

Voice & tone

Why we're here

As we continue building a best-in-class home management brand, it's important that our language rises to the occasion. This is our opportunity to create one clear, cohesive voice. Consistency will strengthen our brand equity and connect with audiences across our entire ecosystem.

Previously on... this project

In the last months, we did an in-depth audit of Hover's digital ecosystem. We pulled observations and questions about the current work, and started to get a picture of the state of writing at Hover today.

Then we researched the landscape: what notable brands are doing both in and out of the category.

This research grounded our understanding of Hover now—and Hover where we need to be.

What this is

This document defines and details the Hover voice. It establishes a verbal style guide and takes a look at how to brand everything we write, from product to marketing and social media.

These guidelines are meant to support and clarify our voice and tone, and should be updated in tandem with brand and marketing strategies as they evolve, too.

Brand promise

The brand promise shifts our focus from exclusively targeting pros to thinking homeowner-first. Most pros care deeply about providing a superior experience and an outcome their homeowner clients love.

This is just us acknowledging it for the first time.

Brand promise

The possibilities of home, made easy.

Home is a place. Our place. It's where we raise our kids, lay our heads, do our jobs. But home is also an asset—a huge investment that comes with both responsibility and opportunity.

From repainting a room to redoing the entire roof. Whatever the project, we'll help your home grow with you. With upgrades that make life better and add value along the way.

Hover is here to help.

Writing mission

Our writing mission is how we reflect our brand promise in our writing.

Make homeowners and pros feel
energized and empowered to
transform home with Hover's
advanced suite of tools and expertise.

**Make homeowners and pros feel
energized and empowered to
transform home with Hover's
advanced suite of tools and expertise.**

Audiences across a spectrum:

Homeowners: from fresh, first-time buyers
to seasoned investment experts.

Pros: small business tradespeople, large
construction firms, and insurance carriers
of every size.

Make homeowners and pros feel **energized and empowered** to transform home with Hover's advanced suite of tools and expertise.

Feelings:

Energized: whether they use the word or not, our audience is here for inspiration. They're searching for a spark to get them started or solutions to problems they have in their day-to-day work.

Empowered: because DIY doesn't mean doing it alone. And for those who want even more support, it'll always be available here—imbued with positivity, tempered by pragmatism.

Make homeowners and pros feel
energized and empowered to
transform home with Hover's
advanced suite of tools and expertise.

Action:
Transform home: even the smallest
changes make a big difference.

Make homeowners and pros feel energized and empowered to transform home with Hover's advanced suite of tools and expertise.

Offering:

Advanced suite of tools: because we're on the cutting edge of integrating AI, 3D modeling, and mobile-first project management.

Expertise: but it doesn't stop there—we offer unparalleled R&D, first-to-market features, and excellent customer service.

Persona

The neighborly contractor
who knows a thing or two
about home renovation.

Think Wilson from Home Improvement. We're
wise, friendly, a little mysterious—here to help,
but never in the way.

We're plain spoken but never rude. Full of big
ideas, yet fully grounded in reality. We offer a
fresh, sometimes unexpected perspective. We
make Hover feel like coming home.

“Let’s get to work.”

- Hover

Voice principles

Our voice principles draw directly from our brand expression attributes. They may translate differently in writing than in design, but they're all rooted in who we are as a brand. Remember, we don't have to use each principle in every single thing we touch.

We are:

**Clear
Assuring
Enlightening
Approachable
Grounded**

We are not:

Toxic positivity
Hyperbolic
Gritty
Vague
Silly

Our site today

The screenshot shows the Hover website's main landing page. At the top right, there are navigation links for 'Professionals', 'Homeowners', 'About', 'Careers', 'DOWNLOAD THE APP →', and 'Log in'. The main headline in the center says, 'Even siding takeoffs are easy when the legwork has been done for you'. Below this, there's a callout box containing text about trying the app and creating a 3D model of your home.

This screenshot shows a section titled 'Chat with the Hover team' with a 'SCHEDULE A MEETING' button. It includes a callout box with text encouraging users to try the app and create a 3D model of their home.

This screenshot shows a section titled 'Without breaking a sweat' featuring a list of four bullet points: 'Simply take smartphone photos of any property and HOVER does the rest.', 'Quickly upload a blueprint for new builds or major remodels.', 'Get a comprehensive PDF report your whole team can depend on.', and 'Automatically calculate siding and roofing materials needed.' Below this is a 'Start Free Trial' button.



This screenshot shows a dark blue callout box with the text 'The only measurement solution for exterior and interior claims'. Above it, it says '★★★★★ RATED APP'.

This screenshot shows a section with the Hover logo and the text 'Start with HOVER. Nail your takeoffs, without a sweat!'

Exterior measurement summary

We are clear

Keep it simple—seriously. Our language is direct, crisp, and uncluttered. We cut the fluff and kill the dad jokes. Short sentences. Complete thoughts. Waste not want not.

Let's rise above the OpenAI-style, long-winded nothingness. Look for opportunities to stand out by saying less. Use punchy language and ask pointed questions. Got it? Good.

Clear keeps Assuring from going too touchy-feely.

Clear

x

What was the nature of the damage?

✗ Clunky header

✗ Repetitive options

- Water damage
- Fire damage
- Damage from wind or rain
- Damage from freezing
- Something else

x

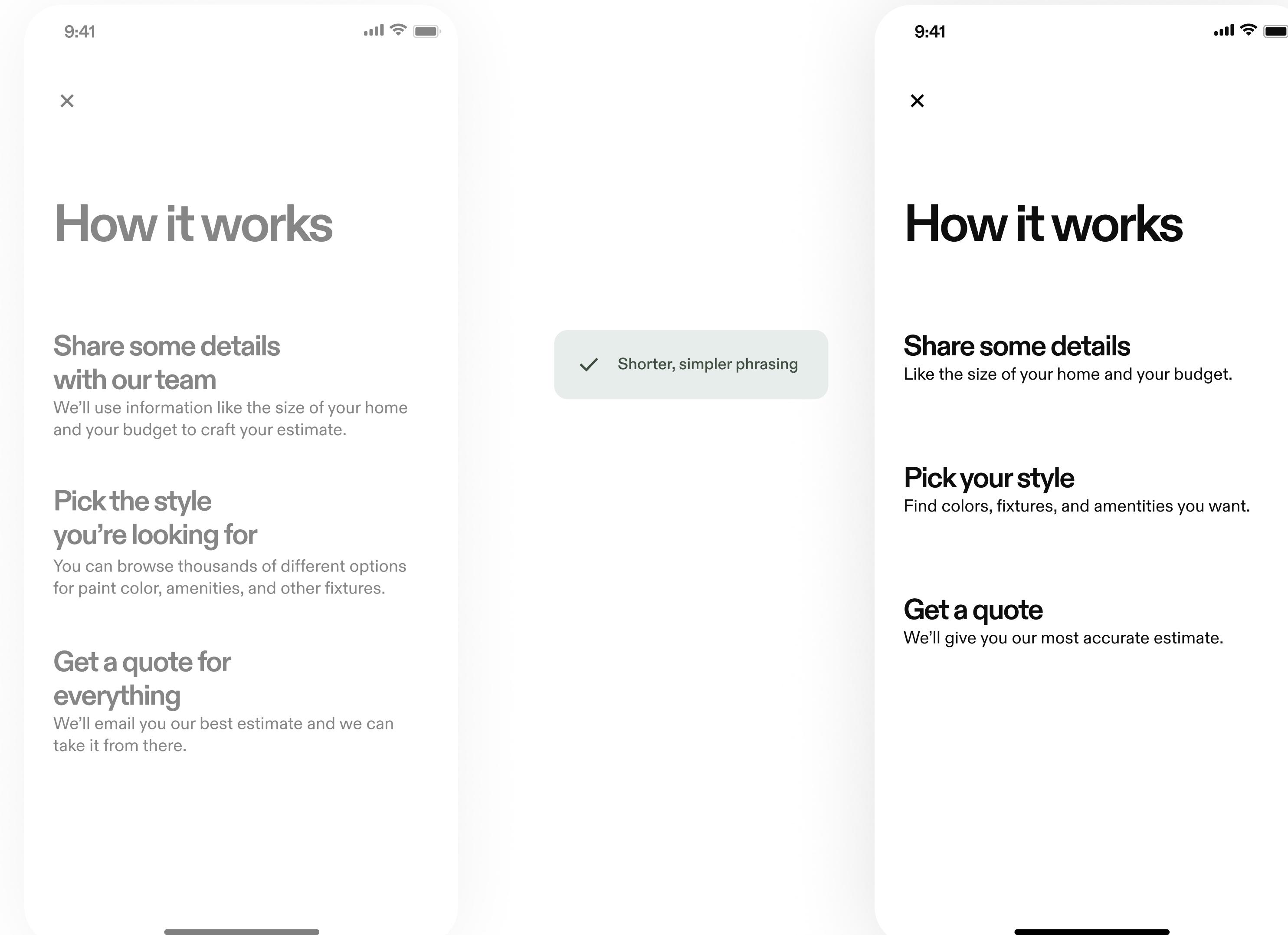
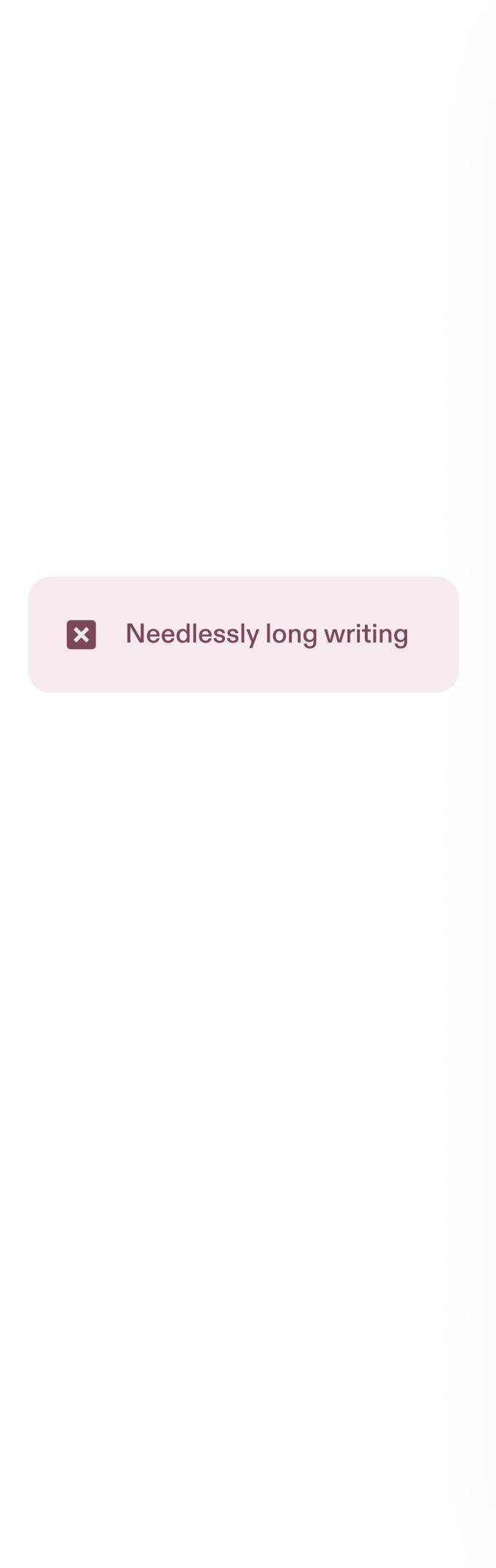
What caused the damage?

