

Brand Voice Checklist

Here's a checklist to use when creating or editing user-facing copy. It's not meant to serve as a comprehensive guide to adhering to our Design System guidelines. Rather, think of it as a "cheat sheet" for keeping our most important voice application principles at the forefront.

Personality and Mood

- ☐ Sounds approachable, engaging and inviting
- ☐ Presents concepts from a positive perspective
- ☐ Uses active rather than passive sentence construction

Empathy and Helpfulness

- ☐ Communicates what's happening with clarity and economy
- ☐ Directly addresses the user as an individual where possible
- ☐ Anticipates the user's questions or concerns and addresses them
- ☐ Provides access to relevant content, resources or actions/features

Consistency and Readability

- ☐ Keeps it simple: in word choices, in sentence structure, by avoiding conditional statements
- ☐ Refers to a concept, feature or action using one consistent piece of terminology everywhere
- ☐ Breaks down procedural actions into steps; formats list-like information as bullet points
- ☐ Applies the same grammatical forms to sets of elements (such as headers, step copy, etc.)

Environmental Factors

- ☐ Adapts to space-challenged screens by using sentence fragments, dropping articles, etc.
- ☐ Uses platform-appropriate terms: "click" for Web, "tap" for tablet, etc.
- ☐ Positions critical messaging and calls to action first (such as in user emails)

Localization Considerations

- ☐ Respects cultural expectations in areas such as formality
- ☐ Considers the writing's impact on length of translated copy and associated costs
- ☐ Minimizes the need for "transcreation" in non-critical pieces of copy
- ☐ Uses terms that "translate well," meaning they're not colloquialisms or slang terms

The Globalization Team can answer questions about appropriateness, translatability, etc.

Style Standards

- ☐ Adheres to Design System standards for capitalization, punctuation, etc.
- ☐ Employs contractions (e.g., "we'll" vs. "we will") to sound conversational
- ☐ Speaks to the user as Pitney Bowes the company, using a consistent point of view

Got questions? Just ask.

Email julie.threlkeld@pb.com for Design System-related content question or for help with your product's copy.