

Brand Values and Guiding Principles

Smart

We ensure precision in grammar and syntax, fluency of language, and slickness of presentation. We use our dark blue brand colour prominently - either as text or as background.

Inventive

We convey that our product is top-of-the-range in providing solutions to customer's problems. We show our prospects and customers that we have what they need.

Collaborative

We talk directly to prospects and customers, in the second person. We use language of inclusivity and togetherness - we are enabling, connecting, helping, providing.

Trustworthy

We have confidence in what we are saying - no ifs or maybes. We are human - our messaging should feel like it is written by a person, no corporate speak or unnecessary jargon.

Energetic

We use plenty of short sentences to create pace - the delivery line contributes to this too. Short sentences are not to be overdone, though.

Practical Elements

Word and sentence length

We use a mixture of simple sentences and direct language with longer, nuanced and relaxed sentences.

Tempo

Our messages can be slightly punchier, but we vary the length of sentences with natural ebbs and flows - this is easiest to read.

Pronouns

We write about WeTrack in the first person plural, 'we'; we write about our audience in the second person, 'you'.

Conciseness

We deploy a high ratio of ideas to words to ensure brevity of words, but not of thought. However, we retain freedom to go into detail on key ideas.

Jargon and obscure words

We use with extreme caution, only when absolutely necessary.

Cliches and colloquialisms

We avoid - too informal.

Buzzwords

We avoid - there is nothing clever about words like 'dynamic' or 'innovative'.

Contractions

These make the tone more informal - we do not use them freely, but occasionally 'it's' or 'don't' sound less clunky than 'it is' or 'do not'. We use with care.

Mistakes and rule-breaking

We can bend or break some grammar rules, if it adds flow. This might include starting a sentence with a preposition. Again, we use with care.