Tone-of-voice guides — 14 advertisers

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Extract of 3 guides · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for demonstration. **Tone of voice is the way of writing that belongs to a brand: vocabulary, register, what it allows itself and what it rules out.** The 14 guides are built by reading **4,180 approved deliverables**, not by intuition: every trait can be checked against work the agency produced and got signed off.

Why a written guide changes what a review costs

Measured finding	Value	What it costs today
Corrections about tone, across the last 34 first drafts	**7 in 10**	**A copywriter re-tunes a voice instead of arbitrating an idea**
Corrections about substance	3 in 10	The work a review should keep
Tone guides written before the sweep	**3 of 14**	Eleven voices lived only in people's heads

What a tone-of-voice guide measures

Criterion	Why it matters
Average sentence length	Rhythm is the first thing a reader recognises
Share of active voice	A brand that speaks in the passive isn't fixed case by case
Own vocabulary	The words the brand uses and its competitors don't
Absent words	**Often the most telling trait** — and never written in a brand guide
Recurring formulas	Openings, transitions, calls to action
Sector constraints	What the advertiser's field does not allow to be written

Three guides

Advertiser	Rhythm	Dominant trait	What never appears
Cerault · industry	14 words per sentence	Active voice, figures first	**No superlatives; “solution” absent from the last 17 deliverables**
Institut Vallois · healthcare	21 words per sentence	**Formal address throughout**	**No promise of results** — a constraint of the field, held without reminders
Town of Sancelles	12 words (social) / 19 (print)	**Two deliberate voices: informal social, formal institutional**	Unexpanded acronyms

What each guide carries, advertiser by advertiser

Section	Content	What it does in production
Tone signature	Rhythm, voice, register	Sets the first draft
Lexicon	**40 words used, 25 words banned**	Removes word-by-word fixing at review

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Section	Content	What it does in production
Openings and closings	6 approved formulas per advertiser	The two places a brand is recognised
Opposed examples	**3 approved sentences, 3 rejected ones, taken from the archive**	**A documented rejection teaches more than a rule**
Regulatory constraints	Mandatory mentions, forbidden promises	Protects regulated advertisers

> **Every guide can be corrected one word at a time: it is the agency's material, set down clearly.** All 14 are read by the creative director before being used in production, and stay editable at any time.

For the agency to settle

Advertisers whose guide should be enriched first: _____

> **Request a demo with your own documents**
> This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.
> https://bluelemonagent.ai/en/entreprises/secteurs/agent-ia-agences-communication

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