B|_ANK

Tone of Voice 2022

Drum roll please... introducing our tone of voice

What is tone of voice and why is it important?

Our tone of voice brings our brand's personality to life across written communications. It takes everything unique about BLANK and applies it to our copy.

Everything we write needs to sound like us. That way, our customers will start to recognize our voice. They'll grow to love our brand, not just our products. They'll tell their friends about us.

BLANK's tone of voice

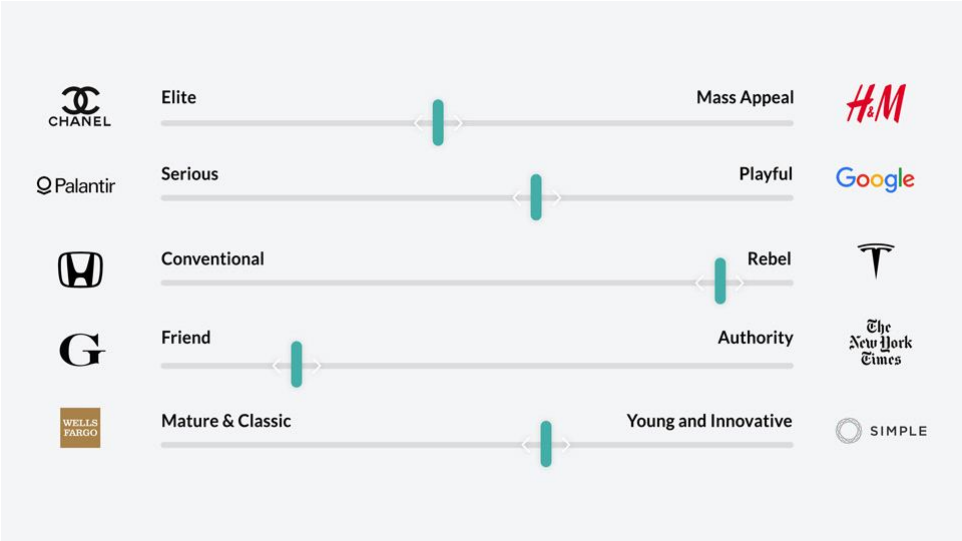
We're familiar, minimalist, and effortlessly self-assured.

We're toeing the line between cool and casual. Think your stylish friend who gives you fashion advice. We want to be friendly and warm, but not overly excitable and bubbly.

Keeping the copy understated, we make our products sing with a few well-chosen words. We're making a statement: BLANK is a cool, laid-back brand. At the same time, a sprinkling of friendliness will add some warmth, making us feel like a trusted pal.



Personality Sliders



Elite | Mass Appeal **5** - An Elite H&M
Serious | Playful **7**
Conventional | Rebel **5**
Friend | Authority **5**
Mature Classic | Young & Innovative - **5**





How to write like BLANK?

Familiar

Meet customers where they are to make them feel as though they're talking to a friend.

How?

- **Be chatty and down to earth.** Make it personal wherever you can.
- **Inject a bit of warmth.** We're our customers' biggest cheerleaders, helping them feel great every day. Build them up whenever you can.
- **Get on their level.** Write as our customers speak. Think using phrases like "vibes," "run, don't walk," and "looks". Don't ever come across as patronizing.
- **Don't write like a company.** Write like a human. Refer to "I" and "we" rather than BLANK.

How? (cont.)

- **Use the active voice rather than passive.** It'll make your writing feel more personal and give you ownership over it. If you need help avoiding the passive voice, try adding "by BLANK" to the end of the sentence. If the sentence makes sense, it's the passive voice.

For example, look at the difference between the following sentences:
A decision has been made by BLANK (passive)
BLANK has decided (active)
If you're having trouble spotting passive voice, set up your spell check to flag passive verbs.

- **Emojis are your friends.** Throw them into social posts or onto the end of sentences in emails. But make sure you don't overdo it, make things too literal, or use emojis instead of words. No one wants to try and decipher a coded-emoji message.
- **Speak to their challenges.** Relate to our customers and make them feel as though we're all in the same boat. Make sure we're showing the benefits we bring them too, so talk more about "what we can do for you" instead of just "what we do".





Minimalist

Less is more when it comes to copy. We choose impactful words to make our products shine.

How?

- **Keep sentences short and sweet.** Cut long, rambling ones down, or find ways to take out words. If you've written something with a lot of commas or "and"s, check if you can split the sentence down.
- **No waffling, please.** Only use the words you need and cut out the rest. Sometimes you might be able to cut a
- **Ditch the fluff.** Using too many fluffy adverbs is really easy to do but can quite easily slow sentences down by adding fairly useless and unnecessary words. Cut the "really"s, "very"s, "pretty"s, "quite"s, and so on.
- **Get to the point.** Don't dance around what you're trying to say. Instead, state it confidently.
- **Check that.** Do you really need that "that"? "We're sorry to let you know that the dress you picked is out of stock right now," could stand to lose the "that." Try taking "that" out of your sentences and see if they still make sense.

Effortlessly self-assured

To make our writing feel easy and cool, we lean towards informality.

How?

- **Keep things informal.** Don't use formal-sounding, "businessy" words or write as though you've swallowed a thesaurus.
- **Don't be afraid of colloquialisms.** Keep it casual with a bit of slang.
- **Go for "can't" rather than "cannot".** Use contractions. Always. "We're all about style you can't help but love," is better than "We are all about style you cannot help but love."
- **Use punchy, emotive language.** Choose words that say something and make our customers feel a certain way. Vividly describe the feel of clothes and how they'll make customers look/feel.
- **No exclamation marks.** We're channeling cool, not bouncy and over-excited.





