Tone of Voice

PRINCIPLES

Putting our **Brand** into our **Words**

1. Learn to care for the words you use.

2. Learn from what you like.

3. Think in headlines.

4. Grab your reader's attention with a powerful opening.

5. Put your own personality into the words you write.

6. Don't undermine our integrity by being too pushy or hard-sell.

7. Write as if you were speaking.

8. Beware of language that fails to express passion by being boring and flat.

9. Setting ourselves a challenge releases creativity.

10. Think about to whom you're writing.

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Communicating **Understanding**

- Use clear, everyday language, thinking about the needs of our readers.
- Write as if we were speaking.
- Avoid the use of jargon and acronyms that confuse.
- Think carefully about making our words as easy to follow as possible.
- Anticipate the questions and concerns of our audience.

Communicating **Integrity**

- Take an honest approach that doesn't rely on exaggeration.
- Prove and demonstrate, don't just make a claim. Actions speak louder than words.
- Back up what we promise with a commitment that shows we stand behind what we say.
- Be authoritative without being boastful or off-putting.
- Never slam our competition, even when we know we're better.

Communicating **Passion**

- Engage the reader's attention with writing that reads as if spoken.
- Talk in a direct way, using personal pronouns instead of the corporate persona.
- Use a high proportion of verbs, and use active over passive forms.
- Choose adjectives with real meaning, or don't use them at all.

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