

# Copy Guidelines

## 2025

ring



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# Intro



Whether you're new to our team, a collaborator or just someone who stumbled upon this document, this is where you'll want to start before you begin writing.

In these pages you'll find our copy standards, rules and some general guidelines, all of which were designed to help you master the Ring voice.

Our voice, much like the brand itself, is constantly evolving and being made better and more unique each and every day. So, writers, use these guidelines as just that. Guidelines. Explore, have fun and do your part to make our voice your own.

## Overview

This Ring Copy Guide is the fundamental backbone of how Ring's identity is portrayed to consumers and collaborators across Europe.

How we communicate matters. Our voice forms a vital part of our personality and brand identity, and should therefore always be clear and consistent.

To help preserve the voice of Ring, copy should always be written creatively, strategically and above all, neighbourly. If questionable feedback is given regarding copy and tone, please refer to this document or ask a copywriter.

Finally, please only share with Ring employees and our trusted affiliates.

Let's get started, shall we?

## A little about us

At Ring, our mission is simple: to make neighbourhoods safer. Safer for families, for friends, for neighbours, for everyone, no matter where you live or where you're from.

Our hope is that the products and services we create will establish a long-term relationship with our customers and help them stay safe, and more connected to their homes and loved ones around the world.





## A little about us

(cont'd)



### **Ring**

Always home

### **Our mission**

To make neighbourhoods safer.

### **About us**

Ring makes home security accessible to everyone with devices that are easy to use, and options that work on any type of home, for any budget. We put peace of mind in your hands so you can watch over your home and protect your property from anywhere. Indoors or outdoors, Ring makes sure you never miss a thing. Because with Ring, you're always home.

## A little about us

(cont'd)

### **Brand values**

1. Empower our neighbours to create safer neighbourhoods.
2. Make smart security affordable and accessible for all.
3. Simplify smart security with devices that are easy to use and install.
4. Put neighbours in control with an app that puts security in their hands.
5. Protect homes with multiple layers of security to create a comprehensive Ring of Security.



## Tone of voice

ring





## Overview

Ring is an innovative brand that speaks to its audience in a way that's honest, fun and relatable. Sure, there will be some situations that are a bit more serious than others, and that's ok, but we should always try to infuse the essence of our brand voice and personality into everything we write.

It's fine to show sympathy and empathy for sensitive stories. It's ok to show a bit of distaste for thieves caught on video - as long as the tone of copy is appropriate and remains respectful. And it's a good idea to add some witty messaging for fun stuff (without silliness, emojis or bad puns).

It's up to you to know the difference between each situation, and when and where to use an appropriate tone.



Fun  
Energetic

Human  
Relatable

Rhythmic  
Knowledgeable

---

Our voice complements our brand. It's what helps us stand apart from the sea of similar brands out there. It's upbeat but never frantic, attention-grabbing but not silly.

Our voice should capture a sense of excitement that customers everywhere can appreciate, relate to and have confidence, knowing that we're here to help make their homes and neighbourhoods safer.

## Voice pillar snapshot

Think of them as a checklist, so whether you're writing a social post, a site headline, a retail banner or packaging copy, check back here to make sure what you're writing lives within these pillars. The following pages will dive deeper into each pillar, and provide some examples of how you should and shouldn't write.

### 1 Natural

Sentences should be written as if you were having a conversation with a friend. Don't force it, just write naturally. Let it flow.

### 2 Simple

Edit, re-edit, then edit again. Every word should earn its place.

### 3 Empowered

Our job is to make sure our customers feel empowered by their decision to purchase our products. Make them feel good about that decision by helping them understand all the great things our products do.

### 4 Lighthearted

Explain how our products work, but make it fun, light and easy to digest. Don't bore the reader with tech jargon. If you don't want to read it, no one else does either.

### 5 Positive

Be excited about what you're writing. People will notice and it helps make our brand stronger and more unique.

## Our voice is natural

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We should write the same way we'd talk to a friend. If it sounds too techy, start again. If it's stiff, try a different approach. If you can't understand your sentence, neither can anyone else.

Rules are meant to be broken. We live in a world of OMG and BRB now. Be hip, be conversational. Like contractions? Use 'em. Fond of fragments? Why not? And if you're feeling funky, you can even start a sentence with a conjunction.

