

Trend Tone of Voice (ToV) Guidelines

A guide to writing in **Trend's** tone of voice

Contents

0.01 Our Words	04
0.02 Our Values	07
0.03 Our Writing Style	08
0.04 Our Company	09
0.05 Our Tone of Voice (ToV)	11

1. Energise **12**

1.01 Energetic Writing	13
1.02 Keywords	14
1.03 The Dos and Don'ts	15

2. Write With Purpose **16**

2.01 Purposeful Writing	17
2.02 Keywords	18
2.03 The Dos and Don'ts	19

3. Be Warm **20**

3.01 Friendly Writing	21
3.02 Keywords	22
3.03 The Dos and Don'ts	23

4. Simplify **24**

4.01 Writing Clearly	25
4.02 Keywords	26
4.03 The Dos and Don'ts	27

5. Our Brand **28**

Before & After Studies	29
------------------------	----



The words we use have a lot of power.

When used correctly they can:

- **Shape** how people see us;
- **Reflect** what we stand for; and
- Help us **connect**.

Tone of voice (TOV) does the same for our brand.

When we're intentional about not just **what** we say, but also **how** we say it, we **bring our brand personality to life** and **stand out** from the crowd. When our brand has a distinct flavour, our audience can immediately recognise it.

This guide is designed to help you nail Trend's tone of voice.



Our challenge is to speak consistently as a brand.
We need to talk about:

- 1. The same things**
- 2. At the same time**
- 3. In the same way**

and always keep it simple.

The way we write echoes what we stand for
— our values:

Diversity
Efficiency
Value

Innovation
Quality

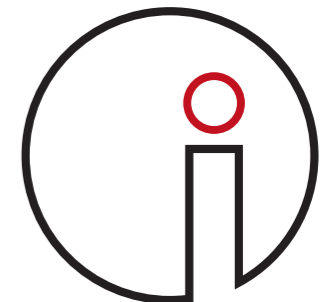
The way we write reflects our writing style :

**Illuminatingly
simple**

We **solve problems** and **make spaces brighter**,
bringing technology and ideas to light.

As a team, our diverse backgrounds, skills and experiences are central to our ability to **create**, **innovate** and **grow**. We're **flexible** in how we work and the solutions we find for our clients.

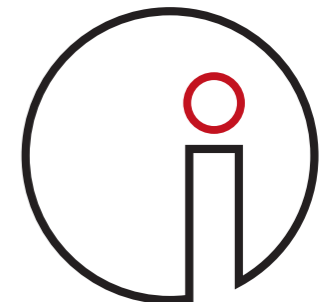
We never compromise on **quality**.



Our customers come first. Always.

With our relentless drive to improve, we never stop looking for ways to **delight, add value** and scale new heights in **efficiency** and **sustainability**. And this comes across in everything we write.

Our words are **focused**, and our energy is **uplifting** as we offer **clear, intelligent** solutions to seemingly complex problems — in a **warm, reassuring** way.



Writing for Trend means keeping four things in mind :

- 1. Energise**
- 2. Write with purpose**
- 3. Be warm**
- 4. Simplify**

Let's see what each of these means for how we write.

Energise



This means the way we write is:

Lively
Active
Positive

We're ready. We're excited. Let's make this happen.

How we write reflects our relentless drive to innovate, create and be leaders in our field. That means we use lots of doing words (verbs) and mix short and long sentences to add rhythm and a sense of momentum.

**We don't dwell on problems, we find solutions
— and we write with positivity.**



Lively



Active



Positive



Excited

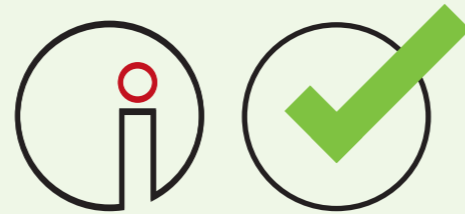


Energetic



Rythmic

Quick Tips
Energize



- + **Use short sentences.**
Then follow them up with longer ones, to add rhythm and energy.
- + **Use more verbs** (doing words) than nouns (naming words) to create a sense of action and progress.
- + **Talk about positives** rather than negatives — offer solutions, not problems.

