



TRACR

Language Do's and Don'ts

## Personality and Tone of Voice

The brand's **personality** is the set of **human traits, characteristics, and values** that the brand consistently expresses. The **Tone of voice** is the way a brand **expresses its personality** through communication.



### PROFESSIONAL BUT FRIENDLY

Clear, respectful, and polished while still being warm and approachable.



### CLEAR AND APPROACHABLE

Easy to understand, free of unnecessary complexity, and welcoming in style.



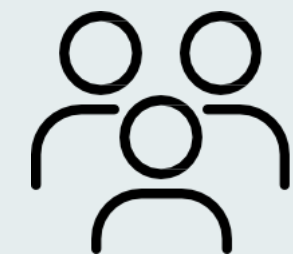
### TRANSPARENT

Open, honest, and straightforward. It avoids hidden meanings or overly complex wording.



### COLLABORATIVE

Supportive and encouraging. It emphasises partnership by using language that values collaboration.



### HUMAN AND INCLUSIVE

Warm, empathetic, and respectful. It feels genuine and relatable.

## Language Do's and Don'ts

To enhance Credibility -Professional, precise ToV

### **DO**

Use industry terminology and reference trusted standards.

### **DON'T**

Overclaim and use vague statements.

### **Example**

“Tracr collaborates with established industry organisations such as GIA to help give you additional confidence in your purchase.”

## Language Do's and Don'ts

To expand the User friendly access - Clear, simple and guiding ToV

### **DO**

Break down complex information, use short sentences.

### **DON'T**

Use jargon, overload with technical details.

### **Example**

“Natural diamonds are more than just dazzling gemstones; they have a fascinating history and are steeped in mystery”

## Language Do's and Don'ts

To give value to the responsible sourcing - Empathetic and honest ToV

### **DO**

Show commitment, acknowledge marketing buzzwords without proof.

### **DON'T**

Ride complexity.

### **Example**

'Traceable diamonds' can sound like just another industry promise. That's why Tracr was built, to make every diamond's story visible.

## Language Do's and Don'ts

General language indications:

**DO**

Use Natural Diamond.

**DON'T**

Use Stone.

tracr.com