✓ Easy to read

✓ Simple, unique options

- Flooding
- Fire
- Wind or rain
- Freezing
- Something else

Clear



Clear

Show options

Hides numbers behind a click

Show options **5**

Shows numbers up front

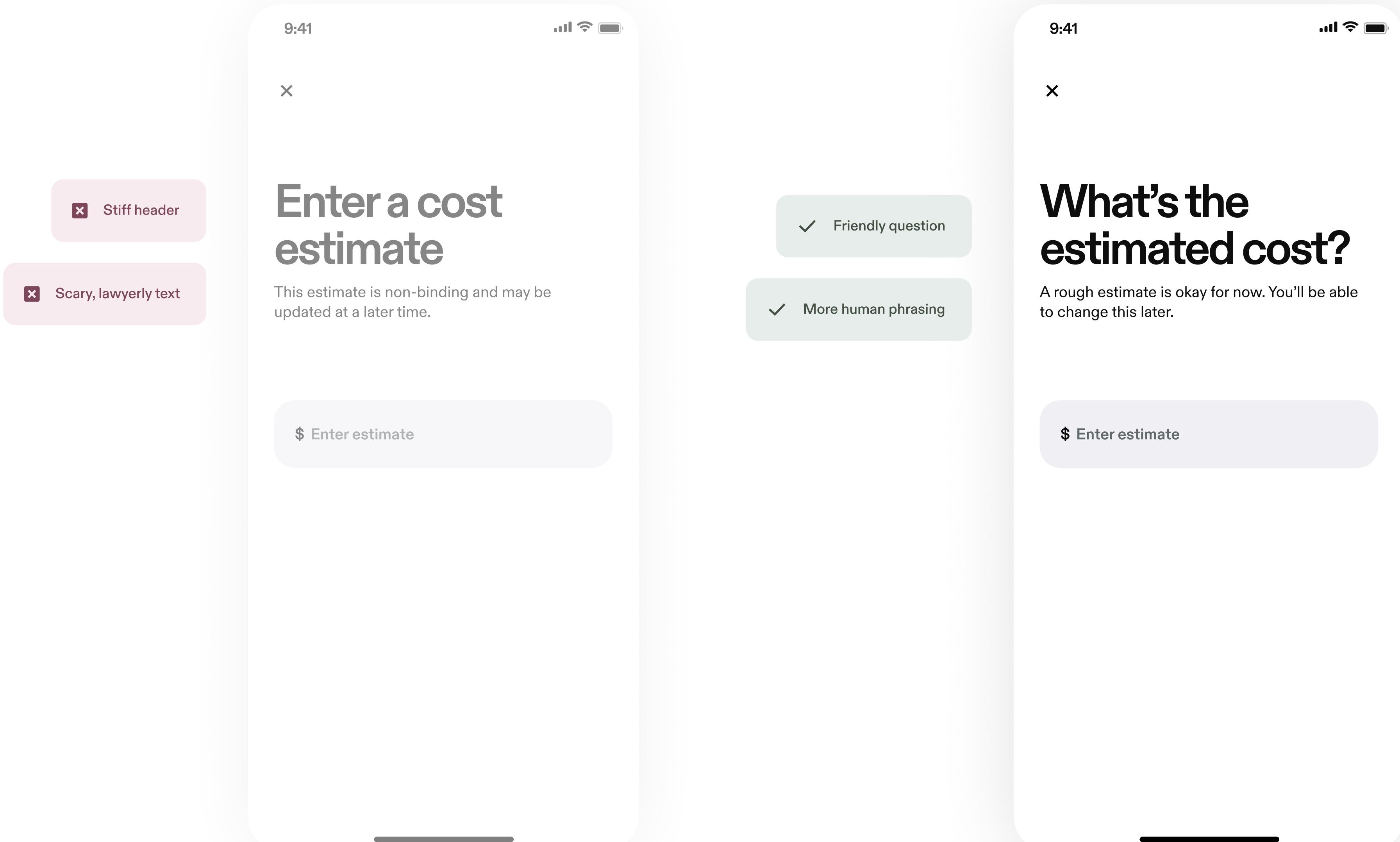
We are assuring

Confidence speaks volumes. Especially in an industry with a huge learning curve and even higher stakes. Our language is positive, warm, and inviting.

Let's find space to be reassuring, then step back to let people do their thing. We don't ask questions we can't answer. We avoid dead ends and "fail" states. When you work with Hover, you're in the right hands.

Assuring keeps Clear from being soulless and uncaring.

Assuring



Assuring

The image displays two side-by-side mobile application screens for entering credit card information.

Left Screen (Current View):

- Title:** Enter card
- Text:** Enter your credit card information so you can be ready to get charged for a full plan.
- Feedback:** ✗ Complex, bossy
- Feedback:** ✗ Doesn't offer any hint on timing
- Fields:**
 - Credit card number: 1234 5678 9101 1112
 - Expiration date: 12/25
 - Billing address: 123 Main St.
Brooklyn, NY 11231
- Button:** Submit

Right Screen (Previous View):

- Title:** Enter your card details
- Text:** Don't worry—we won't charge you until your free trial ends.
- Feedback:** ✓ Clarifies what to expect next
- Fields:**
 - Credit card number: 1234 5678 9101 1112
 - Expiration date: 12/25
 - Billing address: 123 Main St.
Brooklyn, NY 11231
- Button:** Submit

