

# Brand and Voice Style Guide:

## GUIDELINES FOR WRITING GOOD, BETTER, BESTS



**Good, Better, Bests (or GBBs)** is a quality ranking system we use to compare similar products by highlighting their differences. These comparisons help prospective customers make easier buying decisions about the products they need. Simplify the differences between similar products by putting each into a category of what's a good buy, a better buy, and the best buy.

## VOICE

# 1

We use plainspoken language. If a word is hard to understand or read aloud, choose a simpler one. The easier the word is to read and say, the better



# 2

We have a personality, and it's straightforward. We don't tease, joke, or use puns in GBBs.



# 4

We focus on the point. Plan your key message before you write. Use the least number of adjectives necessary to accurately contrast products.

We avoid distractions. Our customers are busy, hardworking people. We give them the key differences about the products--no fluff, and then we get out of the way. Make descriptions clear, concise, and direct.

# 3



# tone

GBB's tone is informal, confident, and respectful. When writing GBBs, consider the reason customers are shopping on our website. Do they already know what they're looking to buy? Are they looking for help to simplify their purchase? Help them make a well-informed decision by using language that taps into what motivates them to choose one thing over another.

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## style

- 1 Use active voice; use passive voice sparingly.
- 2 Wrap up GBBs in one short, descriptive fragment or a single sentence at most.
- 3 Use positive language. Focus on the strengths each product has, not any perceived weaknesses.
- 4 Widely known restaurant jargon is acceptable and can cut down on words.
- 5 Resist using features already visible in the title. Sometimes, there may be a feature in the title worth drawing out, but most times, it isn't.
- 6 Ignore similarities or features already visible in the title. How do these products differ? Consider price, size, thickness, taste, etc.
- 7 Look at past examples. Chances are, what you're writing about has already been done for a different brand or color, etc. It's OK to borrow from these examples. Or use them. As long as the facts line up in the descriptions.

