



## **Tone of Voice**

Tru is a trademark of The Truprint Group.

### **Introduction:**

The purpose of this document is to ensure clear and successful understanding to support coordination of the guide in hand.

### **Summary:**

**Part 1:** Tone of Voice

**Part 2:** Openness

**Part 3:** Integrity

**Part 4:** Authority

**Part 5:** Writing Structure

**Part 6:** Supportive Tips

### **Part 1: Tone of Voice**

The way we talk, or write, is a key part of our personality. Our 'voice' is an important tool for helping people understand who we are and what we do. It allows them to trust us, and inspires them to support us and read our work. We put Tru's reputation on the line every time we write an article, letter, report, flyer or email. We need to be consistent and measured in everything we do.

### **Part 2: Openness**

We are open, accessible and honest in our writing how we conduct business and our behaviours.

### **Part 3. Integrity**

We are pro ethical, independent and informed.

1. We do not support any products, processes or services that involve animal cruelty in any way shape or form.
2. We do not support any products, processes or services that involve a detrimental or unsustainable impact on the natural environment or habitats in any way shape or form.

### **Part 4: Authority**

It's important that we talk about topics with supported research, facts, experience and expertise.

Finding the right tone of voice comes from thinking about your reader. This is what you do every day when you speak to someone. You automatically adjust the way you talk – your vocabulary, the rhythm of your speech and the directness of what you say.

You need to understand the thoughts, feelings or actions of the person you want to influence in writing. They may be sceptical or even hostile. Are they reading because they need to or because they want to? Everything you know – or deduce or guess to be true – about your reader will help you to find the right tone.

Tru's tone of voice demonstrates how we live its values. We sound informed and concise, and we use clear, everyday language that can be understood first time. Do remember that most readers have not met you; they may not share your cultural references or your sense of humour; and they could be visiting the Tru's website site for the first time.

## **Part 5: Writing Structure**

Good writing flows through a clear beginning, middle and end. Always put your most important point first – in the article, in the paragraph and in the sentence. Readers want to know straight away why they are being expected to read this document, email or guidance note.

Make it easy for your readers to grasp your point quickly and want to read on. Persuade them they will get something of value in return for investing their time. Convince them it is relevant, useful and might prove interesting.

Be aware of how you read, or watch others read. You will notice that reading is rarely an uninterrupted, linear process. Our eyes dart about looking for the immediate: the headline, the first few words, a caption, a pull quote or a subheading. We assess whether it is worth reading, what we should read first, what we can scan, when we can skip to the next page, flick from the back to the front or bin it.

Make it easy for your readers. Headlines must be engaging and subheadings, pull quotes, text tables and captions should indicate what comes next. Readers need to be able to scan the page or the screen and pick up enough to get the gist of your message. Then they can decide whether it will be worth reading it in more details.

## **Part 6: Supportive Tips**

- Use the language of everyday speech, not that of a spokesman, lawyer or bureaucrat
- Don't be hectoring or arrogant
- Don't boast of your own cleverness by telling readers you correctly predicted something
- Don't be too chatty
- Don't be too didactic
- Don't be sloppy in the construction of your sentences and paragraphs