

# **Tone of Voice Document**

# OVERVIEW

British English

Based on Guardian style guide <http://www.theguardian.com/guardian-observer-style-guide-a>

For spelling, refer to <http://dictionary.cambridge.org/dictionary/british/>

For general punctuation rules, refer to <http://www.sussex.ac.uk/informatics/punctuation/>

For international accents and symbols, use <http://www.starr.net/is/type/kbh.html#map>

For spelling of flora, fauna and locations, refer to [www.wikipedia.com](http://www.wikipedia.com)

## BRAND

Blend stories of wonder with knowledge and expertise that open the traveller's mind to a world of well-tailored opportunity

Build stories of exploration and discovery, putting the reader in the moment

Write for the traveller not the tourist

Write as a human, not a company

## Who is our customer?

Our customers are **Explorers in marketing terms**, so they are well-educated, tech-savvy and active seasoned travellers. They want to see new places and have new experiences in travel, nature, society and tradition. They want authentic cultural experiences and are happy to push their limits to get them. We want them to feel they are part of a community of like-minded people from the first moment they read in print or on the website.

**But most importantly, they are people hoping for a unique trip to make memories they'll treasure. They are not stereotypes, they are individuals. They are interesting to talk to, have a lifetime of travels behind them and like a friendly, welcoming voice as much as the next person. Treat them well. Write to them as you would talk to them.**

## How to appeal to our customer, the explorer

- Be conversational but authoritative, address the reader in the second person ('you') to engage them
- Give them as strong a sense of place as possible and encourage them to take action. Keep it lively
- Informal is good, but don't be overly youthful and don't use slang. This is an educated, liberal, adventurous readership that skews older.
- Language should be everyday – try to avoid verbs and verb phrases that could be construed as overblown
- Keep it accessible and natural (avoid lists by not using 'including', 'featuring', 'such as/like' – you wouldn't use these in speech, don't use them in writing)
- Wear intelligence and expertise lightly
- Be descriptive but stay down to Earth, avoiding florid or grandiose language
- Use elegant variations sparingly, and only if they'll add something (e.g. avoid unnatural, forced synonyms like 'ring-shaped sweet treats' when 'doughnuts' will do fine.)
- Don't list facts
- For attractions, points of interest, etc. focus on visitor experience; history, culture and clear first-hand knowledge will add colour and give credibility to a piece but keep historical detail, dates, etc. relevant and part of the experience rather than dominant (unless the piece requires it)
- Focus on what it's really like there and what the reader can expect.

# VOICE MATRIX

Personal and relaxed

Real and tangible

Welcoming and caring/concerned

Authentic and thoughtful

Culturally aware and sensitive to stereotypes

Globally conscious and socially responsible

Liberal but traditional

Professional but friendly

Energetic but focused

Carefree but prudent

Pragmatic but adventurous

Reassuring not pandering

Honest not blunt

Sincere not dull

Inspiring not florid

Humorous not silly

Chatty not verbose

Educated not academic

Knowledgeable not pompous (don't use industry jargon)

Substantial not excessive

Enthusiastic not giddy

Sensible not boring

Informative not patronising

Eco-friendly not sanctimonious

Trustworthy but fun

## VOICE GRAMMAR

- Use 'you'
- Use active voice and strong verbs (avoid 'to be' where possible)
- Format articles with both lists and paragraphs
- Keep paragraphs short (2 or 3 lines at the most)
- Use imperatives and/or simple sentences with phrases rather than complex sentences (for example Taking in the view, **enjoy** a glass of wine NOT ~~while you take in the view, you can enjoy a glass of wine~~)
- Use phrasal verbs over Latin/Greek roots (~~attend~~ = go to)

# WORDS AND PHRASES

**Phrases that draw on the senses:** ‘fresh dirt on the fingers, grass between the toes, bite of the cold on the nose, smell of salt in the air, cold of the iceberg radiates.

**Paint a picture with nouns and verbs but avoid too many adjectives:** adventure through lakes of icy blue near volcanoes smouldering above the lake district/ the jagged granite peaks of Torres del Paine frame the crashing glaciers of the fjords, all from a luxury base with great food and fine wine/ the roads are a little less forgiving and distances take longer to cover, but off the main tourist trails, you'll find the real undiscovered gems of Patagonia

## Words/phrases

active	constant journey	essential
adventure	crave new experience	expedition
ambitious	create	experience
appetite for adventure	culture	experienced
at one with nature	destination	explore
attention to detail	digital detox	extreme
authentic	disconnect from	family
balance	discover	feel
beauty	discovery	fellow adventurer
beauty	eco-friendly	find yourself
capture moments	edge of the world	free minded
challenge	embrace	freedom
connect	energy	fresh
connect	enthusiasm	friendships
connect	environment	fulfil/fulfilling
conscious	environment	global
considered	escape	guided

happiness  
hard to beat  
harmony  
heart  
heritage  
hikes/ treks/ walks  
hunt  
imaginative  
independent  
individual  
inspire  
intense  
knowledgeable  
liberal confident  
life  
lifelong  
live the best life  
local  
loyal  
meaningful  
nature  
no limits  
off-road  
outdoor  
panorama  
paradise

passion  
peace  
perfect  
personal  
pioneering  
play hard  
powerful  
prestigious  
pure  
purity  
push boundaries  
quality  
reach out to touch  
reflection  
relevant  
risk taking  
rugged  
search  
seek  
solitude  
soul  
special  
strong  
sturdy  
substantial  
sustain

sustainable  
take a risk  
travel  
understated  
unknown  
wander  
wild  
wilderness  
world



