

## Unexpectedly Human



# Bringing out The Conversationalist in all of us.

At TD, we write and speak in a unique voice. To us, it's just a friendly way of talking to people— all kinds of people—in a way that's approachable, optimistic and unexpected.

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## Our Voice



Our TD voice is the very foundation of how our customers, communities and colleagues relate to the TD brand promise. And it sets the expectation for the rest of their experiences with us.

In the U.S., we call our voice **Unexpectedly Human**. It's a natural extension of **The Conversationalist**, TD's North American Brand Voice, and closely aligns with our **NA Verbal Identity Guidelines**. (<https://brandcorner.td.com/tone-voice>)

Think of Unexpectedly Human (much like The Conversationalist) as the voice of a neighbor who knows your name and always says hi. The barber who knows your style and loves to hear how you're doing. Or the colleague who's outgoing but not in-your-face, casual but still professional, funny but never forced.

Like anyone's voice, ours begins with language building blocks to help bring it to life across everything we write—from banner ads, social media posts and email campaigns to in-store signage, customer communications and web content. Here are a few foundational principles to keep in mind when writing for TD, whether it's for U.S. or North American audiences:

#### **Be present.**

Use the active voice and present tense as much as possible. Write authentically and empathetically, keeping the intended audience's most important needs top of mind.

#### **Be clear and concise.**

Don't overcomplicate the message—write like we talk and make every word count. Make it easy for customers, prospects and others to easily absorb and comprehend what we

#### **So how do we come across as truly Unexpectedly Human?**

Writing for U.S. audiences? The first step to Unexpectedly Human is making sure the message is truly *unexpected* and *human* when it comes to:

- Products and services we provide
- Extra conveniences we offer
- Surprise and delight we deliver
- Support we give to our communities
- Engagement we seek with consumers

[Studio 361 Editorial Standards](#) PDF

## **Unexpectedly Human**

The core idea we're communicating should be unexpected if we want to come across as Unexpectedly Human. Just adding those two words doesn't necessarily translate for everyone. What works for in-store branded moments and product launch campaigns isn't always ideal for "business as usual" and "always on" efforts like checking acquisition or credit card offers. This means we'll use the phrase selectively, subtly and strategically—to preserve its brand equity and longevity.

It's tricky, but you'll get the hang of it in time—by asking questions, reviewing work with your various partners and incorporating collective feedback. Check out our Unexpectedly Human

Guidelines below for more best practices and a variety of creative examples that show how our U.S. voice really comes to life.

If you want to get more in the weeds about words, we have lots of other resource materials you can check out here on Brand Corner. Feel free to reach out to the Studio 361 Copy Team, too. They're happy to answer questions, give feedback and share the latest U.S. Editorial Standards.