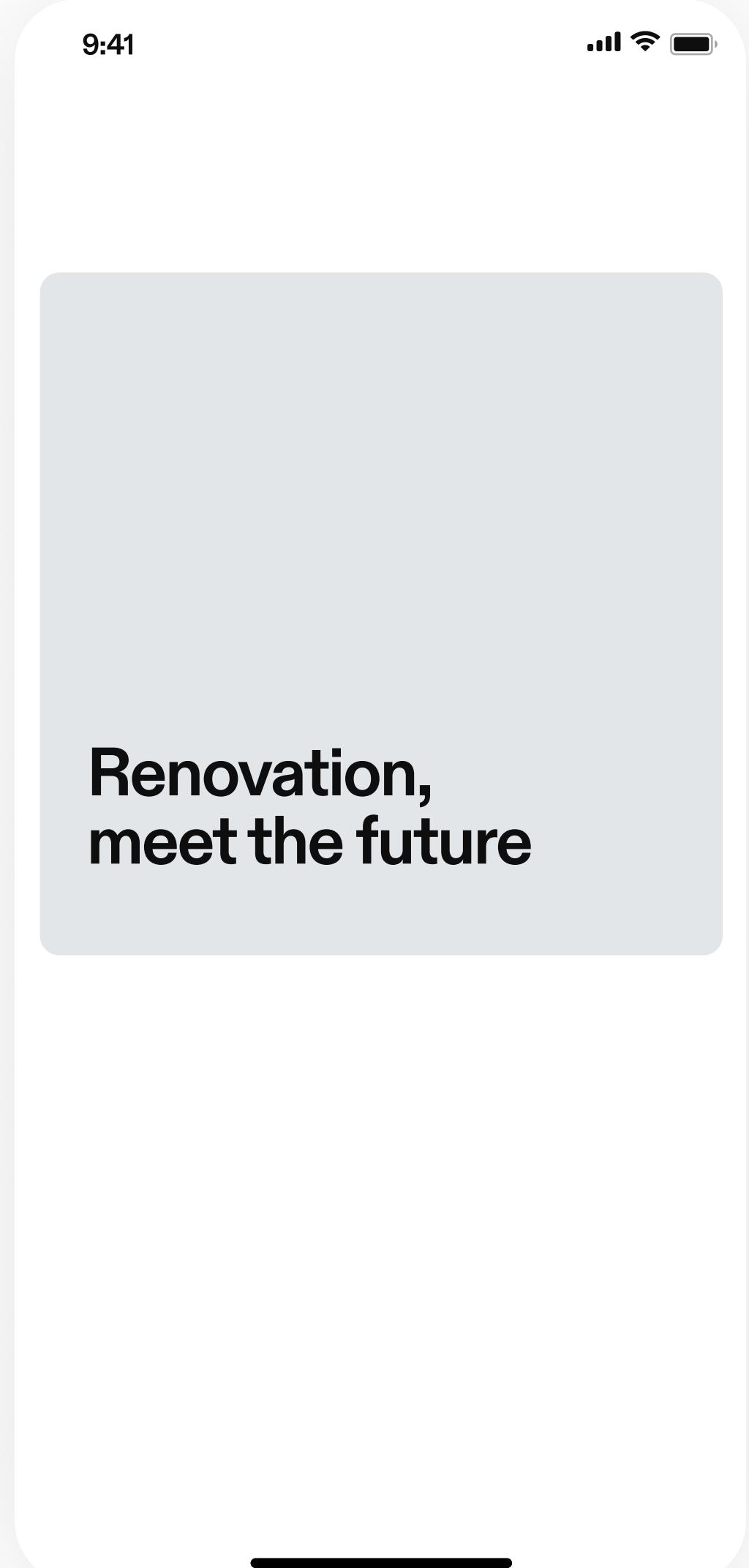
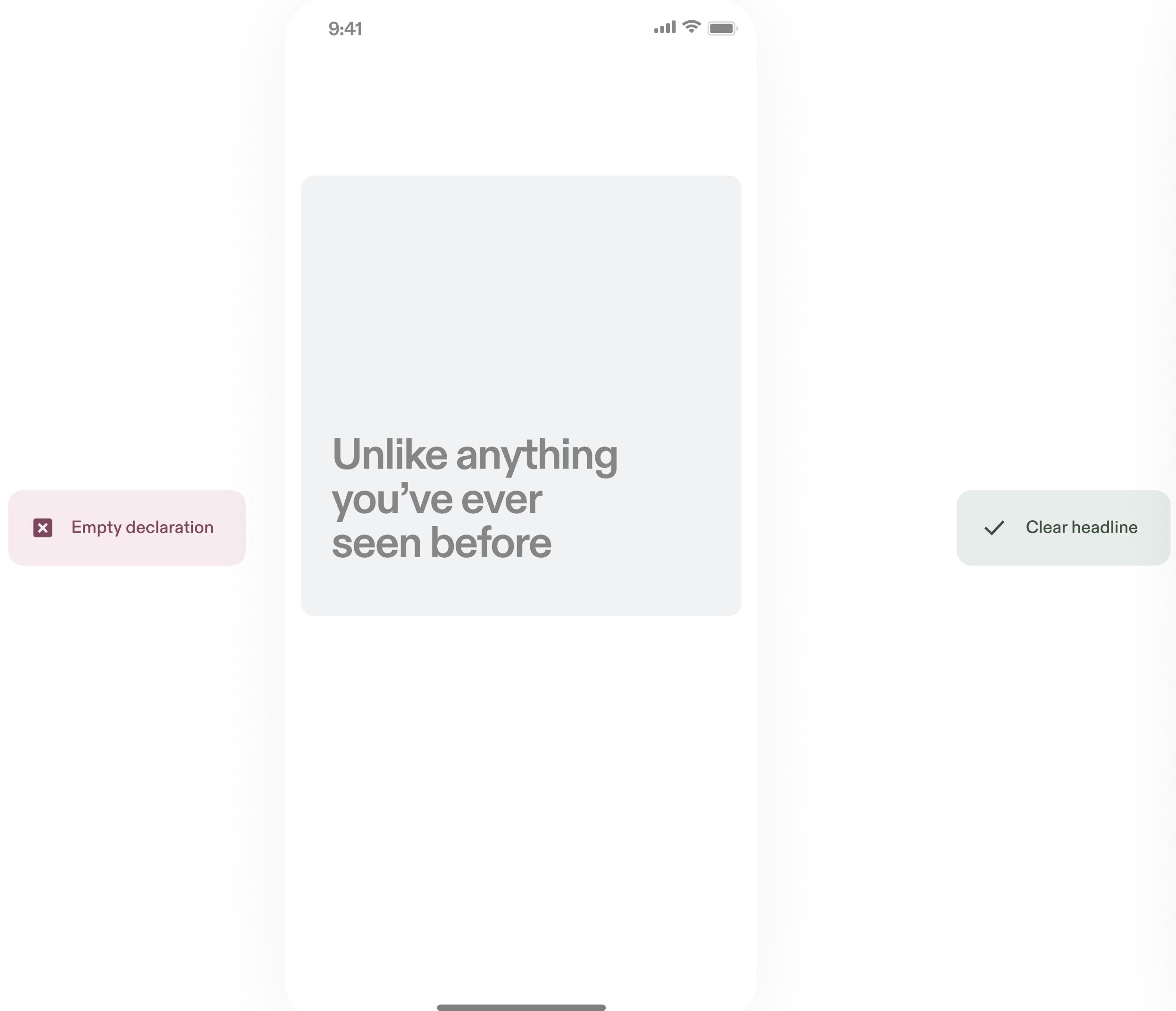
We are enlightening

Hover has a new way of doing things—but it's all backed by years of industry-leading tech and data-informed insights.

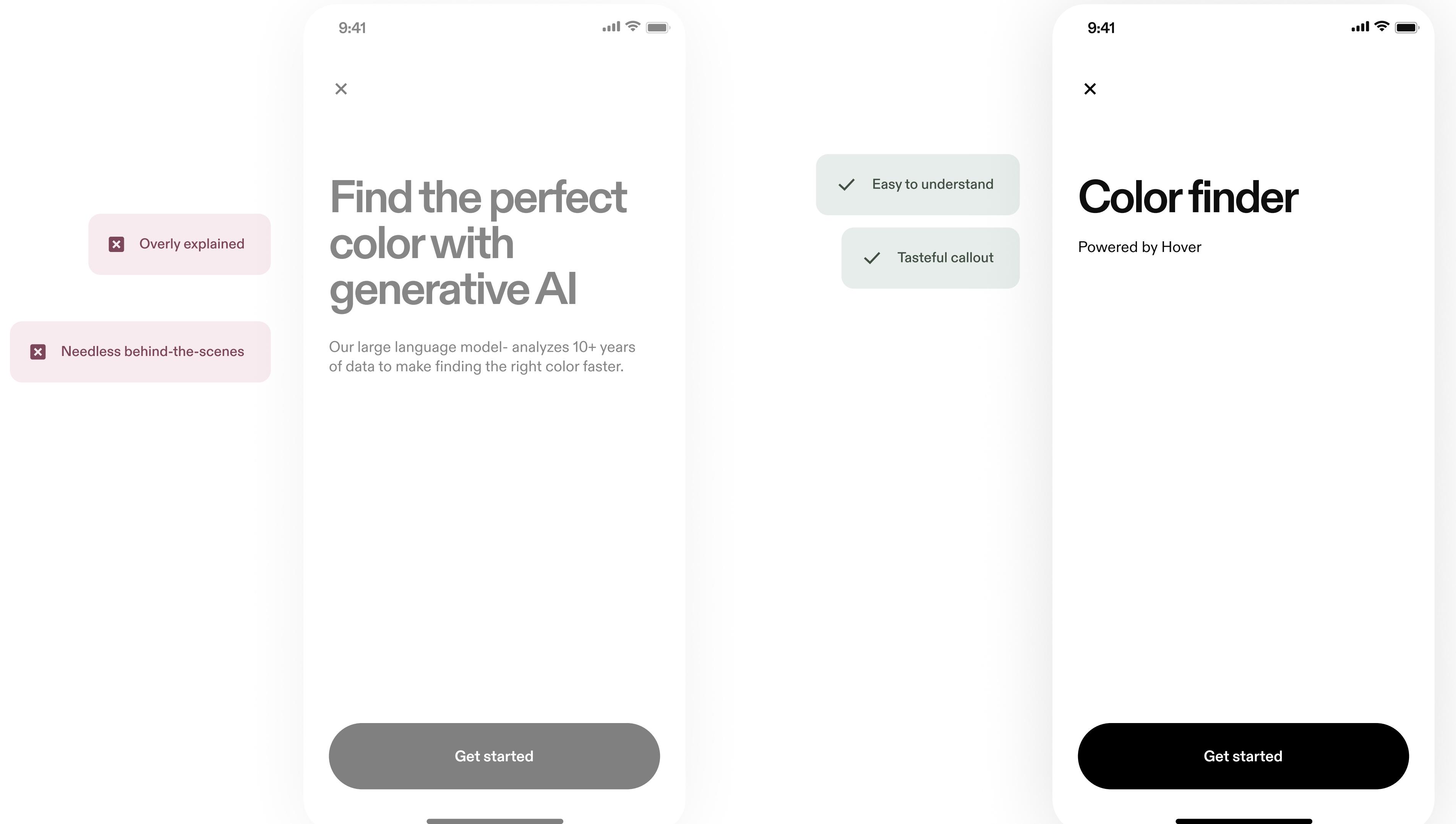
We speak the language. We're considered. We find ways to bring that “aha!” moment forward, fast. We also stay humble and self-aware, since there's always more to learn.

Enlightening makes Approachable feel premium.

