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Company

People

Engineering

Design

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Marketing

How we approach marketing

How we think about our website

How we write customer stories

How we think about swag

What is our brand's voice and tone

Reading time

2min

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Author



All Resend content should read as though written by a developer.

Here are some voice, tone, and language guidelines.

Simple

What are the most
common use cases

What is our brand's voice
and tone

Get to the point and avoid unnecessary complexity, redundancy, and verbal garnish. Our content should not be thinly veiled sales pitches or lazy fluff for the sake of volume.

Good: Resend is an email API for developers.

Not good: Resend is a revolutionary platform that connects world-class businesses with their users via a state-of-the-art communications interface.

Factual

Use positive assertions that you can provide evidence for. Engineers are on alert for claims they can poke holes in, and once found, their trust in us is shattered.

Good: Resend delivers emails under 600 ms (p95).

Not good: Resend is the fastest email solution in the market.

Technical

We expect our audience to feel comfortable reading a fairly technical piece. Including technical details can not only be clarifying, but also make it clear that our content is not

just an arm of the marketing function.

Good: Resend provides two types of email encryption configuration such as Enforced TLS and Opportunistic TLS.

Not good: Resend gives you controls to make your emails safe and secure.

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What are the most common use cases

2261 Market Street #5039
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All systems operational

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