



## **Moorings & Marina - Brand Voice & Tone Guidelines**

### **Introduction**

Welcome to the Voice and Tone Guidelines for Moorsafe's Moorings and Marina Division. Here, we blend the adventurous spirit of The Explorer archetype with a steadfast commitment to safety. Our communication style is tailored to resonate with the sailing cruiser community, embodying freedom, discovery, and a deep sense of security on the open seas. For a better understanding of brand archetypes, [this article](#) explains it well.

### **Brand Voice: Adventurous, Reassuring, Inspirational**

Our brand voice is adventurous, capturing the thrill and boundless possibilities of sailing. It's also reassuring, emphasizing our unwavering commitment to safety and well-being. We communicate in a way that is welcoming to all sailors, inspiring them to explore new horizons while ensuring they feel secure and supported in their journey.

### **Tone: Friendly, Enthusiastic, and Safety-Conscious**

The tone of our communication is consistently friendly and enthusiastic, mirroring the excitement of a fellow sailor. We also maintain a safety-conscious tone, ensuring our audience knows that their safety is our top priority. Our messaging is optimistic and engaging, making every cruiser feel part of a safe and caring community.

### **Connection with the Sea: Emphasizing Safety in Adventure**

Our narrative is deeply intertwined with the sea, highlighting the beauty and freedom it offers. We emphasize the importance of safety in this narrative, ensuring our audience feels confident in their adventures. Our communication paints a vivid picture of life at sea, where safety and adventure go hand in hand.

## **Consistency Across All Platforms**

Whether through our website, social media, or direct interactions at the marina, our voice and tone remain consistent. This consistency helps establish a strong, recognizable brand identity that speaks directly to the heart of the sailing community, ensuring they know they're in safe hands.

## **Conclusion**

By adhering to these guidelines, Moorsafe's Moorings and Marina Division creates a compelling, authentic, and safety-focused brand identity. Our Explorer-like spirit, combined with a commitment to safety, positions us as not just a service provider but as a trusted partner in the cruising community's journey, offering a haven for sailors and a gateway to safe and exciting new adventures.