✓ Goes everywhere. Sees everything

✗ This battery-powered camera gives you the flexibility to place it anywhere and see everything

## Our voice is simple



Our goal is to keep the words that we write short, sweet and simple. Whether it's going in a post, on a package or some VO in a spot, it should be direct, concise and easy to digest. There's no need to use twelve words when six can get the job done.

✓ All the pieces for peace of mind

✗ Choose from proprietary accessories to enhance your Ring devices, including wall mounts, faceplates, solar panels and alarm home security components.



# Our voice is empowering

ring

Innovative tech isn't the true value of Ring, it's just a feature. The true value of Ring is the security and convenience it provides our customers. So when you write, think about how our products make our customers' lives easier and empowers them to feel safer in their homes and communities.

✓ See more of what matters most

✗ Without Ring Video Doorbell, your home is an easy target for thieves

## Our voice is **lighthearted**

ring

Sure, our main goal should always be to educate customers on how our products work and how they make neighbourhoods safer. But that doesn't mean it shouldn't be fun. So when you write, have fun. Be playful. Make people smile.

✓ See your in-laws before they see you

✗ Ring Video Doorbell features passive infrared sensors that send push notifications to your mobile phone, tablet, desktop computer and laptop whenever they sense a change in environment. Pressing the notification will launch the Ring app, where you can see people in 1080p HD video and speak to them with Two-Way Talk with noise cancellation.

## Our voice is positive



Our job is to write words that have a positive tone. Whether it's purchasing a product, sharing a video, writing a review, or a "follow us" on social. Each word should have a purpose and position the brand in a positive light.

✓ Smart security here, there, everywhere

✗ You can talk to a delivery driver with a Ring Video Doorbell

## Words / phrases to avoid

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### Words and phrases to avoid:

These words and phrases are to be avoided if possible. This list will be updated as appropriate.

- ✗ Surveillance
- ✗ Monitoring / monitor / access
- ✗ CCTV
- ✗ Reach out
- ✗ Ecosystem
- ✗ Market
- ✗ Watch over
- ✗ Watching
- ✗ Keep an eye on (unless in reference to pets/burglars/crooks etc)
- ✗ Take matters into your own hands
- ✗ Big brother
- ✗ Danger
- ✗ Suspicious
- ✗ Snooping
- ✗ Spying
- ✗ Violence
- ✗ Watchdog / Neighbourhood Watch
- ✗ Eyes and ears on the street
- ✗ Sharing video surveillance / footage
- ✗ Vigilante / vigilantism

# Fundamentals





## Tagline

### Always home

Use the tagline sparingly and always in sentence case. If you have to use it on a page, post, asset or video, only use it once – either as standalone or within a sentence.

- ✓ Ring. Always home.
- ✓ Ring lets you watch over your doorstep from anywhere. Because with Ring, you're always home.

Whatever you do, don't force it. We don't need to tag everything we produce, so if it doesn't work, let it drift away and you can use it again later.

## Brand name

Only use the word “Ring” when specifically referring to the brand. Never use it generically as a verb or pun. REPEAT, never as pun.

✓ See who's there from anywhere with Ring

✗ Ring in the new year

✗ Ring my doorbell

✗ Put a Ring on it



## Product naming

Avoid using an article when referring to product names, unless it's 100% necessary.

✓ Ring Video Doorbells let you see who's at your front door from anywhere, anytime

✗ The Ring Video Doorbell lets you watch over your home



# The basics

## Grammar and spelling

ring



# The basics

## Grammar and spelling



### Grammar and spelling

At Ring, grammar rules are based on AP style with our own neighbourly twist. If you have any questions, refer to this [AP style cheat sheet](#).

We use UK English as a basis for all of our text. This means we avoid 'Americanisms' in our copy, and adapt many key Ring terms from US to UK English, such as:

Neighbor → Neighbour  
Customize → Customise  
Yard → Garden  
Minimize → Minimise



# The basics

## Grammar and spelling



### **Capitalisation - sentence case**

Use sentence case for almost all instances, including headers. In sentence case, only the first letter of the first word and proper nouns are capitalised, with a punctuation mark at the end.

