



Tone of Voice for Darwinbit

the carrot  collective

The background of the slide features a series of concentric orange circles that create a tunnel-like effect, drawing the eye towards the center. The circles are evenly spaced and extend from the edges of the frame towards the center.

Tone of Voice

Overview

Tone of Voice is how Darwinbit, as a brand, speaks to people. It reflects our personality through words, written or spoken, and shapes how the public perceives Darwinbit as a brand.

Darwinbit's Tone of Voice consists of a set of three keywords that acts as a guide when it comes to writing. By adhering to it, it will help us to communicate our vision, connect with our target audience and set us apart from other brands.

ToV Keywords



Trustworthy

Reliable, Honest,
Transparent



Insightful

Knowledgeable, Adept,
Informative



Engaging

Passionate, Interesting
Outspoken

ToV Spectrum

THE FOUR DIMENSIONS OF TONE OF VOICE

This four dimension of ToV were established based on how Darwibit wants to be perceived. Looking at their brand persona where they want to be seen as quirky, knowledgeable but still are approachable and someone you can count on for your crypto needs.



Tips

Refer to these tips on how to apply the Tone of Voice for DarwinBit's brand communication.

1.

It is crucial that every copy feel true to Darwinbit's brand identity, aligned and consistent to its values both externally and internally.

3.

Avoid using too much technical terms. Instead, use words that are easier to understand. We don't want the brand to be seen as cocky and know-it-all.

2.

Darwinbit's tone should be seen as professional and insightful. Inclusion of several witty and relatable keywords are encouraged to portray a more approachable brand image.

4.

Avoid overly long sentences, informations that are given in the sentence should be clear yet not long-winded. Keep it concise so user can easily understand the information given.

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Tone of Voice Examples

OOH / Print Media

Copywriting Example:

"Your Assets, Our Expertise, Endless Possibilities"

"Unleash Structured Potential"

"Darwinbit: Structured Services & Beyond!"

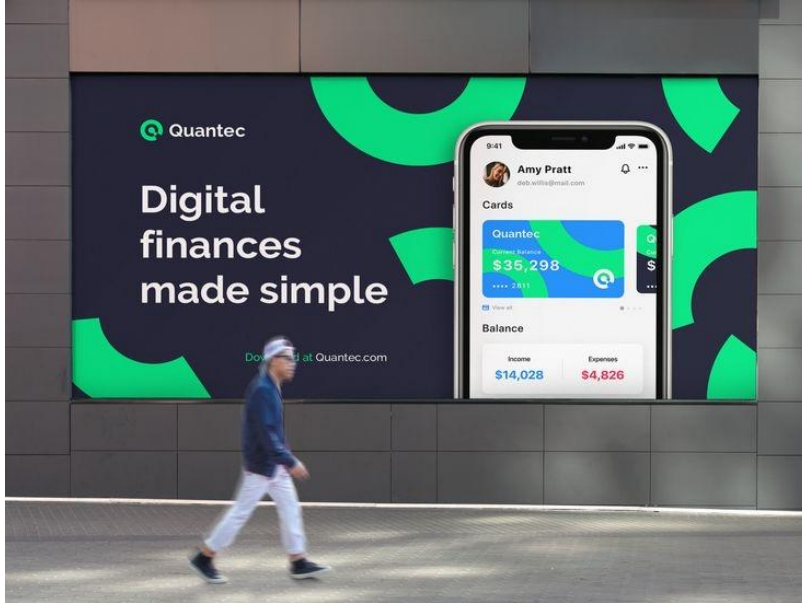
Tone of Voice Characteristics for OOH / Print Media:

Casual Bright Exciting

For OOH copywriting, the tone should be casual yet engaging, while maintaining straightforward messaging. The goal is to capture attention quickly, using relatable language that communicates the message directly and effectively.

[Additional X Poster Asset is Required]

OOH / Print Media APPLICATION REFERENCE



EDM / Newsletter

Copywriting Example for EDM:

Navigating Crypto Wealth: B2B Structured Solutions

Where Expertise Meets Innovation in Digital Asset Management

Step into the future of crypto asset management tailored for businesses, as we engineer structured products to unravel the complexities of digital investments. Your journey towards financial growth just found its compass.

