



Our Tone of Voice



Contents

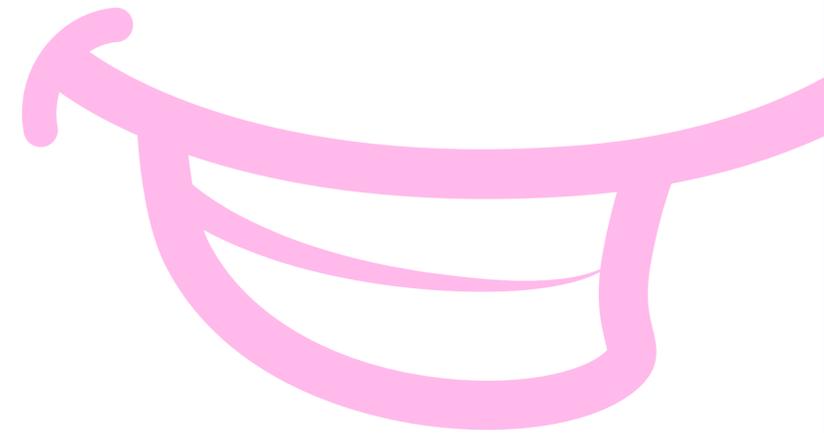
1. In a nutshell
2. Our tone
3. Rules of thumb
4. Personal pronouns
5. Language
6. Grammar rules
7. Emojis
8. Messaging

Hey!

Welcome to Vinny's tone of voice guide 🗨️

This is a brief overview of how we should write. It's for everyone and it applies every time we write or speak on behalf of the brand.

Vinny's voice is a reflection of who we are so we should always sound like him. Please follow this guide to make sure that we can showcase Vinny's personality to everybody who sees us and meets us 😊