- ✓ See who's there from anywhere with Ring.
- ✓ Protection at every corner.
- ✗ Smart Security Has Come To Light

# The basics

## Grammar and spelling



### **Capitalisation - title case**

In title case, the first letter of every noun, verb, adjective, adverb and pronoun are capitalized, as well as every other word with four letters or more. Uses: *CTA's, Iconography, Video Titles, Product and Feature Names.*

### **Punctuation**

End everything with a full stop, unless it's a product name, headlines or bullet points.

### **Spacing**

For spacing, only use one space after a full stop.

# The basics

## Grammar and spelling



Use title case for the applications listed below:

### **CTA buttons**

✓ Learn More

### **Categorisation**

✓ Video Doorbells

### **Icons**

✓ Works With Alexa

### **Site links**

✓ Terms of Service

### **Product / feature names**

These only apply to Ring-specific feature names.

✓ Ring Video Doorbell

✓ Assisted Monitoring

✗ Wi-Fi (due to legal trademark requirements, this should be written as 'wifi') \*\*\* Exception: DE - 'WLAN'

## The basics

# Grammar and spelling



### Subject lines and preheaders

Unlike the Ring US team, we use sentence case for all subjects and preheaders, except for Ring product titles or brand titles (for example 'Ring Home'). If the casing doesn't look or feel right, rephrase the sentence or use your judgment.

- ✓ SL: Your Ring Home trial is active
- ✓ PH: See what's possible with Ring Home

- ✗ SL: Your Ring Home Trial Is Active
- ✗ PH: See What's Possible With Home

## The basics

# Grammar and spelling



### Products

Product names are always capitalised and never have an article preceding it – unless beginning a sentence.

- ✓ Protect your property with Spotlight Cam.
- ✓ Outdoor Camera is now available
- ✗ Protect your property with the Spotlight Cam

### Adding 'Ring' before a device name

Do so once at the beginning of a para/sentence, and then only use the device name.

- ✓ With Ring Spotlight Cam, you can cover every corner. Spotlight Cam lets you keep an eye on your property, 24/7.
- ✗ With Ring Spotlight Cam, you can cover every corner. Ring Spotlight Cam lets you keep an eye on your property, 24/7.



# The basics

## Grammar and spelling



### Other instances of capitalisation

All products and brand titles are capitalised. Take note that when it comes to Ring Home, we do not capitalise 'plan' or 'subscription'.

- ✓ Ring Home plan/ Ring Home subscription
- ✗ Ring Home Plan

### Contractions

Ring's voice is conversational, and contractions are encouraged. When in doubt, write how you'd speak and try to avoid negative words like can't and don't.

### Technical terms

- ✓ Wifi or wifi (DE: WLAN)
- ✗ Wi-Fi

## The basics

# Grammar and spelling



### Currency

Write out currency as it's displayed in the native country.

- \$49.99 US
- £49.99 UK
- € 49.99 (Netherlands)
- 49.99 € (DE)
- €49.99 (EU-EN)

### Emojis

Generally, we try to stay away from emojis, except in social media posts.

## The basics

# Grammar and spelling



### Numbers

Spell out numbers zero through nine or any number that begins a sentence – anything 10 and over can be shown numerically. Exceptions can be made when there are character count limitations, such as in subject lines and pre-headers for CRM.

### Time

Use numerals and am or pm, with no space.

- 11am
- 4.30pm

We use a regular hyphen when referencing a time span.

- 7-10.30am

## The basics

# Grammar and spelling



### **Ampersands**

Avoid ampersands all together and spell out "and", except for when listing product features in bullet-point form. This rule can be relaxed on social platforms and in promo deliverables where character limits are in place.

### **Apostrophes**

Follow AP style for all possessive rules. We typically don't give possession to our products as it usually sounds and looks clunky.

- ✓ The latest Battery Video Doorbell features are awesome
- ✗ Battery Video Doorbell's latest features are awesome

## The basics

# Grammar and spelling



### **Colons, dashes and ellipses**

We prefer to use en dashes with spaces ( – ) between words to offset an aside or list, but sometimes a true em dash with no space (—) might look better depending on the content. Use your judgement to select the best option.

Example: Introducing Outdoor Camera – the latest indoor/outdoor camera from Ring.

Colons are fine when setting up bullet points, but they shouldn't be used for lists in a sentence. Ellipses should be used rarely if ever.

