

# Hot Air Guitars Brand Guide

**VOICE AND TONE**

Hot Air Guitars



# VOICE AND TONE

## What Is a Voice & Tone Guide?

This voice guide is designed to offer a framework for the team members that includes a holistic approach to the company's capabilities, its core values, and how it communicates those strengths internally and to markets. The Voice & Tone Guide should be considered required reading by all stakeholders. All communications, including print media and all digital content, should be shaped by this document. We recommend keeping voice, value propositions, and vernacular consistent with the items covered in this document.



## An Evolving Guide

Hot Air Guitars is always rocking. We evaluate and adjust our brand standards to meet emerging industry opportunities while refusing to sacrifice our core principles and identities as represented by our:

- Mission statement
- Brand tagline
- Brand tone
- Value propositions
- Do's and don't s

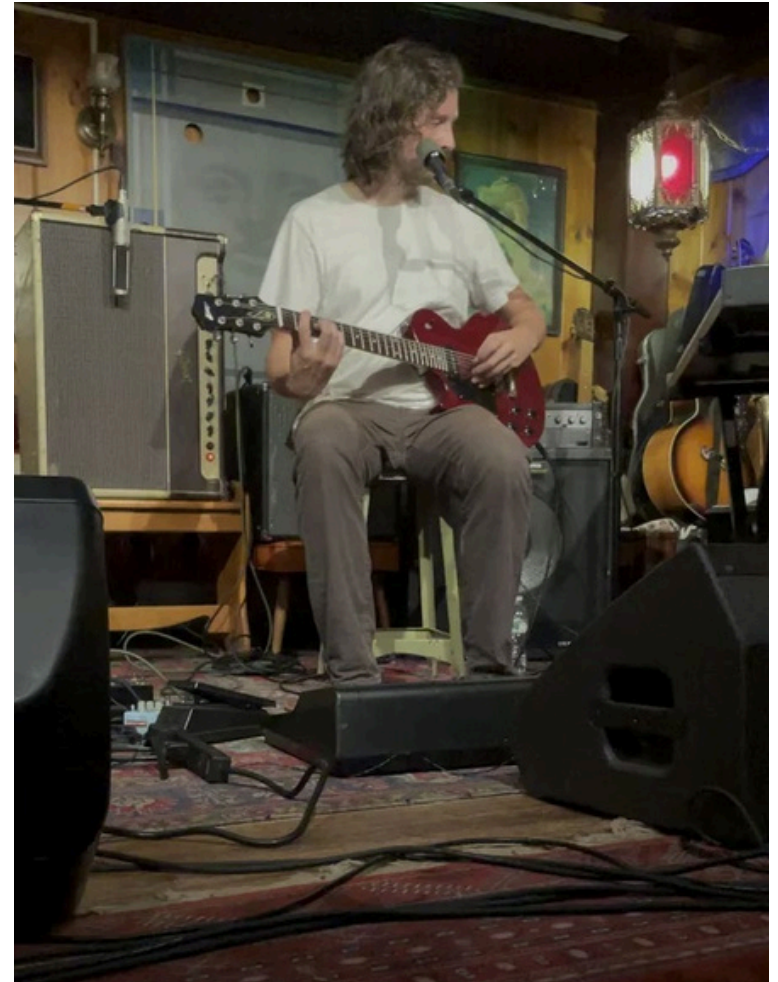
# VOICE AND TONE

## MISSION STATEMENT

### Mission Statement

Hot Air Guitars is committed to supporting the rocker in everyone, regardless of their skill, ability, or dedication to learning a skill. We strive to make sure every student feels empowered as hard as their strumming and shredding heroes.

Our goal is to provide an experience so vivid, so hard core that it (almost) feels real.



# VOICE AND TONE

For Those About to Rock



## For Those About to Rock Hot Air Guitars®

We offer in-person, video, and on-demand hot air guitar lessons at locally-owned franchised businesses across the US, Canada and remote parts of the Southern Pacific.

Hot Air Guitar programs are shaped by proprietary teaching methods, which are trademarked with the US Patent Office. These trademarks should be used in every written instance of our training programs.

- Hot Air Finger Calisthenics®
- Hot Air Guitar Screamo Technique®
- Hot Air Guitar Costume Design and Leather Pant Collection®

# VOICE AND TONE

## TAGLINE



In addition to serving as a tertiary branding element, taglines are also important for use on social media. Branded hashtags impart the same immediate effect on viewers while also giving interested parties a way to search for brand-specific content on platforms like Facebook, Twitter/X, Instagram, and LinkedIn.

