



BRAND VOICE

A brand voice is the heartbeat of your identity, the essence of your personality, and the bridge that connects you with your clients. A well-defined brand voice not only sets you apart from the competition but also creates a memorable and authentic experience for your customers. Think of this brand voice guide as our roadmap. It helps us nail down the right tone, style, and messaging to make sure everything we write fits perfectly with your brand's vibe and goals. Whether we're cracking jokes on social media, creating informative web content, or writing the copy for your ads, our aim is to speak with a consistent voice that sticks with your audience.

MAINTAIN 2026

PREPARED BY EMILY WEST





Maintain exists for businesses that are done guessing. We build strategic, high-quality digital marketing systems designed to support real growth, not short-term spikes. Our work is thoughtful, connected, and intentional. From websites and SEO to content, media, and analytics, every piece is built to strengthen the whole. Forget about scattered tactics or one-time projects. We believe in building foundations that compound.

When clients work with Maintain, they should feel clear, supported, and confident in the direction of their marketing. They should feel like they finally have a team that understands their business, sees the bigger picture, and knows how to execute it well. Our clients shouldn't see us as a vendor, but as a partner who's invested in their long-term success, ready to push ideas further, refine strategy when needed, and consistently raise the standard of what their marketing can do. Growth isn't accidental. It's built. And we build it alongside you.

BOLD:

The words “maybe,” “might,” or “hopefully” aren’t in our vocabulary. We will, we are, we can. We’re experts at what we do, and we have the expertise to back what we say. Our points are clear, confident, and defined. We don’t default to safe or generic. Our clients don’t settle for average work or just another generic marketing agency, nor do we. We lead with confidence, conviction, and vision in everything we do.

“Safe brands fade. We build the ones that stay.”

Cinematic:

Marketing is more than strategy and analytics. It’s mood, pacing, and narrative tension. Deliverables aren’t just photos and videos; they are stories, scenes, dreams, emotions. We build moments that are intentional, immersive, and meant to be remembered. In a market oversaturated with digital marketing agencies, our voice stands out for being bold, fresh, and undeniably vivid.

Not content. A scene. Not a post. A moment people remember.

INTENTIONAL:

We know the power and weight of words. A single sentence, a single image, can sway an audience. That's why we're intentional with our messaging. What we say always represents who we are. Nothing is accidental. Every word, visual, and decision serves a purpose. We design with clarity, craft with discipline, and build with long-term impact in mind.

Nothing accidental.

Nothing decorative.

If it's there, it matters.

RESONANT:

Our work connects on a human level. It carries emotional weight, cultural awareness, and meaning that lasts beyond a campaign moment. Because well-spoken doesn't mean corporate, and professional doesn't mean stiff. We'd rather sound like a real person than just a cookie-cutter agency using fancy buzzwords. When speaking with clients, we always lead with: "How do you want to share your story?" "What speaks to you?" "How do you want your customers to feel?" These questions are at the core of Maintain, because overall, we're storytellers building connections.

We don't chase attention.

We create work people feel before they understand why.

FLUENT:

It's natural for us to move easily between strategy, story, and execution. We don't overcomplicate, over-explain, or hide behind jargon. We cut to the truth and communicate clearly, backing up our statements with numbers, specifics, and real outcomes, not fluff or empty claims. Transparency builds trust, so we answer our clients' questions with clear, thorough, and honest answers.

We don't switch between strategy and story.

We speak both — at the same time.



DO

Be confident and decisive.

Be direct and grounded.

Sound human and approachable.

Be specific and proof-driven.

Show how strategy connects.

Present our services as all-inclusive.

DON'T

Don't say "one-stop shop" or "full-service agency"

Don't rely on clichés

Don't use overly corporate buzzwords like synergy, scalable solutions, holistic ecosystem, growth hacks

Don't write fluffy, vague copy

Don't be aggressive or salesy

Don't write like every other agency

DO/DON'T LANGUAGE EXAMPLES:

DO: "You don't need more content. You need better strategy."

DON'T: "We leverage multi-channel solutions to maximize impact."

DO: "We don't guess. We build strategy that moves the numbers and the narrative."

DON'T: "Our innovative solutions are designed to maximize engagement."

DO: "Your posts aren't just content. It's a moment people remember."

DON'T: "We create high-quality social media content for your brand."

DO: "We build marketing systems designed to compound, not campaigns designed to expire."

DON'T: "We try our best to deliver."

DO: "If your competitors look the same online, we make sure you don't."

DON'T: "We help businesses stand out in today's competitive marketplace."

DO: "We're in this with you."

DON'T: "Our organization is committed to delivering unparalleled service excellence."

DO: "We don't chase attention. We create work people feel before they understand why."

DON'T: "Our goal is to capture audience attention and increase visibility."



THANK YOU!