Editorial guide — the Hydralis tone and its six templates

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

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Established from 180 published pieces · 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 the demonstration. **Brand tone is the way of writing that belongs to a house: sentence length, register, units, what it allows itself and what it rules out.** Every trait in this guide can be checked against a text Hydralis has published — nothing here is an intention, everything is an observation.

Why a written guide changes the cost of a review

Measured finding	Value	What it costs today
Corrections about form, across the last 22 pieces	**7 out of 10**	**The content writer re-tunes a voice instead of arbitrating an idea**
Corrections about substance	3 out of 10	The work a review must keep

Measured finding	Value	What it costs today
Tone guides written before this work	**0**	The tone lived in two people's heads, so it could not be passed on
Templates written before this work	**0 out of 6**	Each format was replayed from memory at every request

What the guide measures, and what it rests on

Criterion	Value observed	What it is established on
Average sentence length	**18 words**	180 published pieces
Share of active voice	**81 %**	180 published pieces
Address to the reader	Formal throughout	Without exception over 9 years
Units	**SI, with the common equivalent in brackets**	**Constant practice since 2019, never written down**
Superlatives	**None — « the best » does not appear once**	180 approved pieces
Absent words	**« solution » absent from the last 40 pieces**	**The most discriminating trait, and the one no guide thinks to write down**
Promise of results	**Never without test conditions cited**	A constraint of the trade, held without reminders

The six templates, reconstructed from untouched content

Template	Length	Structure	What is mandatory in it
Technical article	1,200 to 1,600 words	7 parts	Test conditions with every measurement

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Template	Length	Structure	What is mandatory in it
Product page	180 to 260 words	4 blocks	**Operating limits, internal rule of 09/2021**
Newsletter	320 words maximum	A single main subject	**No claim absent from the source content**
Sales script	1 page per objection	Benefit · proof · objection · answer	**The limit of each answer**
Application note	600 to 900 words	Problem · set-up · measured values	The installation diagram
Launch release	450 words	Announcement · quote · box	**« About us » box reproduced verbatim**

What each section of the guide carries

Section	Content	What it is for in production
Tone signature	Rhythm, voice, register, address	Settles the first draft
Lexicon	**52 technical terms used, 25 banned words**	Avoids word-by-word rework at review
Openings and closings	6 approved formulas, one per template	The two places a brand is recognised
Opposed examples	**3 published sentences, 3 rejected sentences, drawn from the archive**	**A documented rejection teaches more than a rule**
Trade constraints	Mandatory statements, forbidden promises, units	Secures content aimed at regulated markets

> **Every trait can be corrected with a word: it is Hydralis's own material, made explicit.** The guide and the six templates go to the marketing manager for review before being used in production, and remain editable at any time — **they are**

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parameters, not doctrine.

For the marketing manager to set

Guide traits to correct before going into production: _____

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/cas-usage/assistant-de-redaction-contenu-marketing

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.

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