

Tone of Voice

Quick Reference Guide

JULY 2020

Our tone of voice embodies and expresses our brand personality and values. It is the perfect complement to our visual identity system. Together, they work in harmony to leave a memorable and positive impression of our brand that is unique and differentiating.



Words have the power to move people. We use words to affect the way people experience and interact with our brand. We motivate and influence people through what we say and how we say it.

Our tone of voice is defined by the words we choose to use and the order in which we use them. This includes written and spoken words and applies to all customer touchpoints, not just marketing communications. The voice we use within a user guide, a support script, an RFP, a press release or even in an invoice should be consistent.

Use this guide to understand how to develop messaging that reflects our tone of voice and is always true to our brand personality. If you're writing — or commissioning

writing for Xerox — please refer to this guide often. Check your copy and messaging against it to make sure it reflects our voice.

WHY TONE OF VOICE MATTERS

There are thousands of technology vendors that sell offerings similar to Xerox. If we are not careful with what we say and how we say it, we run the risk of getting lost in the noise and clutter of today's hyper-digital marketplace. A distinctive and consistent tone of voice will help Xerox get noticed as a brand of choice. Our tone of voice will also unite our many diverse businesses into one single brand with a well-defined purpose.

Tone of Voice

GETTING STARTED

Our tone of voice always projects our brand personality. Have a clear understanding of our personality before writing. Our personality is defined by the attributes that humanize the brand and make our brand relatable on a personal level. Our personality has 4 core ingredients, with variations for different contexts. Use the do's and don'ts to better understand how our personality comes to life in copy.



Resourceful. We are creative enablers who work with quiet confidence and use what we have at our disposal to solve any modern workplace technology problem, no matter the size.

DO: Be practical and be concrete instead of abstract.

DON'T: Brag, overuse the word “engineer” (show it, don’t say it).



Approachable. We’re likeable, humble and down to earth. We’re the reliable friend you can ask any question. We will happily provide a knowledgeable answer or a helping hand.

DO: Use plain language. Write how you speak. Say “we” and “us” instead of Xerox. Use real stories. Say “you” instead of “many businesses.” Use contractions (we’re instead of we are).

DON'T: Use formal phrases (“endeavor” for “try”; “utilize” for “use”) or make unrealistic claims.



Optimistic. We are hopeful and enthusiastic about the future of work and are eager to show the world what we will do to improve the work experience.

DO: Share our passion for what we do and paint a clear picture of what the work experience will look like in the future.

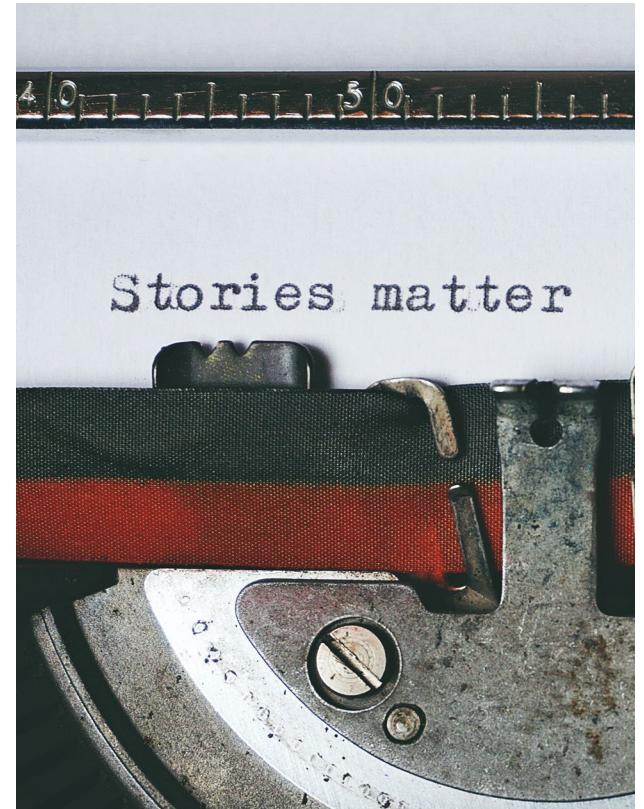
DON'T: Look backwards or focus on the past.



Curious. We are tech geeks who constantly pursue knowledge and put forward-focused insight to work for our customers and clients.

DO: Pose insightful, interesting questions. Get into the details when appropriate. Start from an understanding of pain points and show how what we do drives benefits.

DON'T: Overwhelm readers with long lists of features.



Applying Tone of Voice to Marketing Communications

Our tone of voice must be reflected in all marketing communications. This includes video, website content, social media posts, emails, advertising, collateral, presentations and more.

Application will vary by offering, audience and communication channel. Interpret the components of our personality and apply them appropriately.

When you flex the tone, consider:

- **The audiences we communicate with.**

They include varying personas. Understand your target, motivations, behaviors and beliefs.

- **The products and offerings we are introducing.**

Some offerings are more complicated than others and require taking a complex idea and making it simple.

