



FieldPulse Content Guide

AN ANALYSIS & RECOMMENDATION

Kali Rossi | 8/28/2025

Executive Summary

INTRODUCTION

In this report, I've outlined an analysis of two content guides and provided recommendations for which one is best for FieldPulse to adopt. Before analyzing potential content guides, I took a look at the "About" page on the FieldPulse website, and found that FieldPulse's brand is very client-centered. The information provided on your website is focused on what you can do for potential clients (provide streamlined tools, track industry trends, create growth opportunities). From this information, it was concluded that your brand's voice and tone should be **professional, friendly, and goal-oriented**.

With this information in mind, I began analyzing content guides. While a top priority when analyzing guides was to find one that aligns with FieldPulse's brand personality, it was also important to find a guide that enables several different content creators to write with a unified voice. Having a solid guide with clear guidelines, coherent descriptions, and specific examples will eliminate the need for significant revisions down the road.

ANALYSIS

The two guides analyzed are the [Atlassian Design System](#) and [Canada Post's Mercury](#) design system. Overall, I found that there are three main differences between the two companies' content guides, being:

- **Organization:** Atlassian's voice and tone principles are centered around their brand personality. Canada Post's guide simply lists their brand characteristics and then outlines their voice and tone principles.
- **Use of Examples:** Atlassian describes their guidelines well, but they don't share writing samples for content creators to reference. Canada Post provides brief descriptions alongside concrete examples to support their guidelines.
- **Brand Personality:** Atlassian has what they would describe as a "bold, optimistic, and practical, with a wink" personality, which allows them to be professional but fun when appropriate. Canada Post, on the other hand, describes themselves as "forward-looking, flexible, goal-oriented, helpful, and friendly."

RECOMMENDATIONS

Based on the analysis of both FieldPulse's brand and also the two content guides, I would recommend that **FieldPulse adopt Canada Post's content guide**. Their guide has more of a generalized voice that's easier to customize for your brand, and the inclusion of examples makes it easier for different content creators to write with a uniform voice. In adopting Canada Post's guide, I would recommend **adjusting the guide for the business management software industry** and **adding more descriptions**.

Analysis: Atlassian vs. Canada Post Content Guides

ORGANIZATION

Atlassian

Atlassian focuses their guide around their brand personality traits (bold, optimistic, and practical, with a wink). With every guideline they provide, they include a comprehensive description, examples for when to apply the guidelines, and a scale relating the guideline to one of their brand personality traits.

For example, Atlassian’s first principle, “Inform to build trust,” begins by describing the principle with a few short paragraphs. Then, they center the principle around the idea of “boldness,” one of their brand’s personality traits. They list some circumstances when creators should be less bold, like when the user is feeling apprehension or confusion, or when introducing a new concept, feature, or app.

They then provide the following scale, which visually illustrates how bold the creator should be during the described circumstances:



The organization of Atlassian’s content guide is easy for their content creators to follow, but because they center the organization around their brand characteristics, it would be hard for another company to adopt their content. To adapt this guide, we would need to make sweeping changes to center the content around the FieldPulse brand personality.

Canada Post

Canada Post simply lists their brand characteristics and then outlines their voice and tone principles. They keep their brand personality fairly separate from the content guidelines. At the beginning of the guide, they list their brand characteristics. Next, they have a separate section for their voice and tone guidelines. Each guideline starts with a title, has a brief description, and has two writing samples—one showing what to do and one showing what not to do.

For example, the first guideline, “Clear, easy-to-understand language” has a two-sentence description. Then, they provide the two writing samples that clearly show how to apply the guideline. This organization is easy for content creators to follow and easy for another company to adapt.

USE OF EXAMPLES

Atlassian

For each guideline, Atlassian includes descriptions and hypothetical situations where creators might apply the relevant principles. It's comprehensive, but it lacks writing samples. Although their descriptions are great, content creators would benefit from providing examples for each guideline. Further, a lot of the descriptions are specific to Atlassian's platform, especially where they state when to apply each principle. If a company with different features were to adapt this content guide, they would have to make significant edits to make it relevant for their own platform.

