



MORIAH RIONA

BRANDING

**BRAND VOICE**

THE PURPOSE OF OUR

# BRAND VOICE

The Moriah Riona Branding brand voice deck serves as an internal tool to inform all written brand communication, as well as to complement the visual brand identity when designing and curating visuals. It exists as a living document to inform all current and future website, marketing, and social content. Think of it like a mood board for our writing. It captures the **essence of our brand**.





There is no limit to what we, as women, can accomplish. —**Michelle Obama**

Be strong. Be confident. Be the star of your own life. —**Estée Lauder**

Women belong in all places where decisions are being made. It shouldn't be that women are the exception. —**Ruth Bader Ginsburg**

A girl should be two things: who and what she wants. —**Coco Chanel**

Maybe it just boils down to: I'm a woman who's really into her career, so I'm obsessed with the craft of my work. There's a romance in that for me. —**Mitski**

The future belongs to those who believe in the beauty of their dreams. —**Eleanor Roosevelt**

Luxury is attention to detail, originality, exclusivity, and above all quality. —**Angelo Bonati**



OUR BRAND

# MISSION

Our mission statement declares our purpose as it relates to our target audience. It identifies who we are, what we do, and why it matters. Think of it as an internal compass that ensures all business decisions are aligned with our purpose. Our mission is:

**To empower entrepreneurial women with the brand strategy, design assets, and confidence to charge their worth and thrive in business.**

OUR COMPANY

# VISION

Our vision statement paints a picture of our hopes and dreams for the future. It serves as a focal point on the horizon, guiding strategic decisions and growth initiatives. Our vision is:

**To be the go-to branding agency for service-based, women-owned businesses by making the experience refined, personal, empowering, and exquisite.**





## **UPLIFT RELENTLESSLY**

Every woman has unique experiences that shape her identity. We create a space where she can step into her full power and unapologetically pursue her goals.

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## **STAY TRUE & HAVE FUN**

We do what we say we'll do. We work hard to exceed expectations. And we have fun every step of the way.

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## **STEWARD YOUR STORY WELL**

We design visual brand stories with substance. Our legacy is built on launching brands that support and guide women through the hills and valleys of entrepreneurship.

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## **MAKE IT BEAUTIFUL**

We cultivate beauty everywhere—from seemingly mundane processes to powerful aesthetic representations of the people behind personal brands.



## COMMIT TO INCLUSION

We believe diverse experiences are the foundation for world-changing stories, ideas, and actions. We work with, hire, and highlight women of all different cultures, colors, and identities. Our job is not done until the wage gap is closed.

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## DESIGN FOR GOOD

Design directly impacts people, communities, and the world. We make intentional design decisions that empower women, uplift underrepresented communities, and improve the world. Design is our voice and we use it for good.



## **STRATEGY FIRST**

A sound strategy serves as the foundation for a successful personal brand. It provides a basis for confidence, consistency, and results. Beauty without strategy lacks longevity, which is why we come alongside clients as more than designers. We're also their creative director, coach, and trusted advisor.

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## **LUXURY ALWAYS**

Luxury branding is more than a logo and color palette. It's a deeply personal experience that encompasses artistic excellence, delightful details, perfect processes, and big picture strategies.

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## **PERSONAL BRANDING EXPERTISE**

A personal brand identity is a visual manifestation of your unique strengths, skills, and experience. It requires a delicate balance of humility and confidence.

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## **EXCLUSIVE FOR FEMALE ENTREPRENEURS**

We believe the success of women in business equals the success of the world. Our greatest joy is empowering women to lead by giving them the tools to succeed.



# KEYWORDS

## WE PLAY WITH

- Luxury branding
- High-end branding
- Personal branding
- Brand strategist
- Brand identity designer
- Branding for women
- Custom website designer
- Showit website designer
- Luxury website design
- Web design for female entrepreneurs
- Branding for female entrepreneurs

This section provides a brief overview of our most descriptive SEO keywords. These keywords are incorporated frequently throughout our website copy, blog posts, Pinterest descriptions, and other digital media. For the full keyword strategy, [click here](#).



## WE ARE...

- Sophisticated
- Luxurious
- Polished
- Upscale
- Graceful
- Cultivated
- Inspired
- Passionate
- Genuine
- Masterful
- Warm
- Exquisite
- Trusted
- Encouraging

## WE ARE X, BUT...

- Elegant, but not arrogant
- Discerning, but not discriminating
- Modern, but equally timeless
- High-end, but not excluding
- Entrepreneurial, but not scrappy
- Professional, but approachable

ABOVE ALL ELSE

**WE ARE...**

### **AUTHENTIC**

Our readers and clients are diverse and real. We earn their trust by being honest and transparent.

### **CHARISMATIC**

A luxury experience is personal and enjoyable. We're appropriately friendly, approachable & quick-witted.

### **REFINED**

Our ideal client is accomplished and cultivated. We communicate in a credible and polished manner.

### **INSPIRING**

We uplift and encourage our clients to embody confidence in every aspect of their business & life.





WE WOULD BE...

# COCO CHANEL

Equal parts classy and fabulous, Coco Chanel is an icon of fashion and ingenuity. Revolutionary and timeless, Chanel was the type of woman who saw an opportunity and seized it.

Take the little black dress, for example. Chanel didn't just wear it well—she invented it. Similarly, she's known for the two-piece suits that gave women a desirable, tailored fit without feeling stiff. Chanel pushed past the norm of confining fashion and created pieces that allowed women to feel fashionable, confident, *and* comfortable.

Likewise, Moriah Riona Branding and the work we do aims to flatter and empower women without feeling stuffy or corporate. Combining modern luxury with timeless style, Moriah Riona Branding embodies Chanel's style, class, and entrepreneurial spirit.



THE MORIAH RIONA

# BRAND VOICE IS...

**Content that's confident, refined, sophisticated, and committed to excellence.**

Moriah Riona Branding embodies a sense of effortless American elegance. Upscale yet approachable, we make the luxury branding experience feel like an invite-only retreat where every woman who dares to dream is on the list.

Grounded in beautiful design and steadfast strategy, our brand voice exudes confidence with a dash of quick-wit (when appropriate). We work hard and take our craft seriously—with a clink of celebratory Veuve Clicquot for a job well done.

We understand that we're speaking to busy, accomplished, and motivated female entrepreneurs who appreciate the finer things in life. As such, we keep our writing concise and choose our words as meticulously as the elements that bring luxury brands to life.



# BRAND VOICE

## EXAMPLES IN ACTION

- Where modern luxury meets timeless style.
- Sophisticated design for bold women.
- Luxury branding elevated by strategic, skillful design.
- For the female founders with big dreams cut from a different cloth.
- Visualize your brand story with artful excellence and skillful execution.
- Discover luxury in every aspect of your brand and business.
- Cultivate a beautiful business and life – starting with a luxury brand.

# VISUAL BRAND VOICE



Goal: High-end, original imagery and rich colors that appeal to a mature female audience.



MORIAH RIONA

B R A N D I N G

Moriah Riona LLC | [moriahriona.com](http://moriahriona.com)