AIFreeForever

# The Slogan Writing Guide for 2026

A slogan is a short line that tells people what your business gives them, in words they remember. This guide covers five slogan formulas, rhythm, rhyme and alliteration, the right length for each place a slogan is used, the mistakes to avoid and a page to plan your own slogan.

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## Five slogan formulas

1. **The promise.** Say what the customer gets: "Fresh Bread, Every Morning."
2. **The call to action.** Start with a verb: "Move More, Every Day."
3. **The feeling.** Name how the customer will feel: "Your Daily Cup of Calm."
4. **The play on words.** A double meaning that fits the business: "We Knead You Here."
5. **The contrast.** Two short halves that balance: "Small Shop, Big Heart."

## Rhythm, rhyme and alliteration

- **Rhythm:** read the slogan out loud and tap the beats. Two or three even beats are easy to repeat: "Fresh bread, baked at dawn."
- **Rhyme:** one simple rhyme is enough: "Clean car, near or far." A forced rhyme sounds silly, so drop it if it does not fit.
- **Alliteration:** start two or three words with the same sound: "Pure, Plant-Powered Protein."

## The right length for each place

| Where it is used | Length | Why |
|---|---|---|
| Logo, sign or business card | 2 to 4 words | It must be read in a second and fit a small space |
| Website header or social bio | 5 to 8 words | Room to say what you do and for whom |
| Campaign, poster or ad | 5 to 12 words | It can carry the offer or the season |
| Radio or video ad | Short enough to say in one breath | People hear it once, so it must be easy to say |

## Mistakes to avoid

**Claims you cannot prove:** "the best in the world" or "number one" can mislead customers. **Copying:** never use another brand's slogan, and search yours online before you print it. **Too many ideas:** one slogan says one thing. **Hard words:** if people cannot spell it or say it, they will not repeat it. **Only one option:** write several and ask customers which one they remember.

## Plan your slogan

Fill this in, then write five slogans on the Slogan Creator.

**Your business, product or campaign, and who your customers are**

**The one thing customers get from you that others do not give them**

**The tone you want, and where the slogan will be used**


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