



Tide & Term — Verbal Identity System



What this is: a self-initiated concept spec (not client work) — a verbal identity system for an invented premium maternity and postpartum care brand, built to show how I turn strategy into a reusable language system. Clarity first, resonance second, tied to a business goal.

The brief

Complete care for the mother just born.

Strategic read

- **Audience:** expecting and first-time mothers, 28–38, urban and informed — they read ingredient lists and reviews.
- **Business problem:** the category sounds either too clinical (or too niche) or too cutesy. Neither earns trust at a premium price.
- **Opportunity:** language that carries the maturity of a woman in her 30s and the tenderness a woman in her 20s feels — in one voice.
- **What the copy must do:** build long-term trust over short-lived novelty; stay authentic and non-performative, rooted in true and naturally warm language; and turn interest into intent, and appreciation into purchase.

Brand language principles

Principle	What it means	So we...
Credibility in claims	Every promise is naturally believable	Root everything in reality with legible facts — no over-promising
Ownership in positioning	Every word earns its place	Keep the lines inevitable and the tone unmistakable

Principle	What it means	So we...
Affinity in impression	The brand feels like a sense of belonging	Skip clever captions; pick words that give rise to resonant combinations

Tone-of-voice framework

Touchpoint	Authority	Warmth
Labels / surface text	Medium	High
Story / website	High	Low
Social	Medium	High
Email	Low	High

Rule of thumb: **warmth invites the customer, authority keeps her.**

Messaging hierarchy

- **Core idea:** *With a newborn, a mother is born too — and as a newborn, she deserves nurturing too.*
- **Pillar 1 — Distinction:** non-cosmetic language that neither over-excites young mothers nor lectures older ones. It stays true to fact.
 - *Proof:* ✓ "A mild, herb-infused belly oil that lightens stubborn marks with consistent use." ✗ "A science-backed, miraculous oil that makes stretch marks invisible in no time."
- **Pillar 2 — Craft:** language balanced in truth and warmth; products that layer easily into a routine.
 - *Proof:* "Rituals that match your mood. Frequency that follows your instinct."
- **Pillar 3 — Use:** state the product and how it nurtures, plainly, with no confusion.
 - *Proof:* "Your tide, your terms."

Lexicon

Register	We say	We avoid
Voice & tone	Mindfully curated, wholesome, true-grade, renewing, grounding	Conscious, top-grade, authentic, love in every drop,

Register	We say	We avoid
		mom's affection, nature-inspired
Product names	Holistic nourishing kit, scar-fading oil, sore-nipple care, stretch-mark ointment, all-purpose cream	Belly Pampering Kit, Evening-ritual cream, Invisible Scar Oil, essential nipple care, Goodbye Stretch Marks
Ingredients & claims	Target ingredients, possible irritants, clean and transparent INCI, duration-specific batch checkable on official sites, farm-sourced and hygienically processed	Key ingredients, potential irritants, organic, nature-inspired, freshly produced, hand-made, specially crafted

Naming system for the range

Format: **[Product specification] + [target region + ailment/condition]**, so each SKU names itself.

- *Belly oil* — with mild herbs that lighten stretch marks
- *Nipple cream* — cooling cream that soothes inflammation and sores
- *All-purpose lotion* — flexible to use anywhere (topical only)

Bundles are the one exception: they skip region/ailment and name the outcome.

- *Holistic Nourishing Kit* — complete bodycare in one place

Copy in action

Jar label — Belly Oil

Belly Oil
Non-sticky. Herb-infused. Soothing.
Aids in lightening scars.

Bottle label — Nipple Cream

Nipple Cream
Buttery. Cocoa-enriched. Mildly cooling.
Helps soothe inflammation and sores.

Website hero

Tide & Term — where pregnancy receives newborn care.
Essential pre- and post-natal care for mothers, ready when your body calls.
Crafting is ours. The terms are yours.
Sail on.

Social

Motherhood isn't just a season. It's a tide — one that follows your flow.
No prescription. No overindulgence. Essential care at your convenience.

Email — subject + line

Subject: Your body has been a shield.
Soften it with the belly oil it earned.

Brand manifesto

Everyone counts the baby's fingers. Few ask how the mother is holding up.
For nine months, her body was a shield. Then, in a single day, she is born too — new, tender, still healing.
She doesn't need a prescription. She doesn't need indulgence.
She needs care that tells the truth: real ingredients, named for what they do, used when her body calls — not when a label insists.
No false urgency. No performance. No promises we can't keep.
Just complete care for the mother just born.
Your tide, your terms.

Clarity discipline

Showing the edit, not just the output — because the job is clarity, not just flair.

Draft (over-written)	Final (calibrated)
"Formulations carefully curated that have a long shelf life."	"Clean composition, made to last longer."
"Each product is simply labelled and specific, to pick quickly and use."	"Clear naming, quick to choose."
"Organically sourced ingredients processed in hygiene and mentioned transparently."	"Farm-sourced, hygienically processed, transparent INCI."