Tone of Voice Characteristics for EDM/Newsletter:

Casual Bright Exciting

Effective copywriting for EDMs and newsletters demands content that strikes a balance between being engaging and informative while maintaining a semi-formal tone. It should capture attention with engaging language, convey valuable information, and maintain a level of professionalism that resonates with the audience.

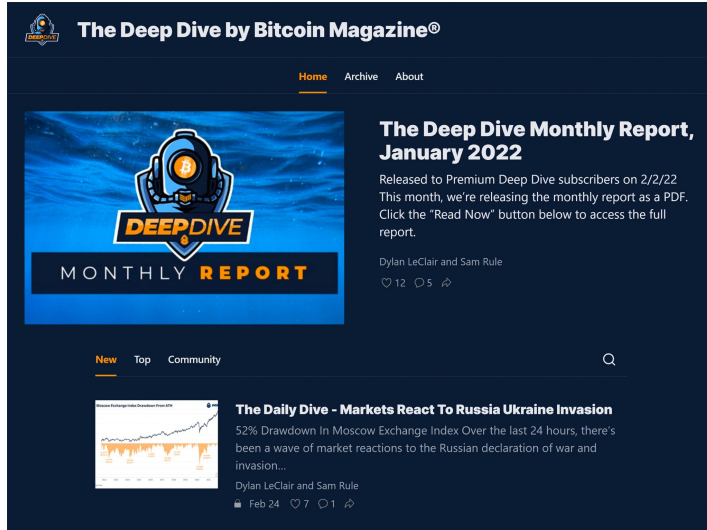
Copywriting Example for Newsletter:

BitInsights: Your Weekly Dive into the Crypto Sphere

Stay informed and empowered with BitInsight. Explore the latest industry trends, expert analysis, and valuable insights, ensuring you're equipped to navigate the dynamic crypto landscape. Elevate your decision-making and seize the opportunities that lie ahead.

[Additional X Poster Asset is Required]

EDM / Newsletter APPLICATION REFERENCE



Crypto news

JPMorgan has expanded its blockchain technology to traditional banking



LinkedIn **COPYWRITING CRITERIA**

1. Always use a professional tone.

LinkedIn is a professional network, so maintain a respectful tone in your copy.

2. Share rich & substantial content.

Share articles, case studies, infographics, and thought leadership pieces to showcase your expertise. But also ensure your content aligns with the interests of your LinkedIn audience.

Tone of Voice Characteristics for LinkedIn:

Exciting Semi-formal Reserved

3. Optimize copy for networking.

Use your copy to establish connections, initiate conversations, and build relationships with other professionals.

4. Use lengthier copy.

LinkedIn allows for more in-depth informations & discussions. However, maintaining concise content within 150-300 characters is ideal for maximizing engagement.

LinkedIn **EXAMPLES**

Copywriting example for product update announcements / major news:

Presenting Our Newest Product Advancement! 🚀

Greetings LinkedIn Community,

We are delighted to unveil the latest progression in our product – [Product Name] 2.0. This refined iteration signifies a convergence of advanced security protocols and meticulous asset management. As the crypto landscape evolves, our solutions evolve in tandem. Discover top-level security and control over your assets with [Product Name] 2.0.

[Article Link]

#digitalassets #crypto #cryptonews

[Additional LinkedIn Poster Asset is Required]

LinkedIn **EXAMPLES**

Copywriting example for partner related announcements:

Dear Connections! 🧡

Exciting news – we're thrilled to share our partnership with [Partner Name]. This collaboration melds our expertise, adding new dimensions to secure digital asset management. Brace yourselves for innovative solutions as we navigate the exciting twists of the crypto world together.

#Darwinbit #crypto #cryptopartnership #jointhebitside

[Additional LinkedIn Poster Asset is Required]

LinkedIn **EXAMPLES**

Copywriting example for weekly industry trends update:

Navigating the Week with Informed Insight 

Stay on the pulse of industry dynamics with our weekly crypto update! Immerse yourself in the currents of trends, regulatory shifts, and market nuances shaping the crypto landscape. Elevate your decision-making prowess – this week's insights are your compass to well-considered strategies!

[Article Link]

#crypto #web3 #cryptoinsights #cryptoupdates

[Additional LinkedIn Poster Asset is Required]

LinkedIn APPLICATION REFERENCE

Announcement



Partner Related



Trend Update



X / Twitter

COPYWRITING CRITERIA

1. Keep it conversational.

Twitter is a more casual platform, so use a conversational and relatable tone in your copy.

