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# LeetSTART Brand Writing Guidelines

## OVERVIEW

LeetSTART is a supplement designed for gamers that boosts energy and improves memory retention. Its main purpose is to provide alertness and wakefulness for competitive gamers of all stripes, including professional eSports players and anyone who loves an all-night marathon.

## PERSONALITY

LeetSTART presents an **upbeat** but **self-aware** persona in all communications. We poke fun at the high-energy personalities that dominate gaming media while adopting some of their habits and language to signal that we're gamers, too.

Example: If you're a competitive gamer, having a sharp mind is the difference between finishing first and taking that walk of shame out the back door.

LeetSTART is also **informative**. We do not make claims that have no backing in research. It might be tempting to talk about how our supplement will change your life or blow the competition away, but this simply isn't something that can be tested.

Example: LeetSTART gives your brain a little kick to wake you up. It does this with ingredients that boost the brain's blood supply, allowing it to readily use glucose and other nutrients already circulating throughout your body

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## ADJECTIVES

- Spontaneous
- Informative
- Punchy
- Upbeat
- Casual
- Fun

## CAVEATS

While we do utilize an energetic writing style, keep it in check. If every sentence could end with an exclamation mark or be read with an airhorn sound effect, it's probably a good idea to do some editing.

**Carefully balance information with personality.** We want to educate our customers without boring them to tears, and entertain them without sounding like a bad morning radio host.

We will occasionally reference memes and topical events, but we will not use these in pillar content or anything designed for long-term. This type of humor has a short shelf life and will quickly age our brand.

No direct insults, derogatory statements, or cursing. We're here to have fun.