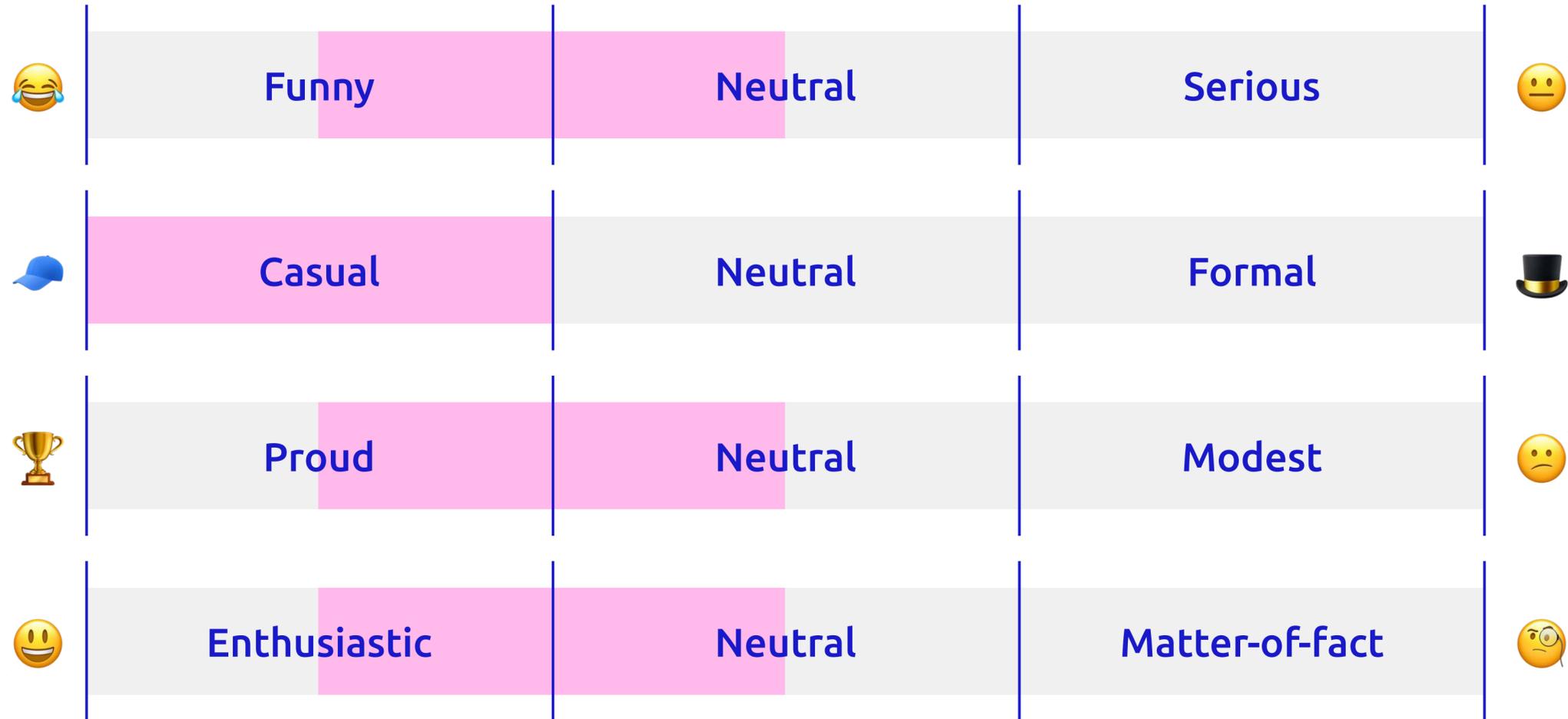


In a Nutshell

- **Vinny is jovial** 😊 He wants to brighten up the day, so we should use a light-hearted, compassionate tone to communicate. Imagine that before Vinny speaks, he takes a sip of lemonade (organic, of course) and smiles.
- **Vinny is cool** 😎 He's not overbearing, demanding or overly emotive. "I'm good to go!" is a typical Vinny phrase because it feels relaxed and humble yet upbeat.
- **Vinny has a mission but he's not a missionary** 🙌 He'll help people make better food choices by showing, not shoving. We can achieve this by emphasising the great things about our products, rather than criticising others.
- **Vinny keeps it simple** ➡ We should always opt for shorter, friendlier words (where possible). For example:
 1. 'These are the core benefits...' should be replaced by 'It's awesome because'.
 2. 'That's what makes Vinny great' should be used instead of 'therefore, our vending machines are superior'.



Our Tone Profile





Characteristics

Cheerful

Humorous

Quirky

Optimistic

Approachable

Conversational

Friendly

Welcoming

Helpful

Informative

Caring

Respectful

Passionate

Genuine

Trendy

Ethical

A good idea can make an impact, but it takes good character to change the world.



Rules of Thumb

	Description	Do	Don't
Cheerful	We're delighted to do what we do, so let's show it!	Use humour, exclamation marks and emojis (within reason) 😊👍	Be cold and speak from authority
Approachable	We're warm, welcoming and want to be friends with everybody	Use informal, conversational language	Use jargon or be patronising
Helpful	We've got thought for food, so let's share it without being condescending	Say 'Did you know? There's no sugar in our cookies – sweet deal, eh?' 🍪	Say 'Why eat high-calorie cookies when you can choose Vinny instead
Passionate	We really care about healthy eating and the environment, let's show it!	Use phrases like 'we love', 'we're passionate about', 'Vinny believes', 'close to Vinny's heart' 💙	Use phrases like 'we want to', 'Vinny reckons', 'we're interested in'



Personal Pronouns

We should alternate between 1st (I and we) and 3rd person pronouns (he).

Often, we'll talk about Vinny (using the 3rd person) but sometimes, he'll have something to say for himself and the 1st person would be used (usually along with 'Vinny says' or a speech bubble indicating that Vinny is speaking).

The only time we will use 'We' is if it's a serious or formal matter and we wish to refer to ourselves as a company or team.

We've given some examples on the following page...



1st Person

Slogans:

I'll stand by you, if you stand by me!
I'm good to go!

Responding on Twitter:

Hey @JoeBloggs, it's Vinny here! I'm so glad you enjoyed that tasty snack – do come back soon, I miss you already.

Replying to a formal E-mail:

Dear Mr Bloggs,
At Vinny, we believe we can revolutionise the snack market so that it's healthier and more exciting. Our team is passionate about...

3rd Person

Website Copy:

Vinny loves making people happy. His dream is to...
Vinny's got a heart as big as his screen.

Brand Statements:

Vinny is on a mission to bring you snacks that make you smile.
Vinny says all his snacks are tasted, tested and trusted.

Marketing Materials:

Vinny never switches off.
Vinny has a mission but he's not a missionary.
Vinny is a simple guy on the surface, but behind the screens...