Enlightening



Enlightening



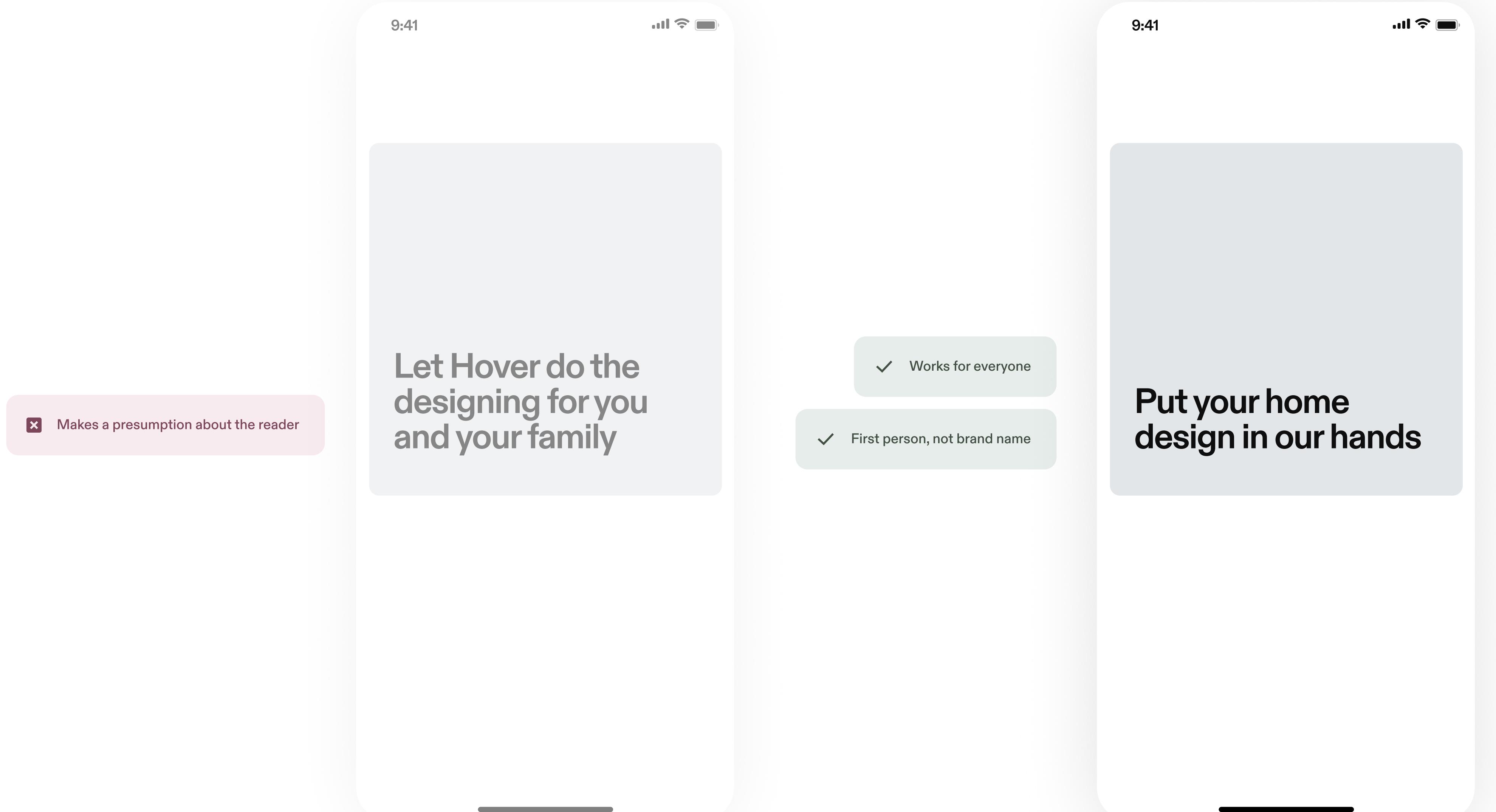
We are approachable

Hover is for every home. And that means we're here for everyone. Our language is accessible and inclusive above all, always. We know that a new generation of people are getting their first chance to own a home —now's our chance to win them over.

We never make assumptions. We put jargon in its place. And we remember that approachable doesn't mean cheap: Hover is a premium brand, so we keep our writing elevated.

Approachable makes Enlightening accessible for everyone.

Approachable



Approachable

The image displays two smartphone screens side-by-side, illustrating a design comparison between two versions of a survey question.

Left Screen (Original Version):

- Header:** Got a big home? Let us know now.
- Text:** The bigger the house, the more expensive and time-consuming the renovation.
- Input Field:** 1200 sqft
- Feedback:** A red 'X' icon is present at the top left.
- Annotations:**
 - Red box:** ✗ Header feels mean, off-putting
 - Red box:** ✗ A truth framed as a negative

Right Screen (Improved Version):

- Header:** How big is your home?
- Text:** When we know the size, we can give a more accurate estimate.
- Input Field:** 1200 sqft
- Feedback:** A red 'X' icon is present at the top left.
- Annotations:**
 - Green box:** ✓ A direct question
 - Green box:** ✓ Explains the reason for the question

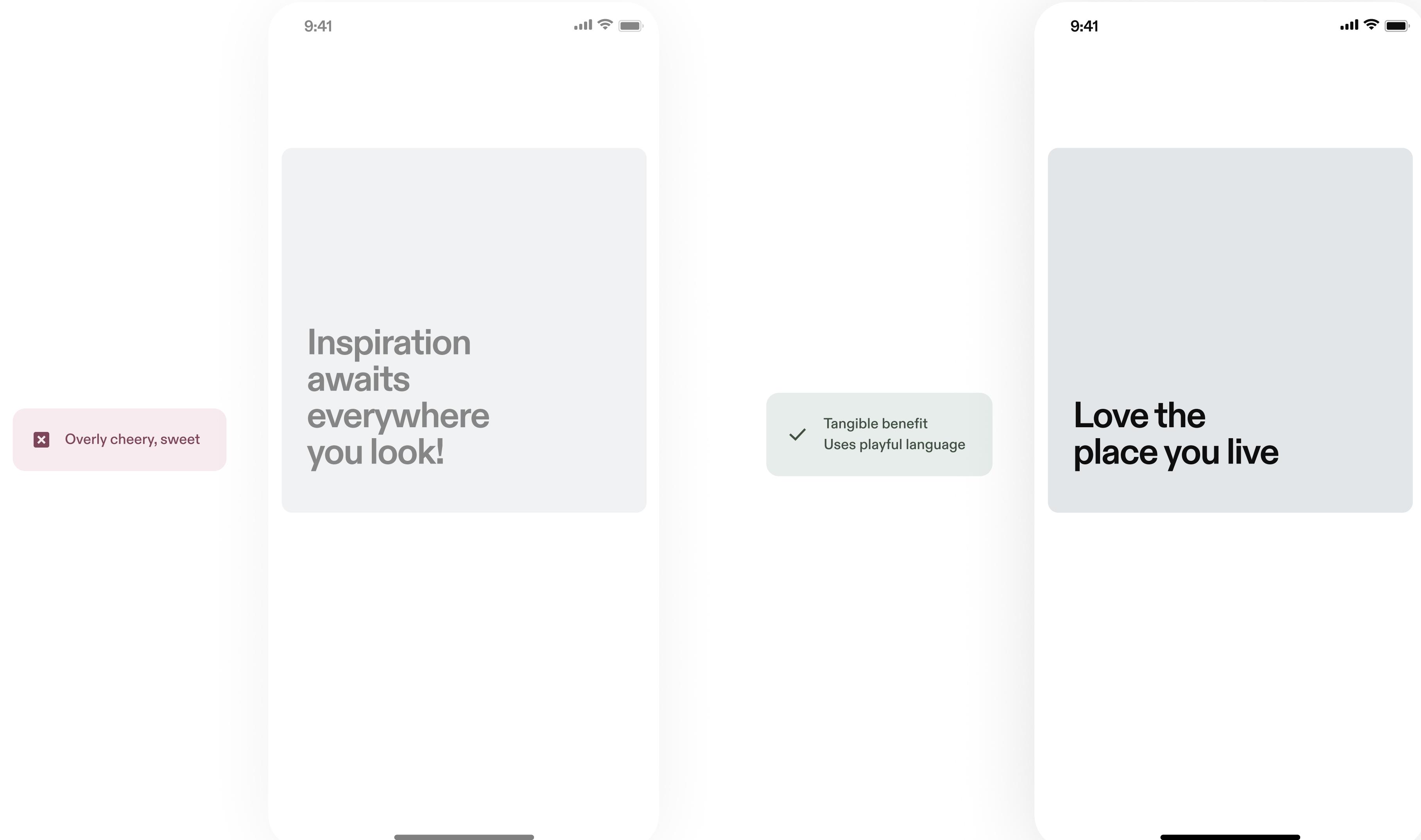
We are grounded

We're more than big ideas—we make big things happen, too. Our language is substantial. Tactile. We inspire exploration, then we close the deal.

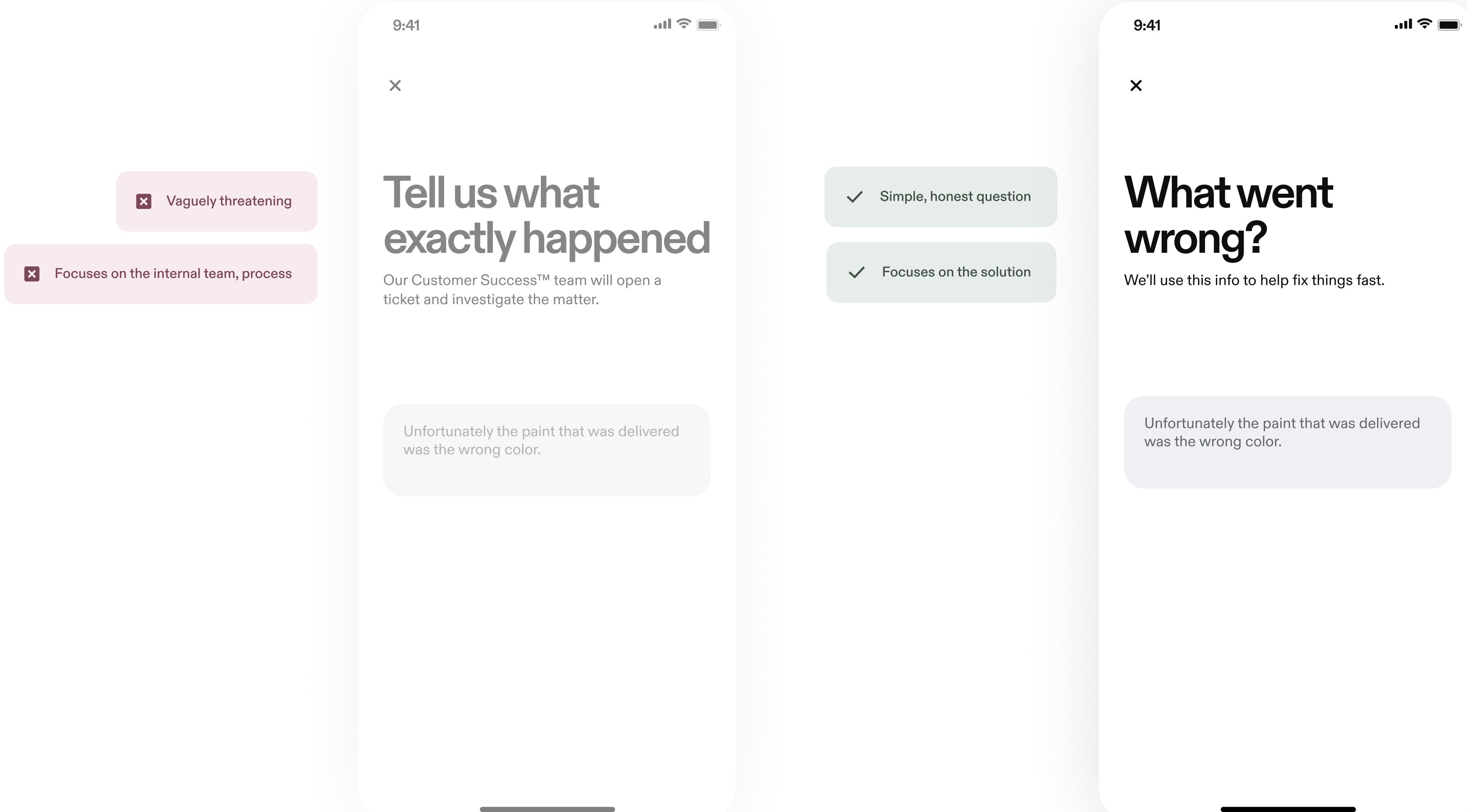
We're honest and straightforward: what's the next step? Our bias is toward action, so let's dig in and get to work.

