

## **Brand Voice Guidelines Summary Sample (Based on The Manner)**

**Link:** <https://www.hyatt.com/unbound-collection/en-US/lgapr-the-manner>

### **Voice in one sentence**

Quietly confident, refined, and atmospheric — elegant without ever being showy or generic.

### **How the brand should sound**

Confident, composed, and understated. The voice feels residential rather than hotel-like. Warm and attentive, but never familiar. Language is intentional and restrained, creating atmosphere without hype or overt luxury language. It assumes a discerning guest who values privacy, design, and ease.

### **Tone characteristics**

Understated: Luxury is implied through detail and restraint, not declaration

Confident: Clear, assured language without over-explaining

Intimate: Personal and attentive, not performative

Urban-aware: Rooted in New York without leaning on clichés or attitude

### **Do / Don't**

#### **Do**

- Use specific, sensory phrasing (e.g., “tree-lined street in SoHo”)
- Create atmosphere before features
- Let the experience emerge from detail rather than description

#### **Don't**

- Lean on big luxury adjectives (“world-class”, “opulent”)
- Use listicle-style descriptors
- Use repetitive promotional language

### **Vocabulary Direction**

## Lean into

- Quiet
- Considered
- Calm
- Intimate
- Thoughtful
- Comfortable
- Refined
- Effortless
- Discreet
- Residential
- Well-placed

## Avoid

- Luxury (when possible)
- Iconic
- World-class
- Bespoke
- Curated
- Opulent
- Vibrant
- Bustling
- Exclusive (when it sounds exclusionary rather than intentional)

## Writing style notes

- Short to medium-length sentences
- Natural, composed rhythm — never punchy or promotional
- Specific detail over abstract descriptors
- Let atmosphere and setting do the work
- Speak directly to the guest, as an equal
- Assume the reader understands New York — no need to explain it

## How this shows up on the website

The homepage establishes tone quickly and with restraint, focusing on mood and setting rather than a full list of features. Language creates a sense of calm and privacy that contrasts with the city outside.

Supporting pages build on that voice gradually, reinforcing the feeling of a private, adults-only retreat rather than a traditional hotel experience. The copy avoids New York clichés and doesn't try to be "cool." Instead, it feels confident, composed, and quietly assured, giving guests just enough to imagine themselves there and want to stay.

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