- **The communication objective.**

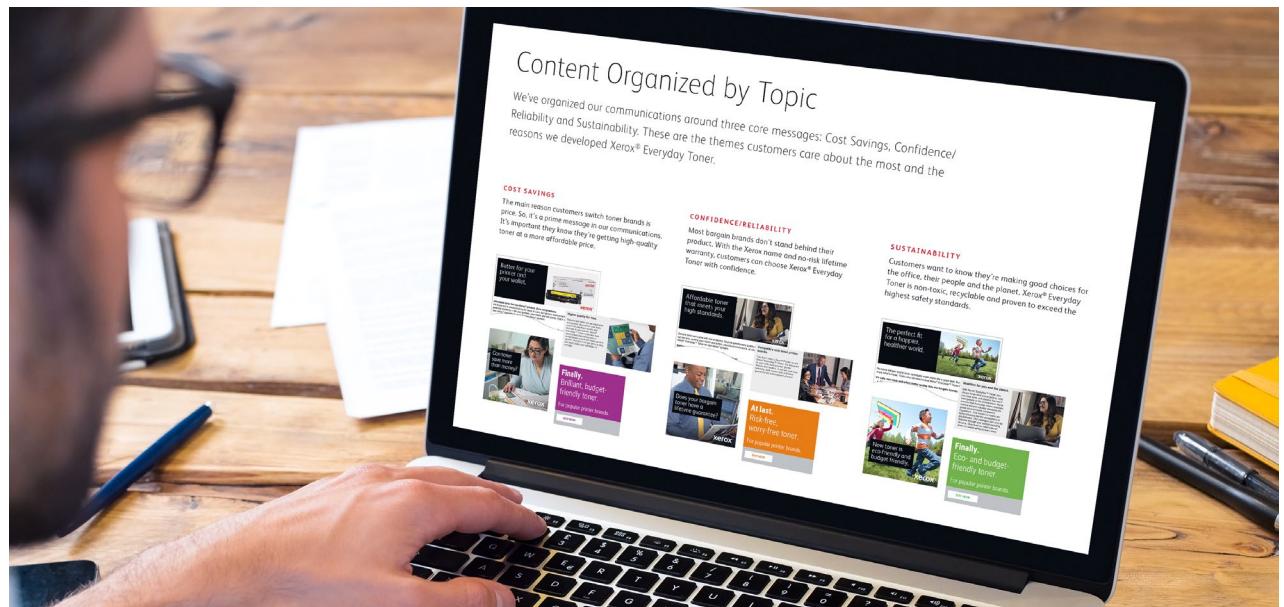
Every communication plays a role in driving towards a sale or specific action. Think of where the communication fits within the marketing funnel and write content appropriate for the objective, whether it is to drive awareness,

consideration, selection of product or close a sale. Your tone of voice will feel aspirational at the top of the funnel and more practical at the bottom.

- **The media we communicate with.**

Content formats vary and lengths vary depending on the type of channel. Social and advertising content, including storytelling videos, are designed to evoke an emotional reaction through copy tone. Email and web content must be short and scannable.

Keep in mind that our stories and messages are not about us. They're about what we can do for our customers, as told through our voice.



Copywriting Tips and Tactics

When developing copy that reflects our tone of voice, follow these tips:

TACTIC	EXAMPLE
Use short, definitive statements. Sound clear and confident by using concise language.	<ul style="list-style-type: none">• No business is an island. Not ours or yours. We're with you and ready.• We're primed to collaborate and navigate change.
Speak in the second person. Use "you" in a way that is personal, not preachy. Be cautious of making broad assumptions or pointing fingers. Provide context where relevant, i.e., "as an entrepreneur, you..."	<ul style="list-style-type: none">• As an entrepreneur, you know that your business is not fixed.• We want to help you do it all.
Prioritize present and future tenses. Show how Xerox helps now, and how it will continue to do so. This allows us to feel relevant today and in the future. This doesn't mean there's never a time for the past tense, but the emphasis should be on the present.	<ul style="list-style-type: none">• Together we'll power up a flexible workforce.• The need for new ideas, new partnerships and new ways of thinking is pressing.
Use active voice. In conjunction with strong verbs, active voice will make your communications feel strong, decisive and clear.	<p>DO: We designed services, devices and accessible support—to enable new styles of productivity.</p> <p>DON'T: Services, devices and accessible support were designed for new styles of productivity to be enabled.</p>
Express understanding. Xerox is adapting, too. As a business, we can show that we're in tune with the changing workplace needs, and navigating many of the same challenges as our clients. Emphasize the need for like-minded partnership.	<ul style="list-style-type: none">• At Xerox, we're working differently, because we know you are, too.• We know the ability to adapt fast requires access to everything you need, wherever you are. So we designed services, devices and accessible support—to enable new styles of productivity.
Include specific, direct and actionable CTAs. This will path users to the right information. Choose with intention and provide contextual information.	<ul style="list-style-type: none">• Find out how our people, products and services help you simplify your workflows.• Find out more.

ABOUT MESSAGING PLATFORMS

Messaging platforms vary by offering and audience. They provide specific themes and phrases that reflect our tone of voice and are to be used repeatedly across communications for consistency and to establish muscle memory for messages. Refer to the messaging platform specific to your audience and offering.

CLOSING

Our tone of voice is about using your ears. You will know you've gotten it right when it sounds conversational, human, approachable, optimistic and resourceful.

For more questions on our Tone of Voice, contact Globalbrandsupport@xerox.com.