FORGE
SERVICE
LAB

Tone-of-voice

Like the look-and-feel and UX FORGE Service Lab's tone-of-voice is based on the FORGE Service Lab brand platform.

The main guidance for writing is based on two basic brand platform elements – the brand attributes and the design principles. Note that in order to create the right tone-of-voice also the secondary brand attributes are important (especially: facilitating, clear, doing, dynamic).

This tone-of-voice documentation gives you further guidance into how you can apply these main brand guidelines in practise, when writing content to be presented under or related to FORGE Service Lab brand.

Brand Attributes

Community

This basic main attribute transforms to a very interactive tone-of-voice. The basic reason for all writing, weather on web, mobile, blog or even flyers is the interactive relationship with FORGE Service Lab audience. The target is to engage the reader, not only inform. Always think about starting a dialogue and activating the audience.

Therefore:
- Write in an open and inviting way
- Use open ended questions
- Always argument honestly
- Always try to instigate sharing and interaction.

Brand Attributes

Utilitarian

This basic main attribute transforms to a humble, yet visionary tone-of-voice. FORGE Service Lab is there for all members of the audience and seeks a common good. Looking at the big picture when creating new service driven digital economy is FORGE Service Lab's perspective.

Therefore:
- Be humble, but dare to write about the significant big issues for the society and industry
- In your interaction with the audience, try to find all sides of one specific issue
- Be solution oriented, not problem focused
- Keep in mind you are not talking to experts only.

Brand Attributes

International

This basic main attribute transforms to an active international discussion voice. FORGE Service Lab is by definition international and naturally engages in discussions on an international level.

Therefore:
- FORGE Service Lab talks Finnish and US English. These two languages form the backbone of the international presence
- Use the language your audience is comfortable with, remember to think about your target group(s) as a community. Everyone should be able to participate
- Don't mix the languages in one content item – if you started your dialogue in Finnish, continue with Finnish
- Being understood is more important than making an impression.

Brand Attributes

Approachable

This basic main attribute transforms to a people-friendly and human tone-of-voice. FORGE Service Lab invites the audience to talk and express their opinion and experience. It never makes things more complicated than they are. It talks in clear terms and explains more advanced terminology to it's audience.

Therefore:
- Write simple and understandable language. Avoid too fancy language
- Use "Please" and "Thank you" and "Welcome" when appropriate. Good manners set the stage for pleasant experience
- Use different perspectives to open up and let people associate with your story
- It is good to not only focus on technology even if you are writing about it, it is more approachable if you bring in other sides of the story as well.

Brand Attributes (secondary)

Facilitating
FORGE Service Lab has a role as a facilitator, it brings different parties together. Therefore it does not take strong stands for one issues or another, it is rather solution oriented in it's approach.

Doing
FORGE Service Lab wants to see concrete action and highlights stories around successful projects and co-operation to inspire.

Clear
FORGE Service Lab's main market digital services may sound very complex for many individuals. This is why a simple and easy-to-understand language is preferred.

Therefore:
- Focus on introducing different parties to each other
- Lift up content that focuses on actions – projects, meetings, milestones etc.
- Make sure people know how to move on, especially if writing for the web.

How do we talk about FORGE Service Lab?

FORGE Service Lab is always mentioned 1-3 times as a whole before starting to talk about FORGE only.
FORGE is spellt with capital letters, always!

Who?
We = CSC, DIGILE, Kainuun Etu
You = Our audience (let's avoid words like I or me)
Kainuun Etu Oy is Kainuun Etu Oy ja Kainuun Etu Ltd
CSC-IT Center for Science and CSC-Tieteen tietotekniikan keskus

To describe FORGE we use the following metaphora:
• FORGE is a "green house"
• FORGE can be understood as an elastic "pipe/tube"
• FORGE is a "learning journey"

FORGE does not use the following metaphora:
• FORGE is NOT a "factory", it is NOT a "tool" nor a "laboratory".

Basic writing guidance

- Never underestimate your audience, know who they are and what they expect!
- Aim to be consistent in your writing, that creates trust and professionalism.
- Use everyday words when ever possible and explain your thoughts in an understandable way.
- Respect the time people use when communicating with you, find the essence of your message.
- Avoid acronymes and if you need to use them expain their meaning.
- Avoid words like platform, ecosystem, process – they are suffering from inflation and are often misunderstood.

FORGE SERVICE LAB