

A grayscale photograph of a person with short dark hair, seen in profile from the chest up, singing into a professional condenser microphone. The person's mouth is wide open, and their eyes are closed. The microphone is mounted on a black boom arm and a shock mount. The background is a plain, light gray.

# Voice & Tone

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# What is voice?

Our voice is the personality we show when we communicate

It is the unique way we talk to and present to the world

Kinde's voice is rooted in our beliefs and values

Our voice is as distinct  
as our business

We are

Relatable

Accessible

Welcoming

Human

A bit different

We are not

Full of jargon

Too cool for school

Just "another software company"



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# Values to voice

Kinde



## **Do your life's best work**

We put thought behind what we say and communicate with confidence in our product, and in our knowledge.



## **We exist to build the business of our customers**

We're generous with what we know and share our expertise liberally and without hesitation. Our customers always come first.



## **Human kindness, gentle manners**

We use clear, respectful language, that is also warm and human. We don't waffle, but we don't rush. We don't engage in negative talk.



## **A company of giants**

People trust us and like us because we are always ourselves when we communicate. They come back for more because they can rely on us.



## **Create a bigger pie**

We always exceed the bare minimum expected, and try to add useful information beyond what is asked for.



## **Stay foolish**

We don't take ourselves too seriously. We admit what we don't know and keep learning from every situation.

# Voice principles to real world

Kinde



Do your life's best work



We exist to build the  
business of our customers



Human kindness,  
gentle manners

Active voice  
Strong verbs  
Accurate content  
Precise language  
Clear terms

Useful topics  
Descriptive headings  
Relatable examples  
Purposeful tasks  
We listen and ask

Use everyday  
language  
Avoid jargon (if poss)  
Inclusive language  
Accessible content  
Be real, not cheerful

# Voice to real world

Kinde

How our voice principles manifest



## A company of giants

We say what we mean  
We are candid & clear  
Make a point  
Tell people why  
Confident opinions



## Create a bigger pie

Learn more to share  
more  
Add links & resources  
Show as well as tell  
Use creative examples  
Offer to help



## Stay foolish

Use engaging titles  
Seek feedback  
The odd swear word is  
O-f#%king-K  
Ditch the cliches  
Use contractions

# What is tone?

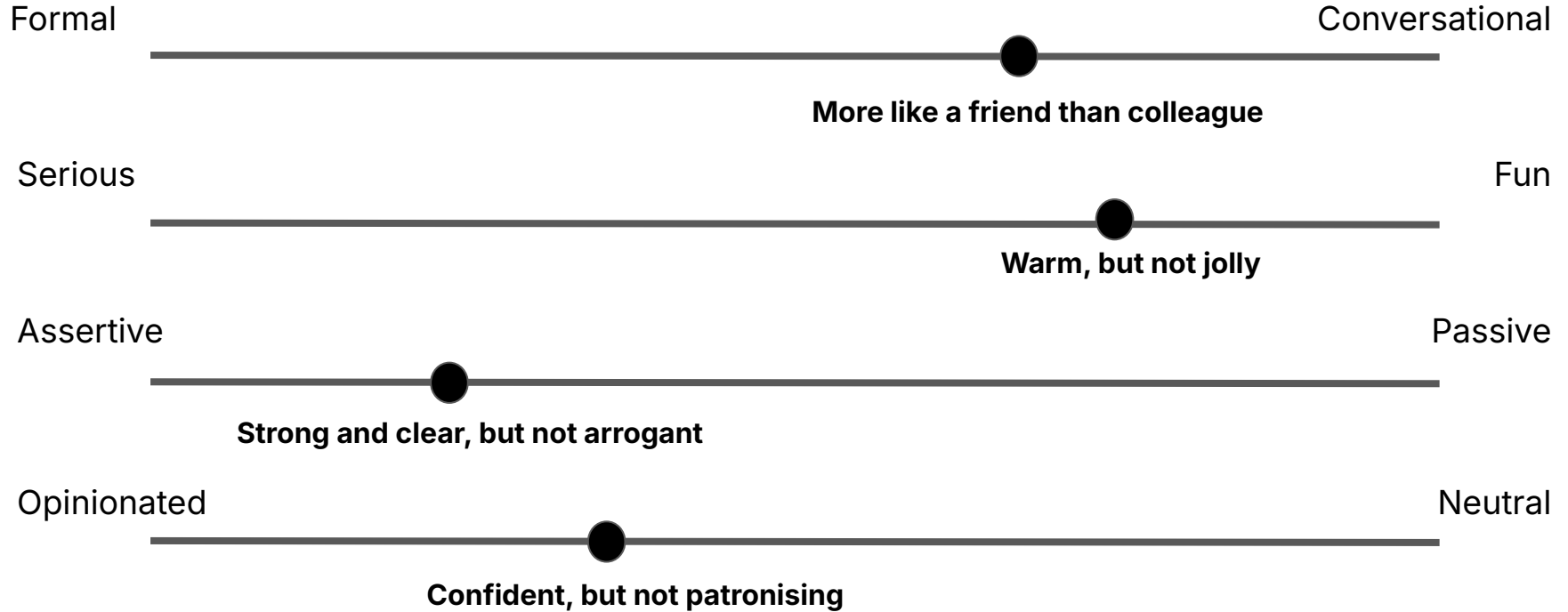
Tone augments voice depending on the situation

