



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

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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

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

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

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: _____

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