



## Our *voice*

# IT'S NOT JUST WHAT WE SAY, IT'S **HOW** WE SAY IT

Our voice reflects our personality. It should be heard in all of our messaging—written and spoken. Through the language we choose, we communicate who we are and what we stand for.

Overall, we speak to her in a personal, conversational way. And we **always put her at the center** of our story.

## Our *tone*

is our demeanor. It's the nuance that our voice takes on depending on audience, message, or platform. While

\_\_\_\_\_

- In **broadcast**, we're \_\_\_\_\_
- In **email**, we're \_\_\_\_\_
- On **digital**, we're \_\_\_\_\_
- In **direct mail**, \_\_\_\_\_
- On **social**, we're \_\_\_\_\_
- At our **call center**, \_\_\_\_\_

## Our *brand*

Welcoming | Genuine | Spirited | Savvy | Empowering

If our old brand was \_\_\_\_\_ our new brand is \_\_\_\_\_

### Copy Tips

- \_\_\_\_\_
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