



# Tone of Voice

2023 EDITION - JSB SOLUTIONS

# How do we communicate?

Our **Tone-of-Voice** embodies the **values** upheld by the brand..

It is a core part of our **brand identity** and gains relevance while engaging with our audience.

Our Tone-of-Voice cuts **across multiple dimensions** but adapts its form and structure based on the specific goals and audiences associated with each communication channel.

Our Tone-of-Voice is based on **major pillars** covering all the channels involved in our communication: simplicity, transparency, caringness, accountability, empathy and inclusiveness, education and clear information.

Our core values	Our approach	Our ToV
Facilitation	Making it simple, operating with care, providing clients with all the necessary resources to achieve their goals.	Translating complex concepts into a simple and easy-to-read style.
Trust	Taking responsibility, making clients feel proud to join our mission, building an evidence-based mutual relationship.	Telling success stories that showcase all the benefits behind our collaboration.
Relationship	Listening and empathizing to learn and embrace our client's needs.	Expressing an attitude of openness, inclusivity, and experiential appreciation for the people around us.
Culture	Educating and providing information.	A way of communication that aims to increase the awareness on our services and latest sectoral trends among the audience.

## Press release

A press release issued by JSB Solutions should always rely on a straightforward and informative style.

The latter should convey essential information in the conventional institutional communication format, avoiding idioms, periphrasis and improper jargon.

In this context, JSB Solutions consistently communicates in the third person when addressing its audience.

The company refrains from personal narratives and approaches the communicative stream in an objective manner, as if it were an external entity providing information about itself.

## DO

JSB Solutions organizes the so-called 'Saturdays of Beauty': guided tours to exhibitions and museums as well as cultural trips with the participation of employees and customers.

A few examples? A visit to the exhibition of Donatello in Palazzo Strozzi in Florence and to the treasures of the Brera art gallery in Milan, the walk among the ancient palaces of the Florentines or the tour to the Reggia di Colorno in Parma (available dates at [www.sabatidellabellezza.it](http://www.sabatidellabellezza.it)).

In addition, JSB Solutions employees can take advantage of 'Quality Time,' a package of 20 paid hours per year that can be used to take courses, visit an exhibition or go to a concert or do volunteer work.

## DON'T

**Our company will organize** soon the so-called 'Saturdays of Beauty': guided tours to exhibitions and museums as well as cultural trips with the participation of employees and customers.

A few examples? A visit to the exhibition of Donatello in Palazzo Strozzi in Florence and to the treasures of the Brera picture gallery in Milan, the walk among the ancient palaces of the Florentines or the tour to the Reggia di Colorno in Parma (available at [www.sabatidellabellezza.it](http://www.sabatidellabellezza.it)).

In addition, **our employees can take advantage** of 'Quality Time,' a package of 20 paid hours per year that can be used to take courses, visit an exhibition or go to a concert or do volunteer work.





## CONTACTS

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