Grounded helps Enlightening stay below the clouds.

Grounded



Grounded



Dos and Don'ts

There are a few specific things we should always do—and other things we should always avoid.

Be accessible and inclusive

All are welcome here. We use words that apply to everyone, however they choose to show up. We avoid assumptions and celebrate the fact that homeownership is a club, full of endlessly interesting individuals.

Do: Hi, [name]

Don't: "Dear sir or madam..."

References:

[Accessibility in UX writing](#)

[Inclusive form fields](#)

[How to write alt text](#)

[Creating accessible hyperlinks](#)

Avoid jargon

Takeoffs, comps, cycle times—behind-the-scenes words just don't click across the board. We call things what they are for the sake of clarity. We use technical terms with pros, when necessary. Stay away from idioms and abbreviations.

Do: Order directly from suppliers, no extra work required

Don't: Supplier-direct ordering with zero manual entry

Keep it interesting

From headline to button, tag to error, there is always an opportunity to imbue our brand. Our audience has seen it all—so shake it up for them.

Do: Try it with your place

Don't: Start capturing today

A word on humor

Do be clever, witty, and wry. Do use a well-placed, subtle pun or add a short aside to keep things light.

Don't be obvious. Don't waste time being silly or trying hard to get a reaction. Don't forget that home renovations can be pretty serious sometimes.

If someone would reply "Haha :/" it's a no.

Remember: Cracking jokes is a performance, but wit is welcoming.

Words: Don'ts

AI / GenAI

Artificial Intelligence and Generative AI are unfamiliar territory to the average consumer. Default to not using AI for general audiences—it's better left for specific ones, like a trade show.

Do not use GenAI externally at all.

Capture

“Capture” is a static photo process for Exterior measurements. When referring to Interior measurements, use “scan” instead. When possible, avoid naming the action entirely. Learn more [here](#).

Don't: Invite to capture sent
Do: We sent your invite

Data

While we're proud of our data-backed approach, the word itself isn't enticing.

Words: Don'ts

Fail

"Fail" leaves a bad taste in the mouth. Instead, explain what's happening—is the status paused?—and help users fix it.

HOVER

Hover should be written in title case, not all caps. And keep an eye on context—we should refer to ourselves as "We" or "Our" more often than not.

Innovation

If you have to say it,
you're not doing it.

Tool

Hover isn't a tool. We're an app, and a larger brand with a big vision.

It is fair to say that our offerings include tools like Material Lists and Checklists.

Style guide

When in doubt, use AP style. If you'd like to dig in further, here's the Hover way of doing things.

Style guide

Case

Sentence case for legibility—even in buttons

Title case for product names, like Pay As You Go or Material Lists

Commas

Oxford comma for clarity (and flair)

No comma splices—be brave and use a period or em dash instead

Exclamation points

In extreme moderation only

Emoji

For social media only

Style guide

Formatting

An em dash—see it?—never needs breathing room.

“And” over “&” unless we’re referring to a product or brand

9AM - 5PM EST
(time + zone, no periods required)

Don’t hyphenate email.

Logistics

“Sign up” and “Log in” for button copy, as it’s an action. “Signup” or “Login” when it’s a noun.

Contractions keep things conversational

Avoid passive voice

Don’t over-promise (or over-apologize)

Try to be positive as much as possible

Stay away from cliché, idioms, and slang

Style guide

Numerals

Spell out numbers one through nine, then use numerals for number 10 and greater

It's okay to occasionally use a number versus spelling it out—like when we want to double down on a “2 week free trial” offer in a major headline

Periods

No periods in a headline unless it's two sentences

Periods in body copy

No periods in lists or bullets

Audiences

Hover started with construction pros—people who need to get their work done on time, in budget, with no excuses.

Now, we also serve homeowners and insurance. As we introduce this new consumer-friendly face, it follows that our tone will shift depending on who we're talking to.

No matter our audience, we remember that it's all in service of the thing we're here for: home.

Writing for Homeowners

When we talk to homeowners, we recognize the high stakes. The personal connection to their home. The worries about how it will look, how long it will take, and how they'll be able to afford it.

Core needs: Homeowners want to feel like this is finally for them. It's easy. That we understand where they're coming from and all the realities they face.

How we speak to them: Lean into the dream. Inspire them with new ideas, and encourage them to keep exploring. Then make it real: offer useful content, connect them with contractors and partners, and take on the role of (subdued, of course) cheerleader.

**First time
renovating a home?
Perfect.**

- ✓ Celebrate the first timers with warm language that speaks directly to them.

**We've got your back.
And your back patio.**

- ✓ Introduce language and headlines that playfully explain the idea of partnership.

**Let's upgrade your
home together**

- ✓ Replace contractor-y words ("renovate") with simpler ones ("upgrade"). Avoid anything negative ("Fix up your leaky...").

**You promised
your wife you'd
fix it by now**

- Avoid negativity and sitcom cliches
- ✗ about gender, marriage, and homeownership.

**Totally worth living
with your in-laws for
3 months**

- Avoid focusing on the negative, annoying, or invasive parts of a renovation. Try to highlight the good.

**Make your
neighbors jealous**

- Good homes are special. We don't need to talk about needless comparisons or ulterior motives behind renovations.

9:41



My perfect bathroom has

Two sinks

Unique tiles

Gold fixtures

9:41



What green are you thinking?

Jungle

Olive

Mint

Hunter

9:41



I'm most excited about

A new deck

Finishing the basement

The perfect kitchen

Look for moments to add personality.
✓ These tiles could easily be simple color swatches. Language gives them depth.

✓ Use the UI to stay exciting—and inspire all the possibilities of home.

Writing for Construction Pros

When we talk to construction pros, we acknowledge this is their livelihood. Their craft. That they might have a team who relies on them, and customers with high standards, tight budgets, and tighter timelines.

Core needs: construction pros don't have time to mess around. They have a certain way of doing things, and it's our job to fit into their process—not the other way around.

How we speak to them: Cut to the chase. Technical language is okay, within reason. But don't over-index on trying to be tough or gritty—we don't want to sound like every other brand in this space.

**More renovating.
Less wasting time.**

- ✓ These people take pride in construction and craftsmanship. They're less excited about paperwork. Play off that tension.

**The app you need to
build your business**

- ✓ Recognize professionals as business owners, not just handymen. A thoughtful word choice ("build") that isn't in-your-face clever.

**The materials you want,
the day you want them**

- ✓ Direct language that cuts to the chase and highlights a real customer benefit.

Dirt is just a badge of honor

- ✖ Avoid anything that glamorizes messiness or grittiness.

Never trust a man who can't use a saw

- ✖ Avoid any gendered language or plays into traditional "construction guy" stereotypes.

When it comes to a kitchen remodel, don't get screwed

- ✖ Avoid crude, crass construction jokes or turns of phrase. No puns, dad jokes, or sophomoric humor.

9:41



My client wants to

Renovate their kitchen

Build out their garage

Fix their foundation

9:41



Know the color?

2092-90

Benjamin Moore • Jungle

2004-03

Benjamin Moore • Olive

2032-11

Benjamin Moore • Mint

2042-70

Benjamin Moore • Hunter

9:41



Where are you working?



Bathroom

Kitchen

Garage

Kitchen

✓ We respect the professionalism of contractors. They have “clients,” not “gigs.”

✓ We'll over-index on clarity for Pros. Here, they match paint with numeric codes. Names are secondary.