Examples About Us

Fed up of staring at your closet and scratching your head? Us too.

Finding great-quality, versatile pieces is tougher than it should be. Everything out there is either uncomfortable or too expensive, making it hard to love your clothes.

Enter BLANK. We create basics that feel anything but. Separates that play well together so you can mix and match. Pieces that'll take you from work to play, and everything in between.

Our basics collection holds your year-round staples, while we drop new styles to keep you on-trend and cute throughout the season. The best part? Our clothes feel great on and they won't break the bank so you can treat yourself without the guilt.

Choose BLANK to fill your closet with possibilities.

We relate to our customers' problems in the first line, then circle back to show how we can solve them. Focus on showing the customer how we can help, rather than talking too much about ourselves.

Tagline

Minimum Effort, Maximum Style.





Lines to use as headings, on merch, or in bigger chunks of text.

Basics that feel anything but.

Clothes to suit your vibe.

A closet full of possibilities.

Affordable, comfy apparel to make your feel your best.

CTAs

SHOP NOW

FIND YOUR LOOK

FILL YOUR CLOSET

SHOP SEPERATES

GET THE INSIDE SCOOP *(for newsletter sign-up)*





Launching New Products

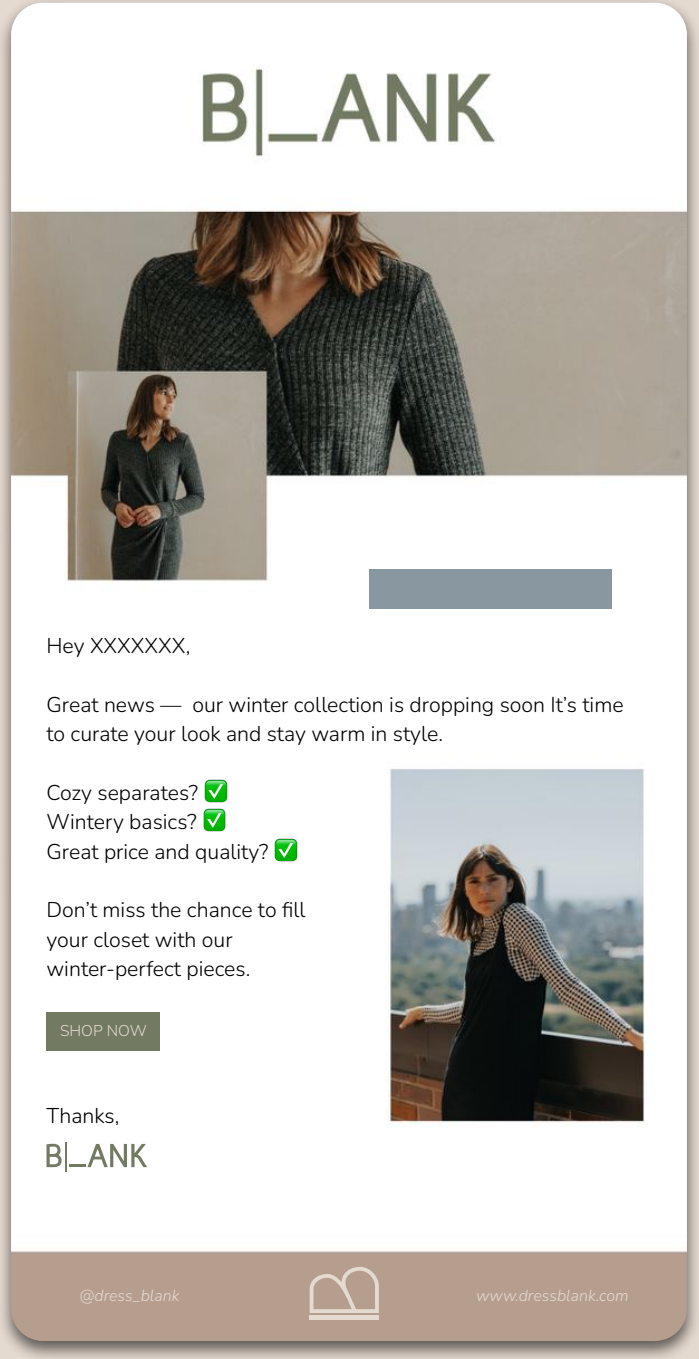
New dresses just in. Run, don't walk.

Keep cool in breezy basics this summer.

Meet your latest fall essential: the Jumper Maxi.

Stay warm in style - curate your look for winter.

Customer Email



Short and sweet to grab their attention. Excitement builds throughout the email and we end with a to-the-point CTA.

Sample Product Description

Free Shipping over $60

New In Shop Sale Discover

B|_ANK



Black Body Dress

It's giving LBD, but way more versatile. Wear on its own for a chic, understated look that'll never go out of style. Layer with your favorite sweater to go casual, or dress up with some glitzy accessories. Form-fitting and soft to the touch, you'll feel as great as you look.

One dress, a whole range of looks.

More info:

- Ribbed
- Long sleeves
- Round neckline
- Handwash only
- Two lengths available

Our model is 5'10" and is wearing a size Small.

Just an FYI: because we make our clothes by hand, each piece might be slightly different from the picture. Sizes might also vary for each item so remember to check the measurements.

Choose descriptive words that bring the clothes to life. Show our customers how each piece will fit into their routine. Keep things to the point when it comes to the extra info.

Words we use

We say...	Rather than...
Inspo	Inspiration
We’re sorry	We apologize
Help	Assist
Fix	Resolve
Question	Query
But	However
Tell	Inform
Hey...or Hi....	Dear...
Thanks (email sign off)	Kind regards or similar
Clothes, looks, or apparel	Garments
Yep, absolutely,	Affirmative





Thank You.