

PATREON

Voice

At Patreon, we believe that art has value and strive for candor and optimism in all that we do. Our voice is an expression of our personality and point of view — it's how we sound in written copy. Please use this guide as a reference when writing for Patreon to help us sound consistent and reflect the brand we want to build.

Brand attributes:

- We are **fearless** but not heroic.
- We are **witty** but not snarky.
- We are **inviting** but not fake nice.

Persona:

Fearless and witty, imagine your somewhat odd college roommate 10 years later. Dressed in jeans and well-worn black Converse, he's pulled it all together and channeled his intense energy into something useful. A little bit Dave Eggers, a little bit Pharrell, he's now a producer at NPR who's passionate about making sure teens get exposure to the arts. On the side, he runs a small non-profit studio that provides art and music instruction to kids at schools where budget for the arts has been cut. When you run into him, he has stories for days but acts like it's not a big deal and cares way more about what you've been up to.

Voice guide:

	Boring sentence	Not like this	Or this	We write like this
Fearless	Patreon is currently investigating issues with posting images. We'll let you know once it's resolved.	We just found out there's an issue with posting images on Patreon. We're looking into it but don't know what's going on yet. Sorry for the trouble!	Notice you can't post images? *puts on cape* Have no fear! There is nothing our engineers can't fix. Will report back soon!	So sorry about the trouble with posting images. I just heard back from engineering, and they're in the trenches with this nasty bug. It'll be dead soon and I'll report back asap.
Witty	Today, we are announcing a new feature for writers.	Today, we are excited to announce an editing feature.	Our team has been hard at work with this brand new feature, so you better like it!	Come close, writers. I've been sent to tell a tale of a new feature, one that will help you tell your stories on Patreon.

Inviting	Here's what some of the brightest minds in Silicon Valley have to say and how their thoughts apply to artists and content creators.	Below, there are 8 artist-friendly frameworks, straight from the bright minds in Silicon Valley.	Come join us to hear what the brainiacs up in Silicon Valley want you to know. We've hand-picked things that are totally artist-friendly, just for you!	So you're looking to take your creative business to the next level? Perfect. These 8 frameworks straight from tech leaders are geared to help you get where you want to be.
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Words we like / words we don't

	Words we like	Words we don't
Payment-related	get paid, income, revenue, ongoing income, recurring payment	crowdfunding, Kickstarter for artists, monetize, donate, charity, tips, tip jar, give
Patronage	patrons, patronage, patron-only, fans who matter most, biggest fans, promote	patronize, super fans, fan club, fan club 2.0
Technology	platform, subscription, access	technology, software, Silicon Valley
Art	value, creative class, entrepreneurs, creators, community	starving artists, YouTube stars, internet sensations

Punctuation:

- We are big fans of the **Oxford, or serial, comma**. So that's "art grants, loans, and residencies." Note the comma before the "and" — it's always there before the last thing in lists of three or more items.
- Speaking of which — we also love the **em dash**. An em dash (—) is the longest of the dash styles (longer than its brother the en dash and three times as long as a regular old hyphen). To make it on a Mac, hold down shift + option + the hyphen key. We use them with spaces on either side.
- We sprinkle in **exclamation points**, though we've been known to be a bit heavy with the sprinkling so we're now down to a single one per page on product pages and no more than three per blog post.

Contractions:

- Our brand is friendly, so we use **contractions** whenever possible. So that's "We're excited to announce" / "Don't worry, we're on it" / "She's got a lot of info to share," etc.

Pronouns

- We use the **first person singular** ("I") whenever possible. This helps it feel like our

message is coming from a single person when it really is (e.g. blog posts and emails signed by a single author).

- We use the **first person plural** (“we”) primarily on social media. We use it when referring to a group of Patreon employees, but prefer to refer to the team by name whenever possible. So, “the data science team has been digging into this and found...” not a general “we.”
- We use the **second person** (“you”) when referring to a creator or group of creators whenever possible — not “artists” or “content creators” in the third person.