Energetic writing
is NOT



- **Shouty.** Keep exclamation marks to a minimum and never use all caps. Ever. (Unless it's an acronym)
- **Too choppy.** Read your sentences out loud to make sure they're not disjointed. If they are, pull back on the full stops.

Write With Purpose



This means the way we write is:

Intentional
Focused
Assured

We bring together a wide variety of different strengths, abilities and perspectives. We know where we're headed and how to get there — and we never stop moving forward. This comes across in how we write.

We're confident and know what we want to say — so we get to the point and say it clearly.



Intentional



Focused



Assured



Confident

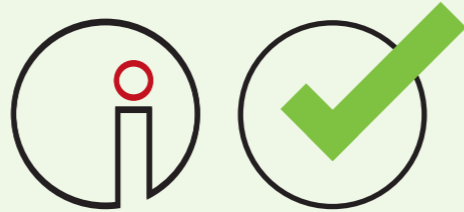


Positive



Direct

Quick Tips
Write With Purpose



- + **Make statements with conviction,** and avoid using qualifiers or weasel words like 'possibly' or 'could'. Say 'we will' instead of 'we aim', and 'we can' instead of 'we hope'.
- + **Keep it short.** Write short paragraphs that start with your main point.
- + **Make your structure work hard** and use sub-headings.
- + **Less we, more you.** Use 'you' more than 'we' to keep your focus on your reader. 'You asked for this'.

Purposeful writing is NOT



- **Gold or disengaged.** Engage your reader by being more direct when appropriate: say 'you' not 'our clients' and 'we' not 'Trend'.
- **Formal.** Don't make your writing stiff by using overly formal language or corporate buzzwords.

Be Warm



This means the way we write is:

Friendly
Empathetic
Natural

We're here for our customers in every way. From our convenient location in Mascot to our great service before, during and after sales, we always go the extra mile — offering a personalised service that exceeds our customers' expectations.

So how we write is genuine, personal and shows we care.



Friendly



Empathetic



Natural



Personal

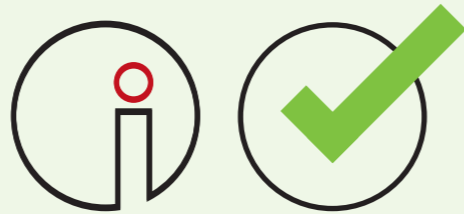


Caring



Reassuring

Quick Tips
Be Warm



- + **Always keep your audience in mind.** What's in it for them? Lead with that.
- + **Talk directly to people.** Use 'we' and 'you' instead of 'Trend' and 'our customers'.
- + **Use contractions.** Use 'we'll' instead of 'we will', and 'isn't' instead of 'is not'.
- + **Include empathetic language** where appropriate to show we understand our customers and their concerns. For example, 'don't worry,' or 'we know it's tricky'.

Friendly writing is NOT



- ~~**Too casual, offhand or vague.**~~ We want to be warm but still professional.
- ~~**Complex.**~~ Make sure you're using simple language, for example 'get' instead of 'receive', and 'help' instead of 'assist'.

Simplify



This means the way we write is:

Clear
Concise
Conversational

Lighting is complicated. But we're here to make everything clear. This includes our writing. We avoid jargon and use simple* language that's easy to understand. And we get to the point quickly, in the least number of words possible.

* While we simplify our language to make things clear, we don't use the word 'simple' when we're talking about our brand or products.



Clear



Concise



Conversational



Logical



Coherent



Transparent

Quick Tips Simplify



- + **What's the main benefit to your reader?** How can you help them solve a problem? Start with that.
- + **Don't waffle.** Get to the point, and say what you mean.
- + **Avoid jargon, clichés and passive language.** Use active words and sentence structures.
- + **Use sub-headings** to create a logical, easy to follow structure – and make your writing easy to scan.
- + **Keep sentences to 25 words** or less.

Writing simply is NOT



- **Dumbed down.** Don't be condescending.
- **Emotionless or ambiguous.** Always add a human touch.