### **For Those About to Rock (Kinda)**

Captures the spirit of natural-born (but not naturally skilled) rock stars.

### **You Don't Need to See It To Know It's Hot**

We all know stage presence matters more than technical ability.

### **The Band Really Is Gonna Make It**

,...and you're not about to give up now.

### **No Strings Attached**

No actual guitar, either.

### **Heavy Metal Meets Hot Air**

Make light work of learning heavy metal!

## Brand Tone

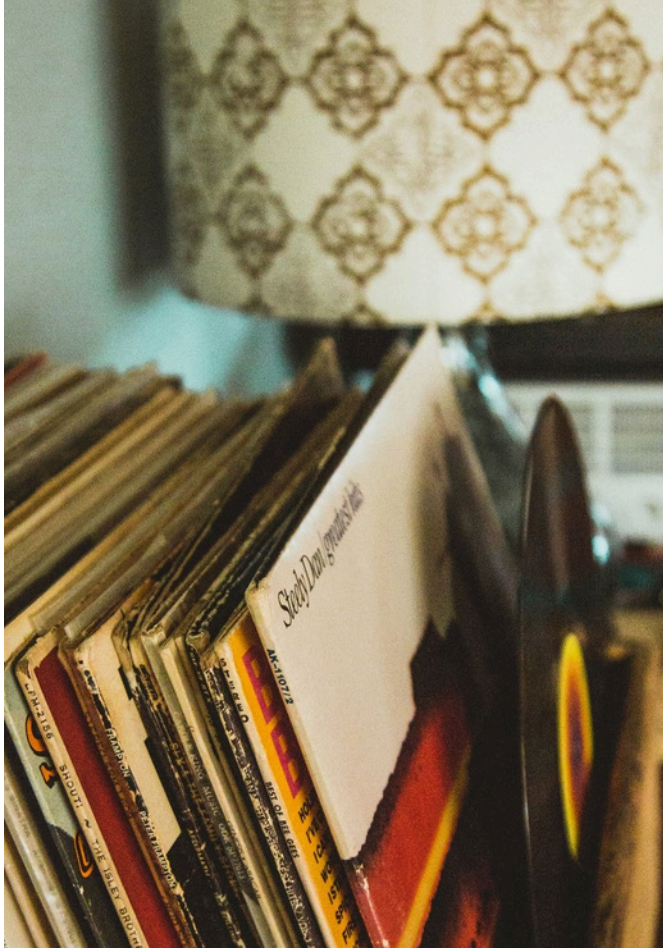
Hot Air Guitars is always confident, unpredictable, and lives on the edge. We're anti-establishment, but we're also punctual to every lesson. We're experts, and we'll let you know it, too.

We know we rock, and we want our customers to rock just as hard.



# VOICE AND TONE

BRAND TONE



## **Edgy, But With Rounded Corners**

We might wear leather pants, a top hat, and copious amounts of makeup, but we always arrive on time and prepared for every lesson.

We don't play by The Man's rules, but we do follow our strict code of professional standards and stay up-to-date with any and all industry certification standards.

## **Easy To Talk To**

We strive to meet our students where they are and provide a supportive, positive atmosphere for growth. No matter how terrible they are, we always keep communication positive and in a thick British accent.



## Value Propositions

Hot Air Guitars is committed to:

- Providing affordable yet premium lessons to all rockers.
- Teaching in a supportive, encouraging manner.
- Clarifying that hot air guitar skills don't translate to actual guitar skills.
- Helping students capture the look, vibe, and demeanor of skilled hot air guitar legends like Timmi Hendricks, Ross Skaggs, CC Queen, and Back Slash.



## Do's and Don'ts

### Standard Calls to Action

A “call to action,” or CTA, is an invitation to act built into key elements of digital and print materials. We recommend using a consistent, easily identifiable CTA to entice a reader to engage. These CTAs are used extensively on the current iteration of hotairguitars.com as well as in most social posts.

### What We Say...

- Feel the music!
- Expression is good, but exaggeration is better.
- Stage presence is everything.

### What We Don't Say...

- You're almost ready to play a real guitar!
- This is exactly how Paul McCartney started out.
- That sounded great!
- Those leather pants aren't working out for you.

### Brand Consistencies

- Always refer to Hot Air Guitar Lessons in the first instance (not including titles or headers).
- Use Oxford commas. We're not complete degenerates.
- Do not refer to the brand as “Hot Air” - the jokes are hurtful.