Canada Post

Canada Post provides brief descriptions alongside concrete examples to support their guidelines. They could use a bit more description, but the examples are clear and helpful for creators. For each principle, they provide one example that appropriately applies the guideline and one example that does not appropriately apply the guideline.

Here are the examples provided for the guideline "Clear, easy to understand language:"



Although the examples are great, they are all specific to the packing and mailing industry. Adapting the examples for FieldPulse would require minor edits to make them applicable to the software platform. Overall, Canada Post's use of examples is a great starting point for FieldPulse, and, compared to Atlassian, requires less of a complete overhaul to adapt.

BRAND PERSONALITY

Atlassian

Atlassian has what they would describe as a "bold, optimistic, and practical, with a wink" personality. Atlassian has more of a social aspect to their company, which enables them to deliver "little flourishes" in appropriate areas of their platform. Their content guide is centered around their brand. Every principle is explained using one of the words from their brand characteristics. This aspect certainly helps their content creators write with the brand's voice, but it also makes it harder for other companies to adapt this guide with different brand personalities.

FieldPulse has a slightly different brand personality compared to Atlassian. While both are professional and friendly, Atlassian's "winky" characteristic feels like slightly conflicting when compared to FieldPulse's personality. This discrepancy which would require attention if FieldPulse were to adapt Atlassian's guide.

Canada Post

Canada Post, on the other hand, has a very forward-looking, goal-oriented, and friendly voice, which would be expected for a mailing and shipping company. They don't emphasize the need for little flourishes because there isn't a social aspect to their company. Overall, Canada Post's brand personality is more general when compared to Atlassian, which is reflected in their content guide.

Although their brand personality is less specific when compared to Atlassian's, Canada Post's guide is still effective. With a more generalized, businesslike personality, Canada Post doesn't need as much explanation. The information is straightforwardly delivered, which enables their creators to easily develop content that adheres to the guidelines. This guide would be easier to adapt for another company, especially one with similar brand characteristics like FieldPulse.

Recommendations

ADAPT CANADA POST'S GUIDE

Because Canada Post's guide is both easy to follow and also less centered around specific brand characteristics, FieldPulse should adopt their content guide. Atlassian has a great content guide, but overall, their brand personality is too engrained in its structure and organization for FieldPulse to easily adapt the guide for their own purposes.

Canada Post's guide, on the other hand, has a content guide full of clear descriptions and examples without the intense focus on brand personality. In adopting Canada Post's guide, I would recommend FieldPulse make two changes: **adjust the guide for the business management industry** and **add more descriptions**.

ADJUST FOR THE BUSINESS MANAGEMENT INDUSTRY

As already mentioned, the examples in Canada Post's guide are specific to the packing and mailing industry. While effective for use in their company, FieldPulse should alter these examples to be relevant to the business management software industry. This slight change would give content creators more appropriate information to work off of.

For example, where Canada Post advises creators to use the active voice, the example is "We provide a **delivery** experience you'll love." Instead, FieldPulse could say: "We provide a **scheduling** experience you'll love." This small, one-word tweak instantly makes the example more relevant to FieldPulse's platform.

ADD MORE DESCRIPTIONS

The goal of the content guide is to help content creators write with a unified voice and tone. While Canada Post provides great examples, the descriptions for each guideline are

fairly short. Later in the guide, on the same page, they include more comprehensive descriptions in the “More about voice and tone” section, but the guide could benefit by moving some of this information into the guidelines themselves. For example, there are two sections on the same page that address using active voice versus passive voice. Including the information in one section of the guide would be easier for content creators to work with.

Conclusion

Although the content guides from both Atlassian and Canada Post are effective for their own audiences, the Canada Post guide is best suited for FieldPulse to adopt. Atlassian’s guide is great, but because it is centered around their brand personality, it would require extensive revisions to be used for another company. Canada Post’s content guide, on the other hand, is straightforward, effective, and general enough for another company to use for their own purposes. FieldPulse would have to spend less time and resources adapting Canada Post’s guide, and creators would easily be able to write with a uniform voice and tone—bringing FieldPulse’s content to the next level.