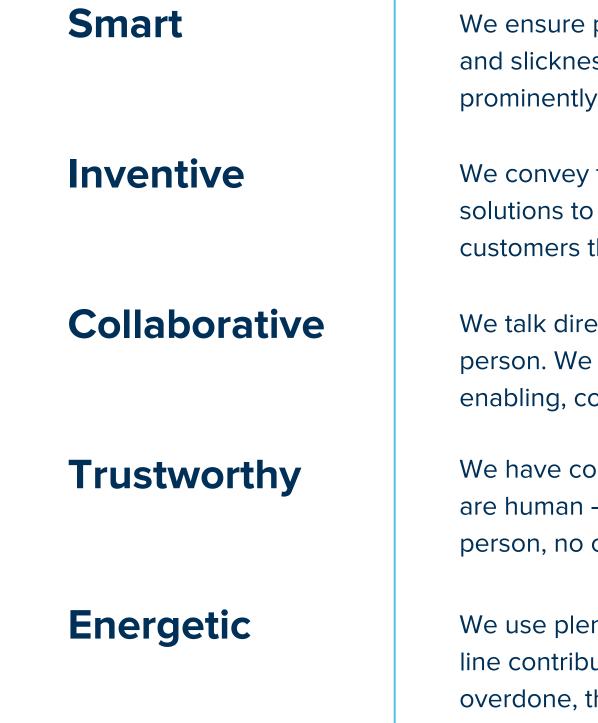
Tone of Voice



Brand Values and Guiding Principles



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.

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.

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

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.

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 Tempo Pronouns Conciseness Jargon and obscure words Cliches and colloquialisms Buzzwords Contractions Mistakes and rule-breaking

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

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

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

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.

We use with extreme caution, only when absolutely necessary.

We avoid - too informal.

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

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.

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.