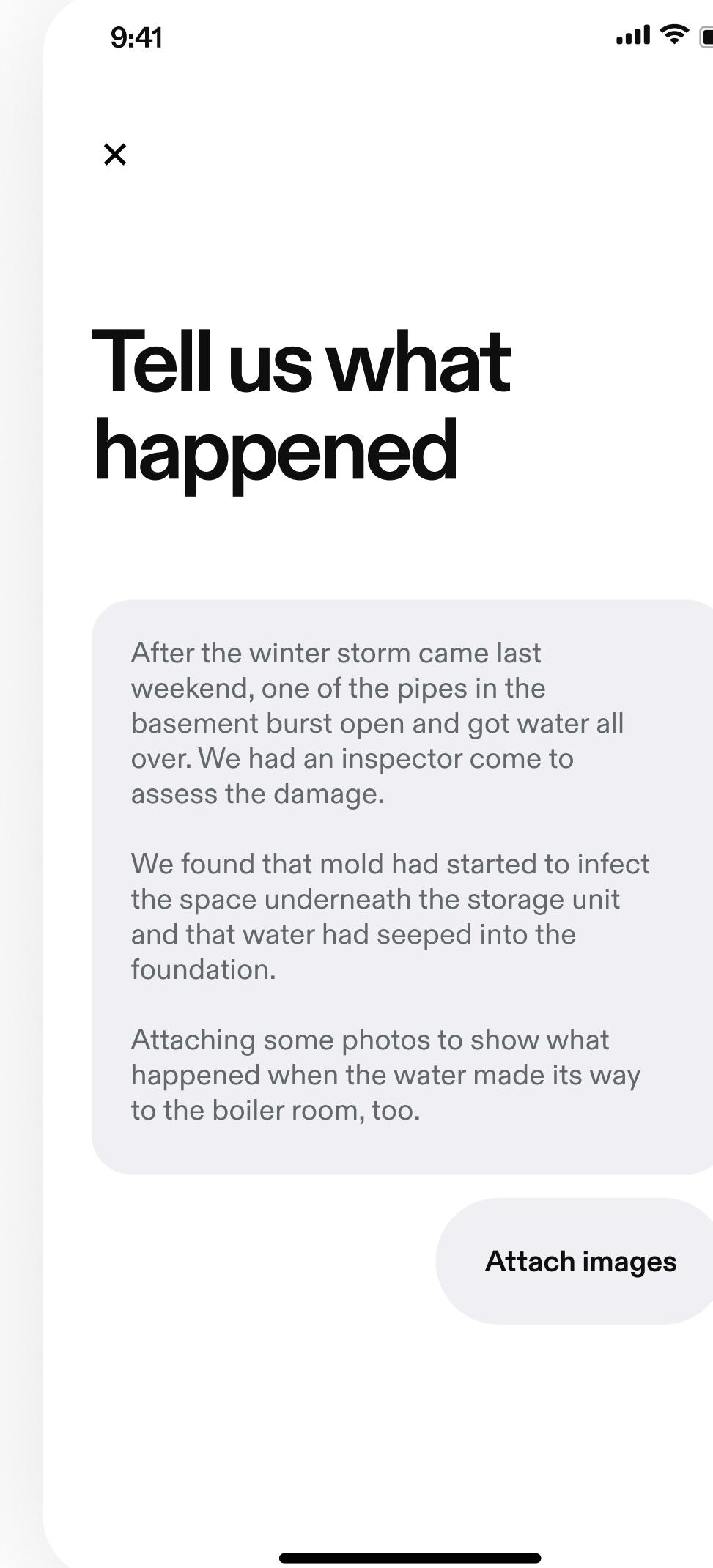
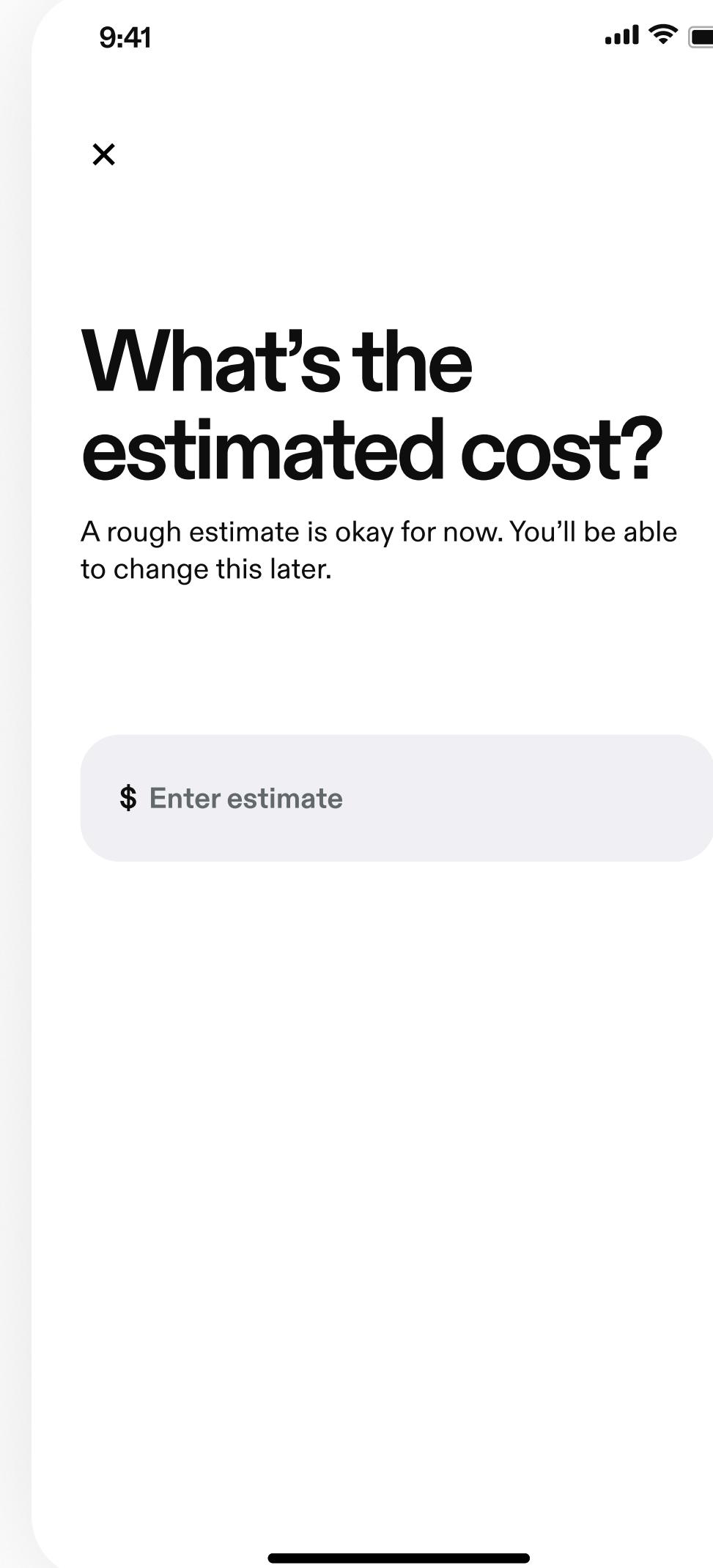
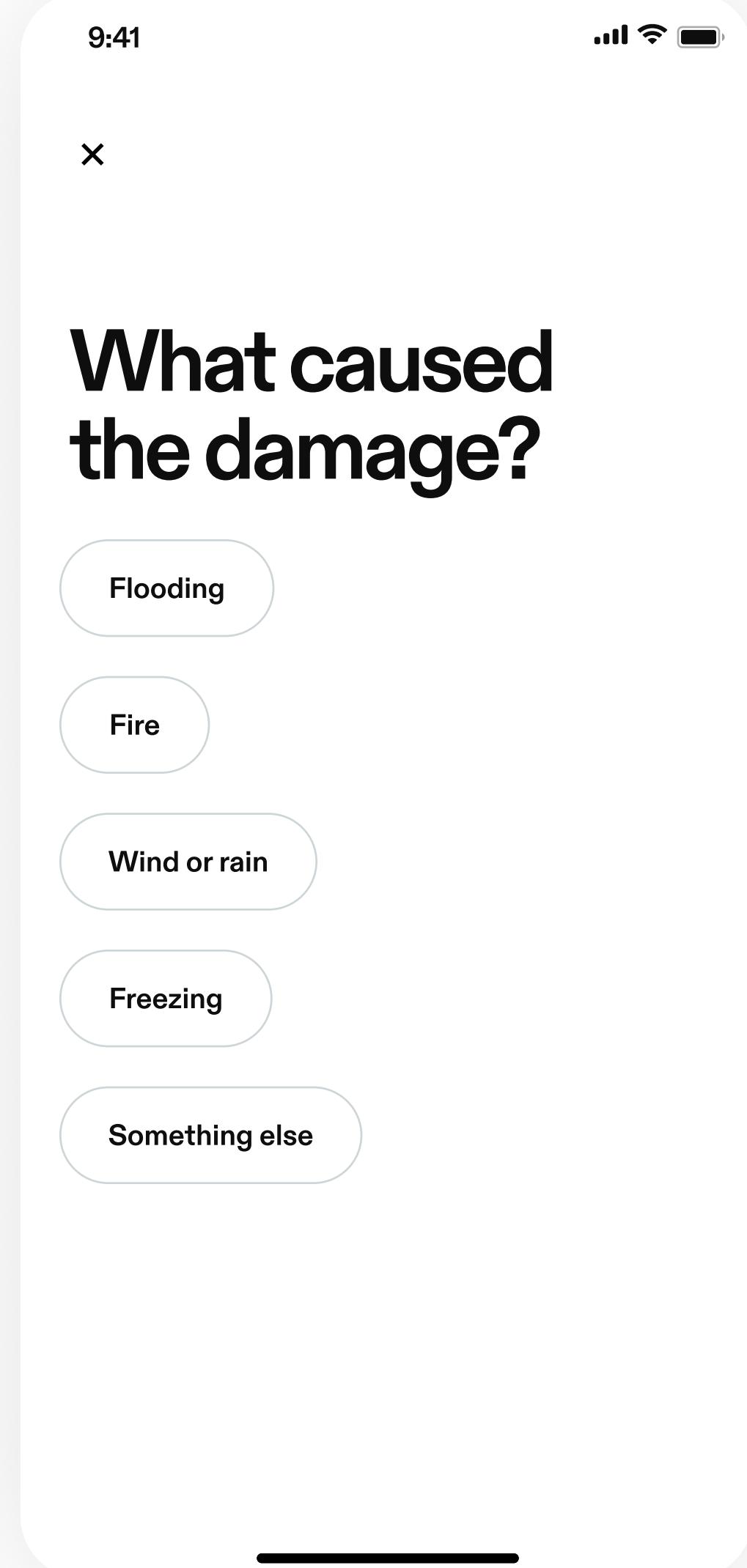
✓ A simple question that gets right to the point—with easy-to-understand answers.

Writing for Insurance Pros

When we talk to insurance pros, we consider the dichotomy. The need for empathy and understanding for those who are going through a hard time with home damage. While balancing the fact that they need to get this claim done properly, now.

Core needs: insurance pros value efficiency above all. Here it's all about simple instructions and clear output.

How we talk to them: Keep things simple and straightforward so they can take care of the claim—and send their clients the help they need.



✓ We focus on simplicity and clarity, giving insurance pros time to focus on fixing things.

✓ To ease anxiety, we make it clear that sensitive inputs aren't necessarily binding or permanent.

✓ Simple interfaces can't capture complexity, so we offer open-ended input fields. No character limits or filetype restrictions.

Platforms

We shouldn't sound the same everywhere we appear. Our tone will shift and change depending on the platform. Here are a few ideas on how to make that happen.

Writing for UX

UX writing exists in service of the product experience. Our language here should lean heavily on the “simplicity and clarity” side of the copywriting spectrum. (Visit accessibility in UX writing to learn more.)

Assume that people will scan each page rather than poring over it lovingly—so stick to the essentials. Consider how to incorporate personality even in the smallest of spaces, since we don’t have a lot of room to work with.

Start your free trial now!