It's closer to a mood expression than a personality expression

Our personality (voice) stays consistent, but our mood (tone) can change

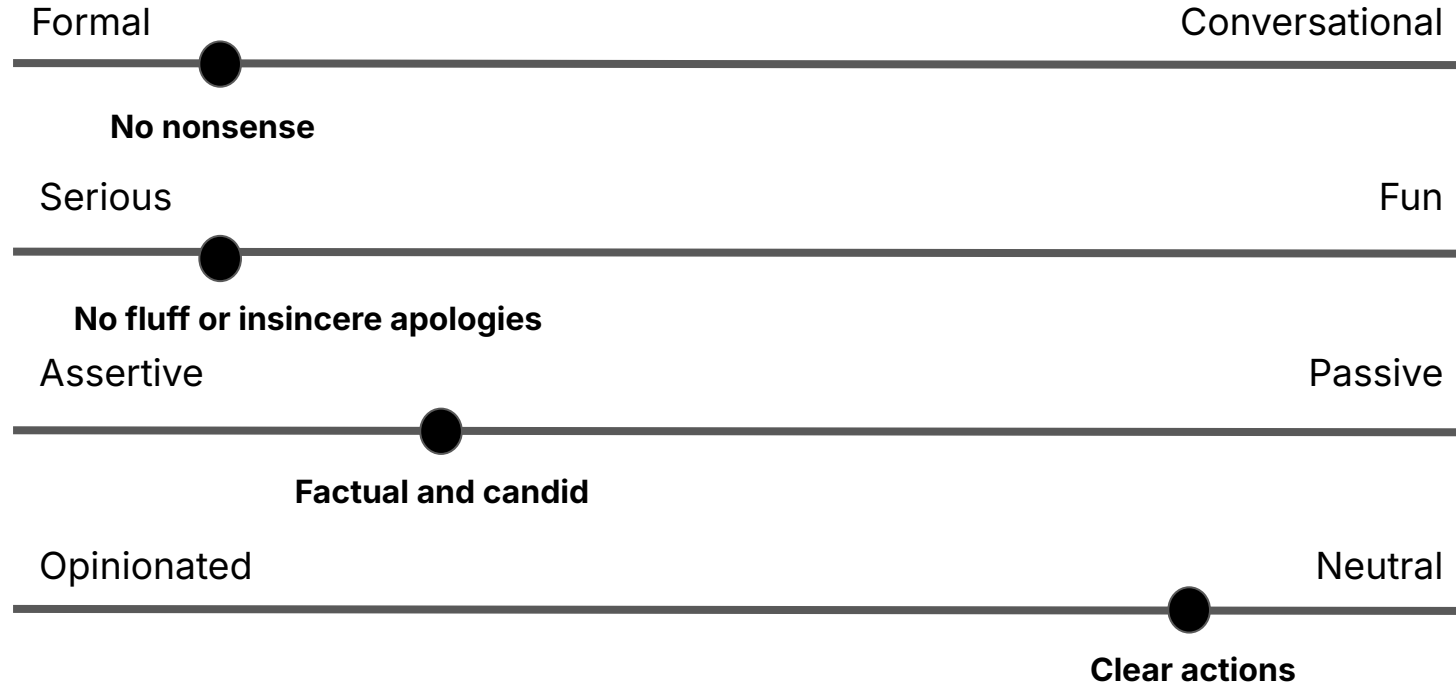
# Baseline tone

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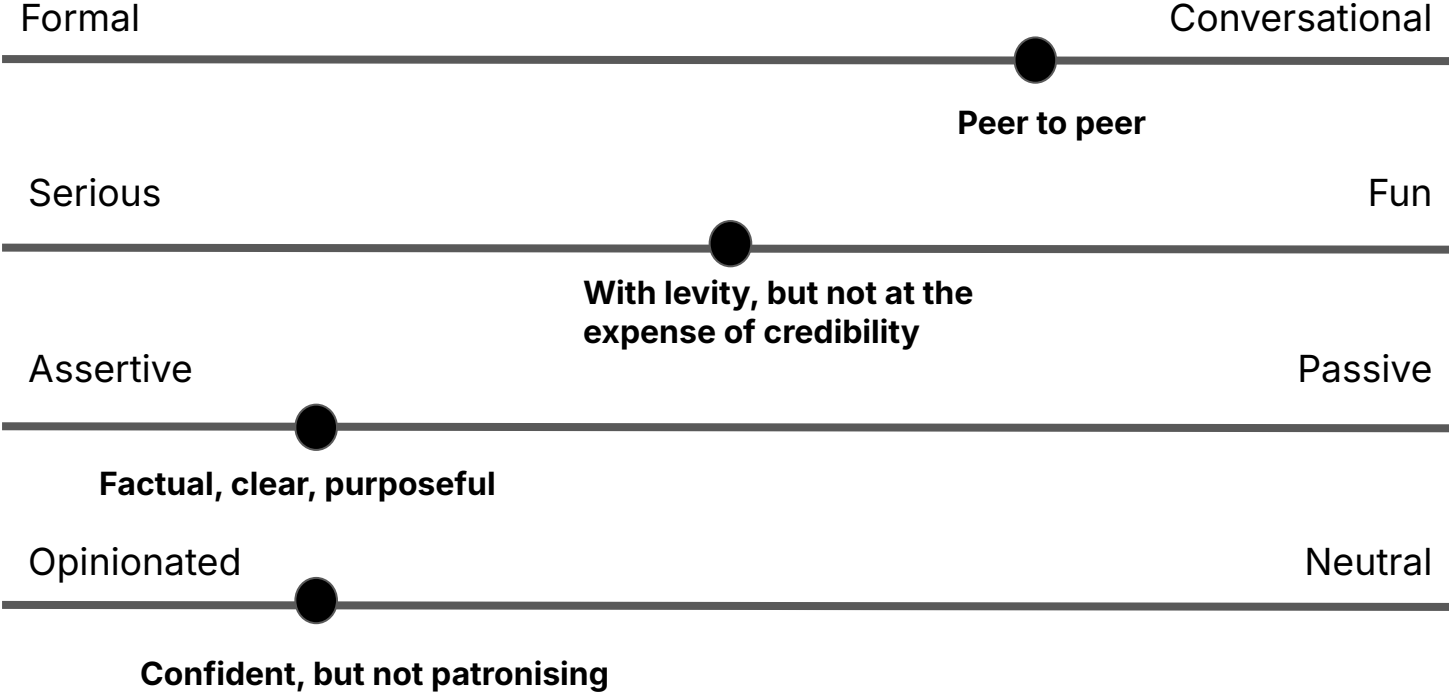


# Error message

Kinde

