

# ReFi

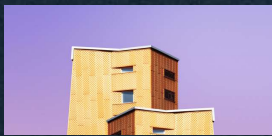
D A O

LOCAL NODE INCUBATOR

## Session X: Title



# 1 — Introduction



# 2 — Foundations



# 3 — Brand Personality



# 4 — Context



# 5 — Little Big Details



# Introduction

## Explained

# Preface

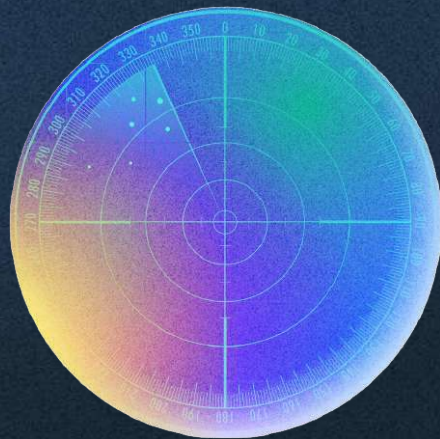
- Voice & tone guidelines help establish a way for a brand to sound consistent across all channels and communications
- Voice and tone varies greatly from one company to another and reflects, above all, its culture
- This template will help set in stone some core elements of your company's voice and tone

It is by no means exhaustive and can be expanded based on your needs and your sense of *what is right*



# Do I need voice & tone guidelines?

- Yes, if you prefer structure over chaos
- Yes, if you want to sound consistent across all channels
- Yes, if you want to stand out, and not sound exactly like everybody else
- Yes, if there's multiple people handling your company's communication
- Yes, if you're willing to invest time and effort into developing the guidelines (and then, most importantly, enforcing it)



# Who are we?

## Explained



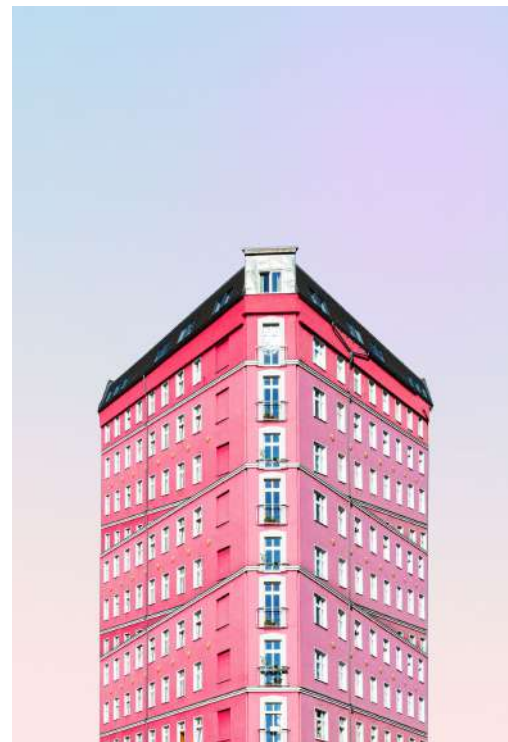
Foundation 1  
**Style Guide**



Foundation 2  
**English (US) vs English (UK)**



Foundation 3  
**Internal Glossary**



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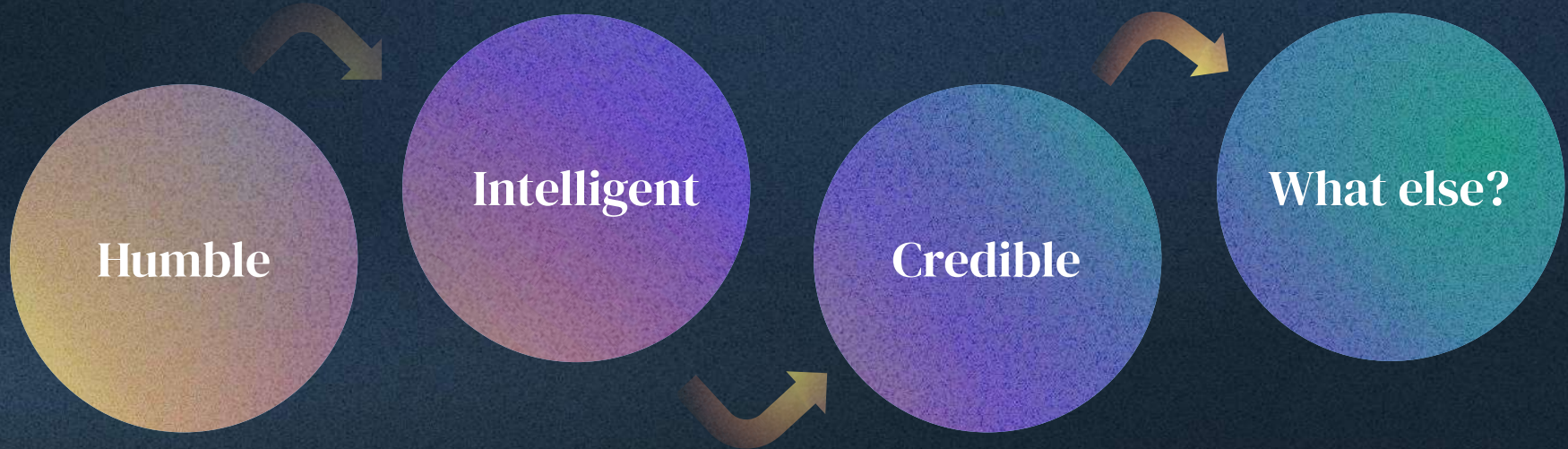




Example quote or highlight:

**“The self is a construct of thought; the feeling of self is what it feels like to be thinking in each moment without recognizing the arrival of the next thought”**  
**- Sam Harris**

Who we are:





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**Specific closing information such as links,  
next session info or just general call to  
actions.**

Join the ReFi movement in crypto to harness blockchain technology for climate action and shape a sustainable future for all.

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**Discuss further in our telegram groups!**

A large, vibrant rainbow arch that spans across the right side of the slide, set against a dark blue background. The colors transition from yellow on the left to red on the right, passing through green and blue.

# Thank You.