Our Brand

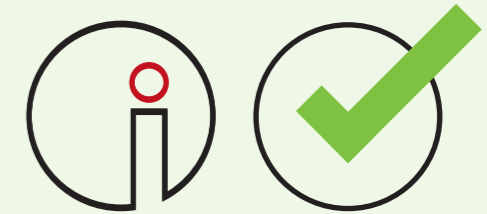
Before



Trend is an Australian group that has developed to become a market leader in offering innovative lighting solutions of the highest quality. The company is recognised throughout Australia for its collection of efficient, functional and versatile luminaires, utilising the latest technology and intelligent application. Our primary goal is to delight our clients by enhancing their environments with innovative and efficient lighting solutions.

Trend has catered to some of the most well-known/ acclaimed brands and architects. The extensive range of products and projects that Trend has accomplished in its 35 year history, represent the company's identity and commitment to providing high quality products and creating value adding lighting solutions. We have the product range, experience and knowledge/expertise to meet both the functional and the aesthetic requirements of our clients. Offering a customised range of products with versatility in design, we enable freedom of expression in lighting and its total implementation.

After



We're pioneers in lighting technology. Enhancing environments, illuminating spaces and delighting customers for 35 years. With a unique mix of efficiency and versatility, functionality and aesthetics, our innovative lighting solutions are loved by the most well-known brands and architects in Australia.

But we're more than just a lighting company. We're lighting experts. From design to product choice, implementation and beyond, our consultants, designers and engineers are here to support you with advice and customised solutions for all your lighting challenges.

What's changed?

- + **Used direct language 'you' and 'we' instead of 'Trend' and 'our customers'.**
- + **Simplified copy and cut it back to essentials.**
- + **Focused on benefits.**
- + **Less formal language, more friendly.**

Our Location

Before

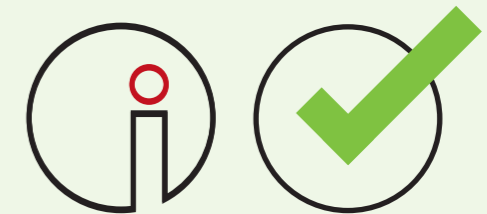


The advantages of an Australian company.

Trend is 100% Australian owned. Our two key offices located in Sydney and Brisbane cater to the entire Australian lighting market. The benefits of our extensive national group enable us to work seamlessly with clients, designers, architects, and contractors all over Australia.

We play a part in the community by hiring local employees, working with Australian brands and designing to local environmental and building standards.

After



Always close at hand.

We're 100% Australian-owned, with offices in Sydney, Brisbane and Melbourne. So wherever you are, we're never far away. And because we hire locally, our teams understand local environmental and building standards – and design accordingly.

What's changed?

- + **Headline clearly states the benefit and is more specific.**
- + **Copy is more succinct and to the point.**
- + **Shorter sentences create a sense of purpose and energy.**

Sustainability

Before



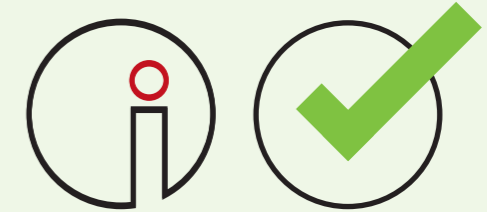
Our Commitment.

Sustainability is an integral part of our company's strategy. Our long term vision for sustainable development includes a future where people, business and the planet can co-exist.

We seek new approaches for corporate growth in ways that positively contribute to a thriving/prosperous future for ourselves, our communities and society. We are working diligently towards creating a sustainable future by continuously growing, innovating, adapting and improving our products, processes and physical spaces.

Every day we challenge our team to improve the efficiency of our products, to design with recyclability in mind, and to implement sustainable lighting solutions.

After



Working together for a brighter future

We believe in a future where people, industry and the planet can co-exist sustainably. And we're doing our bit to make it happen, by putting sustainability at the heart of everything we do.

We relentlessly strive to improve our products, processes and physical spaces to be more energy efficient, recyclable and sustainable. By doing this, we can grow our business and create a better future for ourselves, our communities and the planet.

What's changed?

- + **More specific, emotive headline.**
- + **Less formal language, more friendly.**
- + **More action-oriented verbs (working, strive, grow, create) to create a sense of energy and purpose.**

Thanks