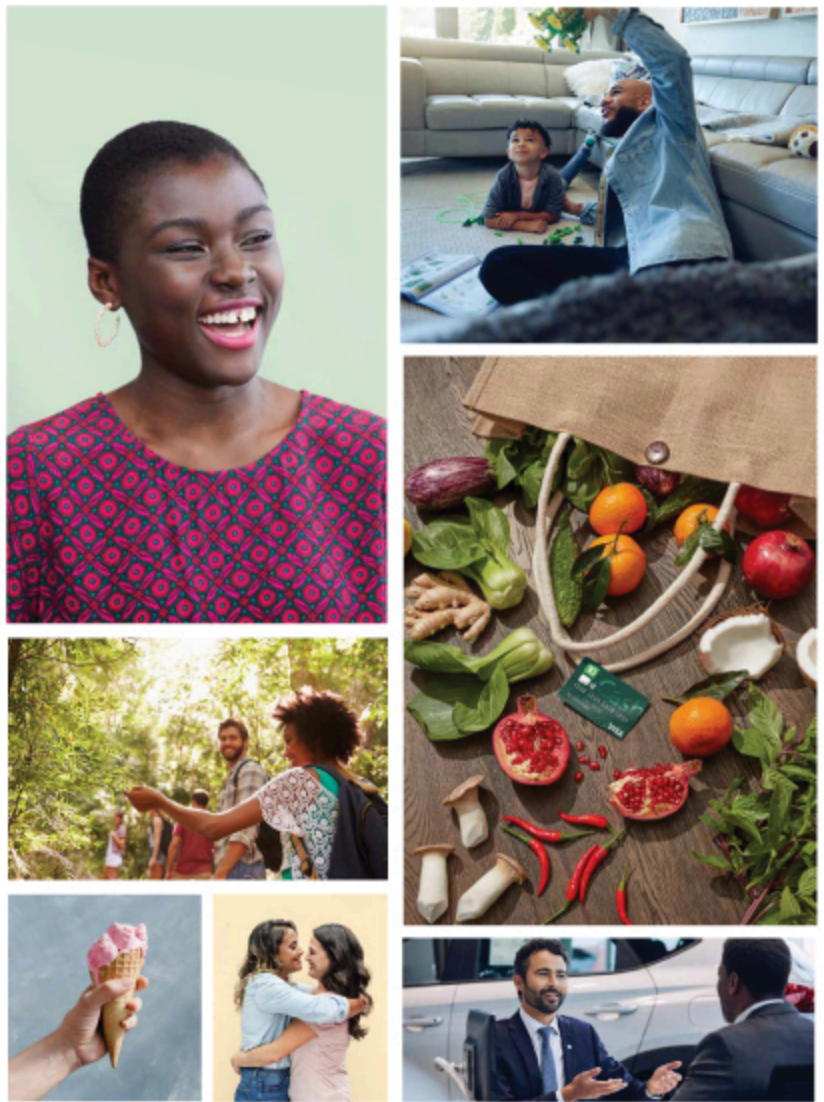
## Visual Guidelines Overview



### Imagery

From a photography perspective, ensure all images truly convey an 'unexpected' feeling:

- Feature a human element in some way.
- Capture warm moments between subjects that feel completely natural and un-staged.
- Ensure subjects look like real, every day people (not models) and incorporate authentic diversity in subjects across all content.
- Avoid staged/artificial moments.
- Lean into moments category of photography (with full background photos vs. isolated subjects/objects) as much as possible.



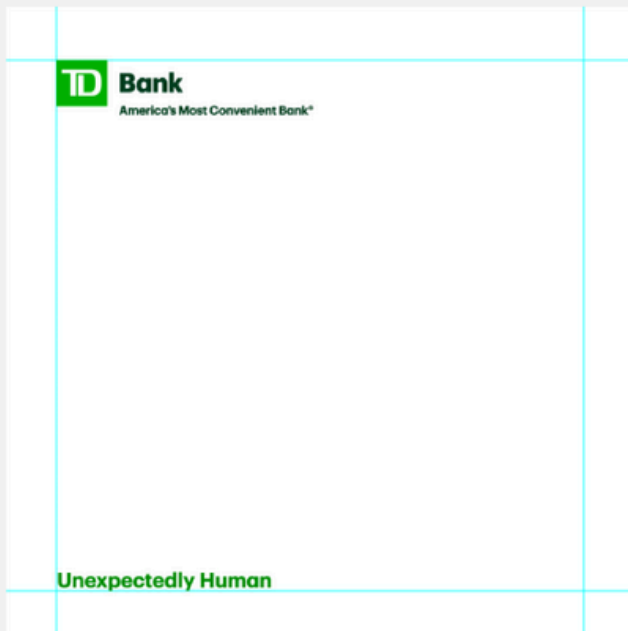
## Layout

All visuals should leverage the flexibility of the North American Visual Identity to create variety in layouts, prioritizing the inclusion of a square element if it can fit successfully within the frame and support the content. Refer to broader Visual Identity Guidelines for specific direction on how the square should be incorporated.

## Platform Architecture



In almost all circumstances, Unexpectedly Human should not be locked up with the TD Bank America's Most Convenient Bank mark. These two elements may only be locked up in video end cards.



\* For use only as video end card

Example of 'Unexpectedly Human' information hierarchy

## Summary

**In the U.S., we call our voice  
Unexpectedly Human.**