## The basics

# Grammar and spelling



### Commas

We do not use the Oxford (or serial) comma when creating lists. We believe more punctuation, more problems.

### Exclamation points

By default, avoid them.

- ✗ No internet? No problem!
- ✗ Install everything in minutes!

Note: An exception applies to homepage announcements, subject lines, sales and holiday countdowns.

- ✓ Introducing Ring Alarm. Shop now!
- ✓ Only one day left to save!



# The basics

## Grammar and spelling



### App vs. App

✓ Ring app

✗ Ring App

### Doorbell vs. door bell

Use "doorbell" as one word. Capitalise if it's in the product name.

✓ Choose a Video Doorbell that works for you

✓ Shop Video Doorbells

✓ Ring Video Doorbell 2

Note: The only exception is if "door bell" is used to boost SEO rankings in metadata.

## The basics

# Grammar and spelling



### **Cameras vs. cams**

Use "cameras" except if part of a product name. Capitalise if it's in the product name.

- ✓ Ring Security Cams
- ✓ Spotlight Cam

It's ok to use "camera" in body copy.

- ✓ Place your Security Camera on a flat surface

### **Wireless vs. wire-free**

Use "wire-free," but it's OK to use "wireless" for SEO purposes.

- ✓ Wire-free convenience to place anywhere
- ✓ Set up your versatile, wireless video camera in minutes

## The basics

# Grammar and spelling



### **Video Doorbells and Security Cameras**

Capitalise if speaking directly about the brand, product category, or specific products.

- ✓ Save and share all videos captured by Ring Video Doorbells and Security Cameras
- ✗ The Security Camera industry has tremendously grown

## The basics

### Grammar and spelling



#### **Compatibility**

In general, write descriptively and conversationally. Try to get the point across without getting swept up in the tech details.

- ✓ Receive notifications on your phone or tablet
- ✗ Compatible with iOS, Android, Mac and Windows 10

#### **Instant vs. real time**

In general, avoid “instant” or other words that have legal implications.

- ✓ Get real-time mobile notifications
- ✗ Get instant alerts

## The basics

# Grammar and spelling



Examples of writing for product features:

### **Linked Devices**

Connect all your Ring devices to see what's happening from a single dashboard, and control everything in one place with the Ring app.

### **Advanced Motion Detection**

Advanced motion settings give you real-time notifications on your phone or tablet whenever someone presses your Video Doorbell, or motion is detected.

### **Live View**

Check in on your home at any time from anywhere, and get real-time video and audio with the Live View button.

### **Person Alerts**

Only receive motion notifications when people are detected.

# Calls to action





## Calls to action



### Calls to action (CTAs)

Use the calls to action below for web buttons, email CTAs and performance ads. If you're creating new ones, be sure to keep them short, within three words and in title case.

#### **Shop Now**

To drive neighbours to a collections or product listing page.

#### **Learn More**

To direct neighbours to another page with additional content.

#### **Add to Basket**

To add products to their basket without bouncing from the page.

#### **Buy Now**

To exit the page and purchase immediately.

# Localisation

ring



## The basics

# Localisation

When we talk about localisation of the tone of voice, please keep it mind that when we talk to our customers we use:

- For German -> use formal version (Sie)
- For Spanish -> use informal version (tu)
- For Dutch -> use informal version (je)
- For French -> use formal version (vous)

## The basics

### Localisation



#### **Translating product names**

Across Ring Global, product names are kept consistently in English. This means that across all European and other languages, product names need to be written in English.

- ✓ Ring Video Doorbell (English)
- ✗ Ring Video Türklingel (German)

#### **Translating accessory names**

All Ring accessories are translated into local market languages.

- ✓ Ring Solar Panel (English)
- ✓ Ring Solarladegerät (German)

The exception to this rule is Ring Chime and Ring Chime Pro, of which the names are kept in English across all languages and countries.

## The basics Localisation

### **Localisation**

At Ring, localising copy isn't just about literal translation. It's about ensuring that all communications meet the social and cultural norms for your country. It requires both an eye for detail and the ability to transform English idioms into your country's appropriate version of the same. Please check the "Tone of voice" section to see how to address our customers.