Start free trial

Download the new HOVER app

Download Hover app

Get Started Capturing Your Home

Continue

Ok

Got it

I want to get started

Get started

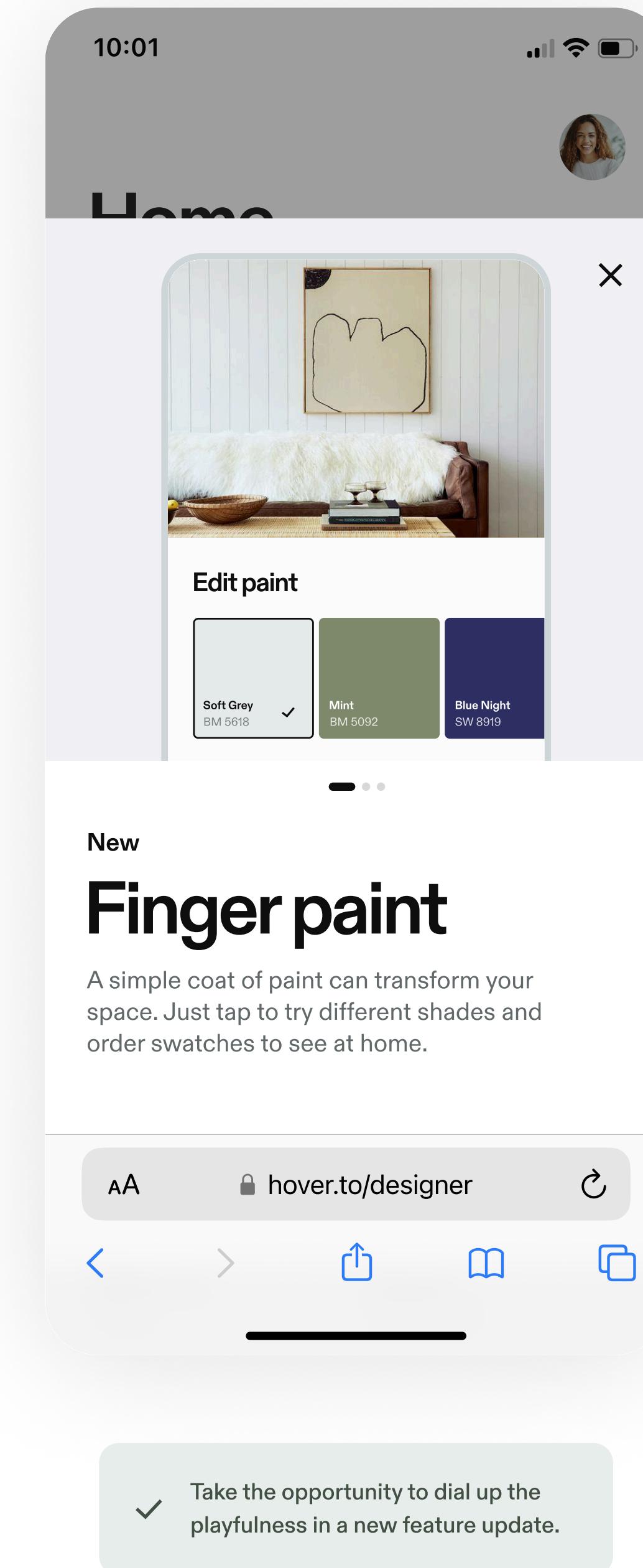
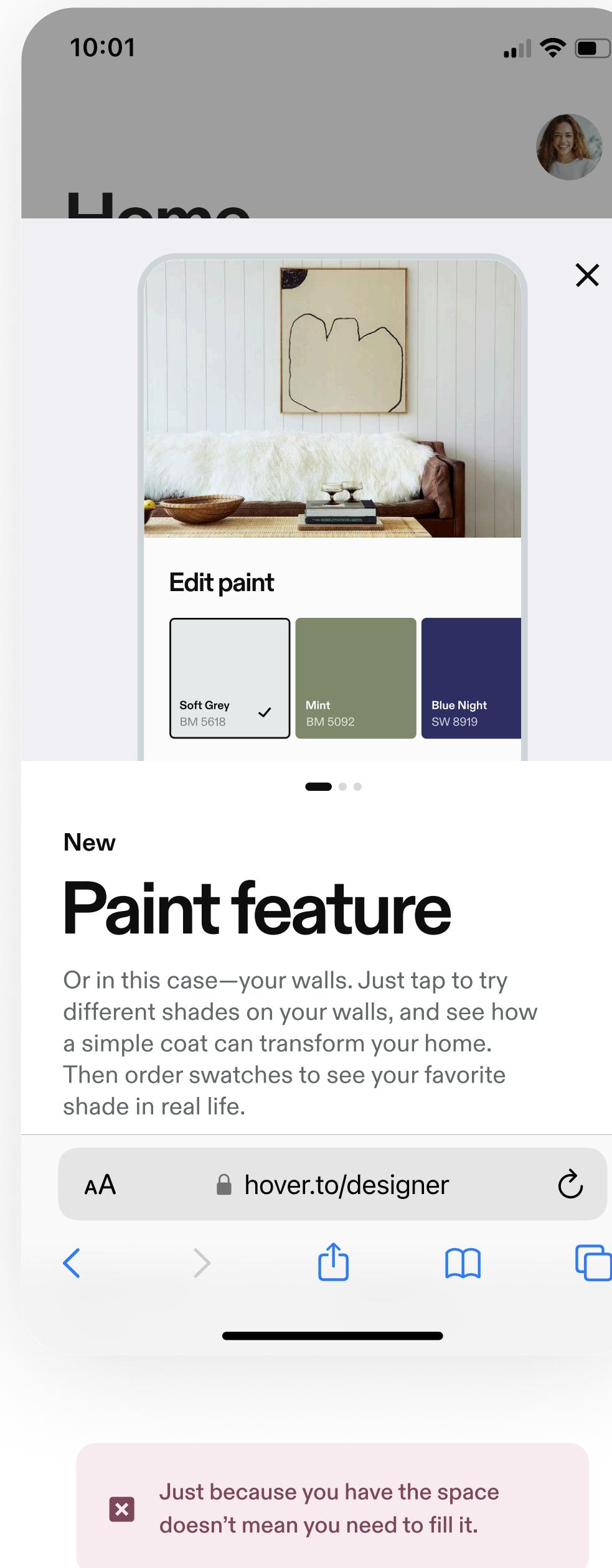
Avoid overly long or short CTAs

- ✗ Never include punctuation
- Keep everything in third person

✓ Stick with one confirmation expression throughout the flow, like Continue or Next

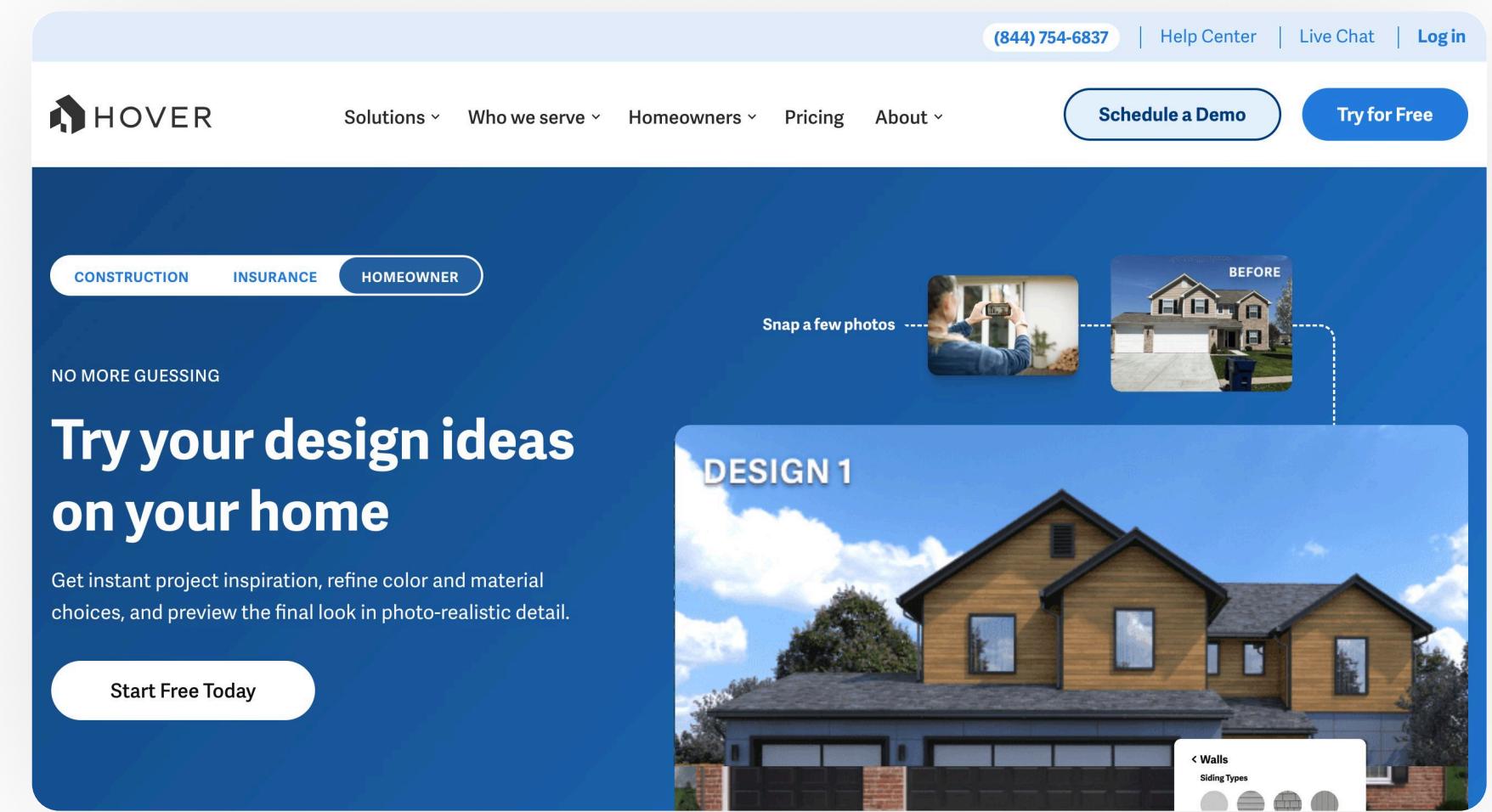
The one exception to these rules?

