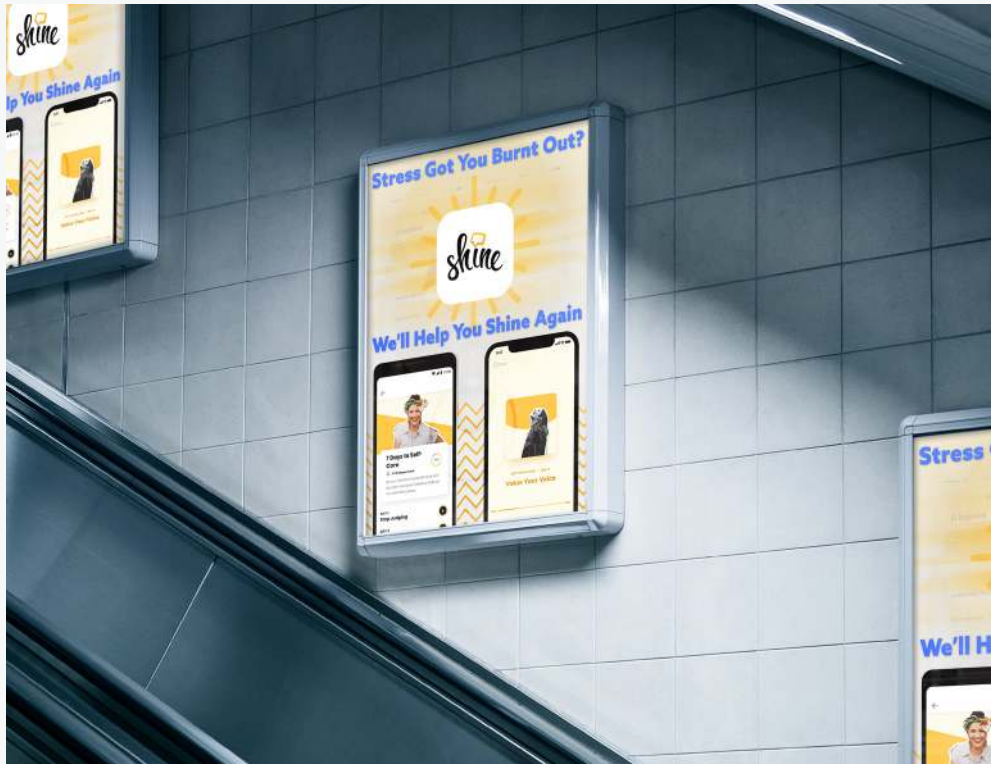
A select few example marketing campaigns which utilize the proposed content style guide in direct-to-customer communications. Messaging is designed to be **familiar, friendly, and personable**, rather than hierarchical or authoritative. As with usage of the underlying product itself ("Shine" App), communications are meant to feel more **"conversational"** and **"informal,"** in order to relate to Shine's audience more as an approachable peer, rather than a distant superior (unlike certain brands - e.g. Merrill Lynch, SoHo House, Cisco Systems).



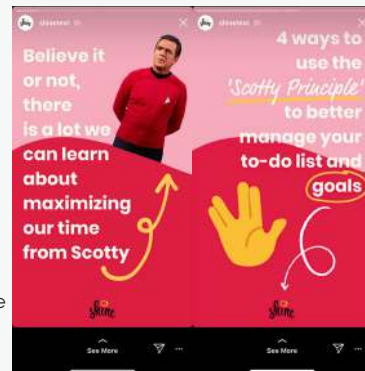
An example of a seasonal marketing and social media campaign, linked together by the consistent brand messaging proposed within this content style guide.



# Implementation: Sample Marketing Campaigns & Social Media



**(Right - Actual Brand Posts):** Recent examples of company social media branded content which deftly implements a "broadening" of brand voice (in terms of specific content examples), while still remaining highly-relevant & personable - simply in a slightly differentiated tone - which can avoid brand being "pigeon-holed" to only one highly-specific genre of content.



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