2. Keep it engaging.

Encourage retweets, replies, and likes through compelling content. Pose questions, share interesting facts, or use humor to foster interaction.

3. Make it more attractive with visuals.

Use images, GIFs, and short videos to capture attention in a crowded feed.

4. Pay attention to the character limit.

Tweets are limited to 280 characters. This limitation requires attention-grabbing sentences that get to the point quickly.

Tone of Voice Characteristics for X / Twitter:

Casual Bright Exciting

X / Twitter **EXAMPLES**

Copywriting example for product update announcements / major news:

Announcing New Product Upgrade! 🚀

Presenting [Product Name] 2.0: Our enhanced solution designed for advanced security and precision asset management. Elevate your crypto experience with upgraded protection and seamless control. Explore the future of secure asset management today. 📁🔒

[Article Link]

#Darwinbit #crypto #digitalassets

[Additional X Poster Asset is Required]

X / Twitter **EXAMPLES**

Copywriting example for partner related announcements:

New Partnerships, Bright Horizons! 🍷


Thrilled to join forces with [Partner Name] in the crypto realm. Together, we're shaping a secure and dynamic digital future. Stay tuned for exciting developments! 🚀🔗


#Darwinbit #crypto #cryptopartnership #jointhebitside

[Additional X Poster Asset is Required]

X / Twitter **EXAMPLES**

Copywriting example for weekly industry trends update:

Weekly Bit Insights 

Stay ahead of the curve with our curated weekly update! Discover the latest trends, regulatory shifts, and market moves in the crypto landscape. Knowledge is power – and we're here to empower your journey. Dive into this week's insights! 

[Article Link]

#Darwinbit #bitinsights #cryptoinsights #crypto

[Additional X Poster Asset is Required]

X / Twitter APPLICATION REFERENCE

Announcement



Partner Related



Trend Update



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Glossary

Glossary

Brand Name

Our official name is Darwinbit. Not DARWINBIT, darwinbit, or DarwinBit.

Website

For websites, leave out the "http://www." or "www". Simply write in lowercase: darwinbit.com. The same rule goes for any website links that are mentioned.

Glossary

Capitalisations

The following is a guideline for letter capitalisations:

- Title
- The first word of a sentence
- Days, months, and holidays
- Names, countries, cities, movie and book titles
- The first letter of a quote, but not partial quotes
- Don't capitalise random letter in the middle of a sentence
- Company and organisation names wherever they apply.

Spelling

We use British (UK) English. Whenever you're in doubt about the way a word is written, consult The Merriam-Webster Dictionary. Colour, not color. Specialise, not specialize. Favourite, not favorite.

Glossary

Contractions

Use contractions, it sounds more casual. You're, we're, it's, can't; rather than you are, we are, it is, cannot.

Dates

Dates are written this way:

31 December 2022

Monday, 31 December 2022

Write the short version if there's no space:

31 Dec 2022

Mon, 31 Dec 2022

Glossary

Emojis

Emojis are fun on social media, UX, newsletter, and website. But they aren't fun on business emails, articles, and legal papers. Read the situation and use them appropriately 😊 Tip: Have fun on social media and ads.

Punctuations

Take your punctuations seriously.

If you forget a full stop and comma your sentence would look messy jumbled and endless like this.
If you use too many exclamation marks, you'd sound aggressive or angry!!!

Use precise punctuations and place them accordingly.

Pronouns

When referring to our brand, write in first person plural form.

We Us

Don't use "**I**", "**me**", unless the context demands otherwise. When addressing users, write in second person singular and plural form.

You

You may use "**You**" for formal context, such as the website's Private Policy or Terms of Use sections.

Glossary

Hashtag

Do's

- Use general hashtags that are frequently used in the digital assets industry, it will be easier for users to reach our contents.

Example:

#crypto #cryptoinsights #digitalassets #web3 #defi

- Create simple hashtag for specific / repetitive types of contents, with wordplays including parts of the brand name.

Example:

#jointhebitside for Partnerships Announcement
#bitinsights for Weekly Insights Update

Don'ts

- Don't use hashtags that are too specific and not frequently used.

Example:

#elevatedsecurity #cryptoempowerment

- Don't create hashtags that sounds tacky, too playful, or too futuristic.

Example:

#cryptotrailblazer #cryptoguardians