

# How we talk





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Voice is how we say  
hello

# Lend a hand

# Answer the phone

# Give directions

# Teach old dogs new tricks



# Say sorry

# Make plans

# Express ourselves

# Welcome

Everywhere,  
across Microsoft,  
a design renaissance  
demands a fresh  
approach to how  
we express ourselves.

The same is true  
in Office.

This voice guidance delivers a fresh perspective  
that evolves with design.

Our voice is who we are.

It's what creates comfort and confidence for our  
customers.

Our spirit

Today, we make the  
broadest, deepest,  
most accessible and  
proven office tools  
in the world.

We also have  
hugely talented  
people behind  
Office.

We're committed to advancing it, improving it,  
adding to it.

You can feel how  
much Office loves  
its job.

We're an ally  
for clarity.

We say what we  
mean and mean  
what we say.



We're an ally  
for discovery.

Each day is an  
opportunity to learn  
something new.

To work together,  
move forward,  
feel inspired.

We're united by  
one purpose:  
the bigger, brighter,  
better purpose.

# What an ally doesn't do.

We let our customers dream big, but we have our feet firmly planted on the ground. We match possibilities with real practicalities.

We don't make a lot of jokes.

We use humor sparingly. And when we're funny, we're subtle. We're never offensive, silly, or slapstick.

We're not mean-spirited or defensive.

When it comes to others, including the competition, we don't have to put others down to show what we can do.

We don't overpromise.

# Our office manifesto

# Our Office manifesto

Life is messy. Personal doesn't stay at home, and work doesn't wait in the workplace. Across your devices—at work, at home, or anywhere in between—Office frees you and your ideas so you can get stuff done, from just about anywhere.

From to-do lists to honey-do lists, from school work to homework, Office inspires you to do what you love. Office has given you the most empowering tools in the world, like Word, Excel, and PowerPoint. But now, Office goes with you, out into the

world, connecting you with others along the way. Office has always made work work better. Now we're here to make life work better. That's because Office helps you do ordinary—and sometimes extraordinary—things faster, easier, and more efficiently.

Office.  
Work wonders.

Keep the Microsoft  
voice principles  
in mind.

While Office has its own voice principles, we want to keep the Microsoft principles in the back of our minds when we write.

Warm and relaxed

Crisp and clear

Ready to lend a hand

# The Office voice principles

# Our voice is always human

We write the way we talk: naturally. We use honest, everyday language—the words we use when talking to a friend.

# Our language is simple and direct

We default to short words, short sentences. We lead with what's most important. We eliminate anything that's not essential.

# We're empathetic and helpful

Our customers know we're on their side. They're inspired to move forward.



Voice guidance  
dos:

Lead with what  
matters most

Whether it's how to get started or how it feels  
to get it done.

## Make it real

Pick out tangible details to make ideas and statements come to life.

## Get to the point

Draw the shortest line possible between the big idea and the facts that back it up.

# Celebrate big and small moments

Find unexpected places to highlight victories.

# Be inclusive

Work alongside our customers by using inclusive language. Or, offer tips and tools that help them get more done.

Always offer a  
solution or a clear  
next step

Guide readers toward what we need them to do.

Leave them with an  
idea or thought  
that inspires doing

Get them excited about what's to come.

# Voice guidance don'ts:

Overpromise or set up expectations we can't meet.

Bury meaning in an avalanche of detail.

Add to customers' workload—keep language crisp and clear so they can keep moving.

Use language that feels distant or unapproachable—avoid jargon, acronyms, robot-speak.

Be a know-it-all.

Be vague or too bossy.

Make Office the hero—we're here to help.

No. More.  
Robot. Speak.

Voice is our  
heart and soul.