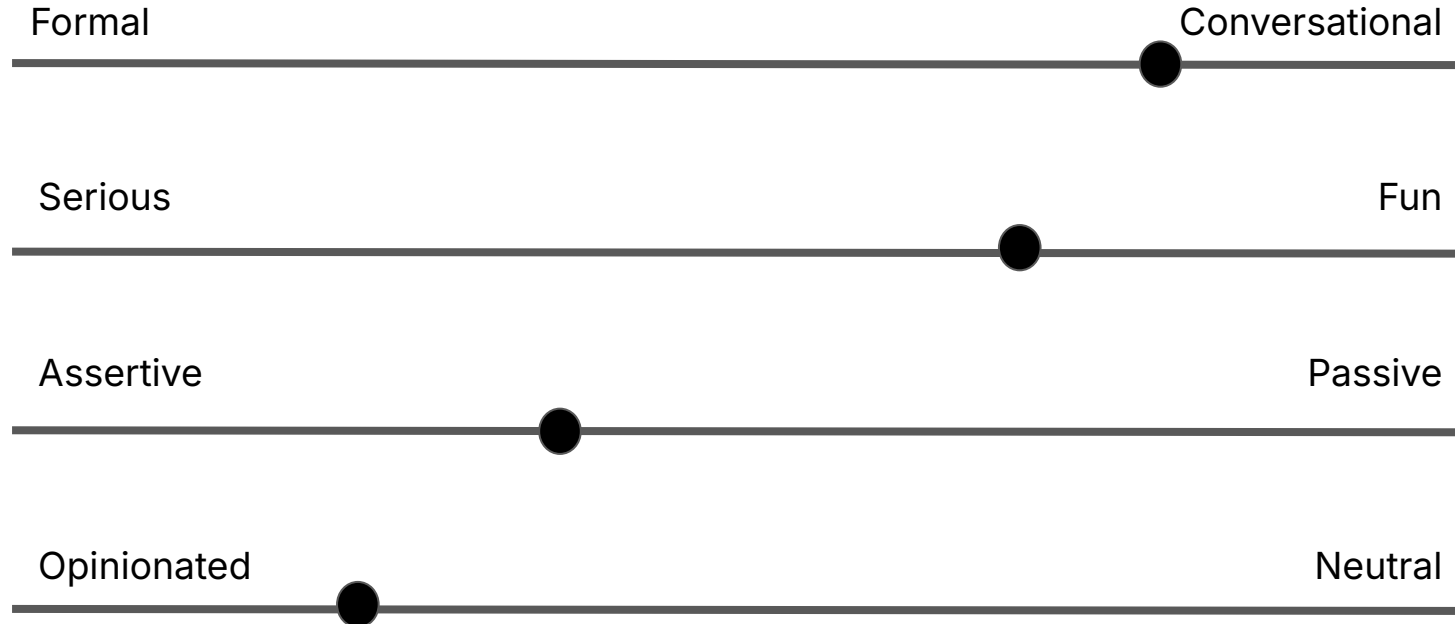


# Blogs



# Social media

Kinde



# Write as the Kinde you

Be yourself, always

Also think about who we are at Kinde, and what impression we want to make

We're not generic, plain, unaccented, boring, or flavourless - and neither are you

For more information, see 'Write like a giant'