- ✓ Our Homeowner homepage button:
Try it with your place

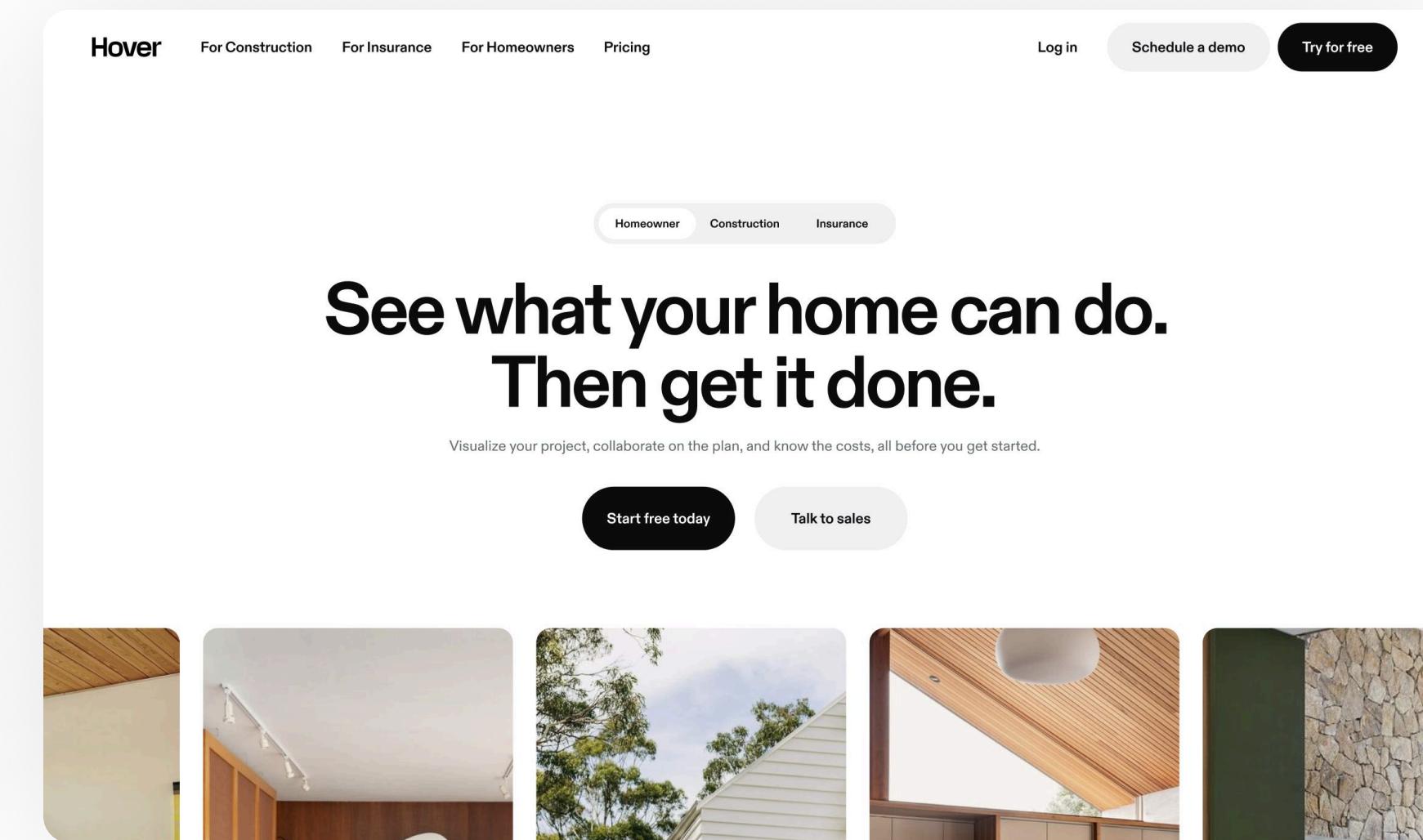


Writing for Marketing and advertising

Marketing and advertising writing should draw people in. This is where we have room to dial up the creative copy. Play with rich language and experiment with inventive (sentence) construction. Keep our eyes on the voice attributes always, as it's easy to slide into rambling boilerplate.



✗ Something here about how this is
not great



✓ Something here about how this is
really great



✗ Something here about how this is
not great

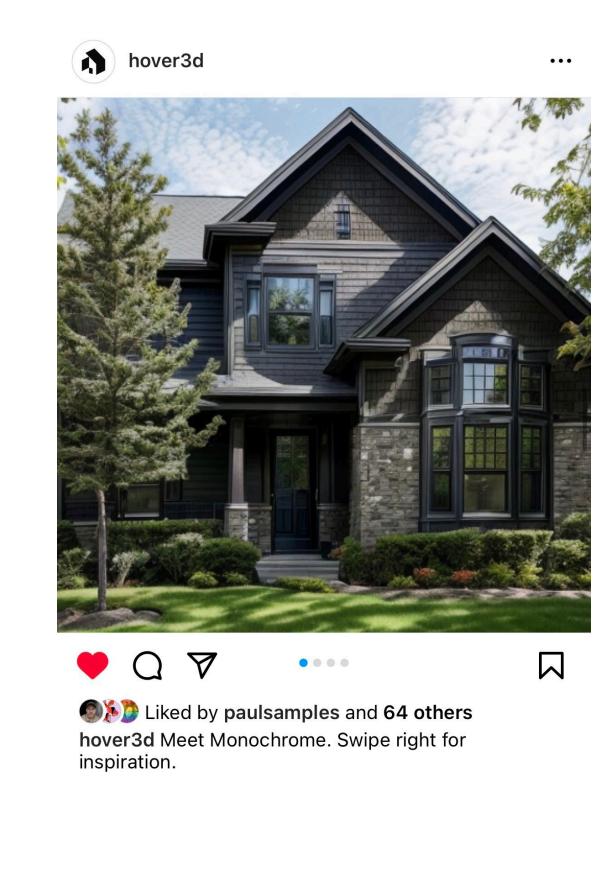
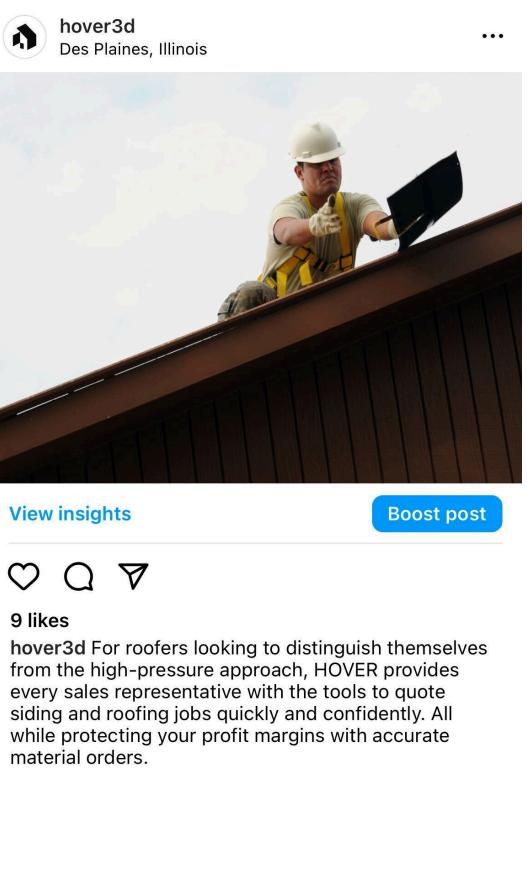
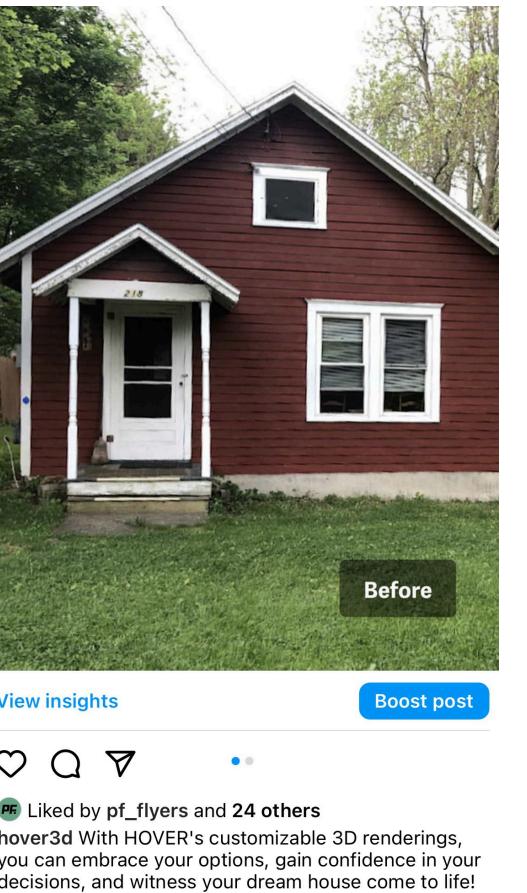
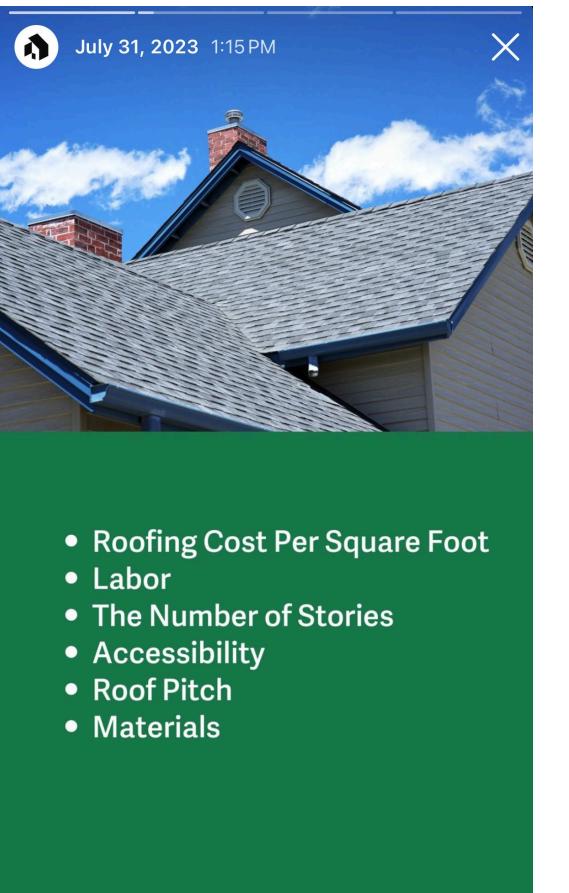


✓ Something here about how this is
really great

Writing for Social media

Inspiration is everything. Give people a reason to follow us. Be short, funny, interesting, and inventive. Wit goes a long way. Our captions are short and never repeat anything in the images. Emojis are allowed here, as long as we use them responsibly.

- Instagram: primarily used to message homeowners
- Facebook and X: target pros
- LinkedIn: target potential hires and network with potential partners
- Limit all trade show messaging to pro platforms
- Be careful with hashtags. Use them sparingly and hide them in a comment on Instagram



Something here about how this is
not great

Something here about how this is
really great