It's also about ensuring that we are delivering a product that meets the audience's expectation in each specific culture. Besides that, it is crucial that all links and currency are relevant to your specific region.



# Putting it into practice

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## UGC

Writing copy for UGC (User Generated Content) allows for a more relaxed and playful approach to language. UGC copy can tap into cultural references, popular idioms, and trending expressions that resonate with social media audiences. This conversational style lets us have fun with wordplay, use catchy phrases, and incorporate elements from pop culture to create content that's both relatable and engaging.

The informal nature of UGC means we can break some conventional writing rules to craft messages that feel authentic and capture attention in crowded social feeds.

However, while this creative freedom opens up exciting possibilities, it's crucial to maintain appropriate boundaries. We must always be mindful of cultural sensitivities, avoid potentially offensive content, and ensure our messaging aligns with Ring's brand values and positive reputation. The goal is to be engaging and entertaining while remaining on-brand.

## Promo Campaigns

Promo Campaign copywriting at Ring operates within established thematic frameworks set by project leadership, while maintaining a laser focus on driving conversions. While writers can creatively interpret these themes—incorporating familiar phrases, cultural references, and memorable idioms—the core sales message must remain front and center. Each piece of copy should strategically balance engaging thematic elements with compelling promotional language that motivates customer action.

Ultimately, successful Promo Campaign copy achieves the delicate balance of creative expression and commercial intent, ensuring that style serves substance in pursuing conversion goals.

# Promo Campaigns

## Character / Word Limits



### Character / Word Limits:

#### **Ring.com**

- Headline: 40 Characters (approx)
- Subheading: 40 Characters (approx)
- Sticky Banner: 130 Characters

#### **Meta**

- Headline: 40 Characters
- Description: 25 Characters
- Ad Text: 125 Characters

#### **ADA**

- Headline: 10 Words

#### **TikTok**

- Headline: 40 Characters
- Description: 100 Characters
- Ad Text: 125 Characters

#### **Paid Search**

- Headline: 30 Characters
- Description: 90 Characters

#### **Amazon Brand Store**

- Headline: 40 Characters
- Subheading: 40 Characters

## CRM

Ring's CRM communication strategy prioritises respect for our customers' inbox space, focusing on meaningful touchpoints rather than frequent outreach.

While we maintain communication for essential PR announcements and feature updates, our primary email engagement centers around promotional campaigns where we can deliver genuine value through exclusive deals and significant savings opportunities. Our copywriting approach is intentionally concise and direct, leading with key offers and headline-worthy savings to ensure customers quickly grasp the message's value.

This customer-first approach means eliminating unnecessary content and getting straight to the point, ensuring every email serves a clear purpose and respects our customers' time while driving towards conversion goals.

CRM

## Character Limits

### Character Limits:

- Subject Line: 40 Characters
- Pre-header: 40 Characters
- Copy on Creative: 40 Characters (approx)
- Email Title: 40 Characters (approx)

ring



## Blogs

Our blog content encompasses diverse storytelling formats, each serving to illuminate different aspects of our impact and reach.

Whether sharing compelling Neighbour Stories that showcase real-world moments captured through Ring devices, presenting research-backed insights that demonstrate our products' effectiveness, or announcing strategic partnerships that expand our reach, each blog maintains a distinct yet cohesive voice.



## Blogs

(cont'd)

Our writing style strikes a careful balance between engaging storytelling and informative content, weaving in authentic testimonials and memorable soundbites to strengthen narrative impact. While writers have creative freedom to inject personality and warmth into their pieces, all content adheres to Ring's established tone of voice and brand guidelines. This approach ensures our blog posts remain approachable and engaging while delivering valuable information that reinforces Ring's position as a trusted home security solution.

## Retail / Channel

When creating copy for retail channels, writers must adhere to specific guidelines to maintain brand consistency and effectiveness across all placements. Ring brand name must be clearly stated within the copy, as marketing materials may appear without accompanying logos. Due to retail partner pricing autonomy, copy must not reference specific prices, discounts, or promotional offers. Since our messaging may appear alongside competitor products, copy should be distinctively Ring in tone of voice and compelling enough to stand out, while maintaining our established brand standards. All copy must embody Ring's signature tone of voice and reinforce our core brand messaging, regardless of placement or format.



Thank you.

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