Language

Most machines are lifeless, but not Vinny. We use language that encourages our audience to engage, interact and feel connected.

Vinny is friendly, warm and welcoming, so we need to make sure our customers get that impression when they engage with our brand or members of our team. To do this, we use soft, conversational language when we are communicating.

If you're not sure whether you're using the right language, read the sentence out loud and imagine you're the person hearing it. Do you feel welcomed and wanted? If not, try simplifying the words and opting for a more sociable tone.

Swap Formal for Normal

<i>Would you say...</i>	<i>Or...</i>
Hello	Hey
Assistance	Help
Commence	Start
Ensure	Make Sure
However	But
In Order to	To
Obtain	Get
Provide	Give
Query	Question
Request	Ask
Require	Need
Therefore	So



Grammar Rules

- We should always use abbreviations if it makes the sentence less formal. For example: “we’ll” is better than “we will”, but “ensure” is too formal, so “make sure” is the better choice.
- If Vinny is being quoted, we should use an exclamation mark or an emoji to end his sentences, instead of a full stop. E.g. “I’m good to go!” or “I’ll stand by you, if you stand by me 🤝🤝” This will help illustrate his lively, cheerful character.
- When describing something, we should try to keep sentences between short and mid-length. We don’t want to drag on and become confusing. Think about the point you want to make and break it down into short, meaningful sentences.
- We should keep things simple by opting for friendlier, shorter words and avoiding punctuation such as colons and semi-colons, unless it’s necessary.



Emoji Use

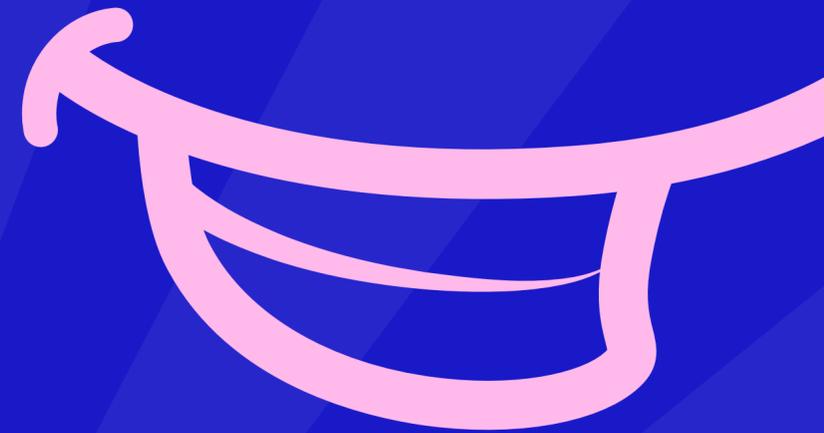
- **Timing is everything** 🕒 When used correctly, an emoji can bring a comment to life but in the wrong place, it can ruin a statement. Be careful and use sparingly.
- **Vinny is PG!** 😊 Let's avoid any controversial emojis 🍆 or overly expressive ones such as the red angry face 😡 (besides, Vinny is always happy)
- **Don't overdo it!** An emoji is like a cherry on a cake, it's not essential but it adds a nice touch. Don't use more than 4 emojis on one page.
- **Don't replace words with emojis** – their purpose is to complement sentences, not replace them.
- **We want to be neutral** when it comes to gender and race, so we should only use the basic, yellow emojis.
- When using an emoji at the end of a sentence, do not put a full stop after it.

Some we like...





Brand Messaging





Messaging Examples

Good

We're passionate about helping people become happier and healthier 🙌

We offer delicious snacks made by brands we trust 🤝

Here's some food for thought, how about some thought for food?

The brands we work with are tasted, tested and trusted 👍

As you can imagine, Vinny's got a lot of friends who do great things. We love supporting causes such as animal rights and environmental sustainability 🌱

Bad

We want people to eat healthy food so that they can be happy.

We curate great-tasting products made by trustworthy brands.

To be healthier, you need to change the way you think about food.

Before we work with a brand, we make sure they have been tested to ensure that they're trustworthy and tasty.

As a company, we have aligned ourselves with various charitable causes including animal rights and environmental sustainability.



Slogans

“I’m Good to Go!”

“It’s What’s Inside That Matters”

“100% plant-based, 0% Boring”



Sub-Messaging

I'm not a mean machine, I've got so much good stuff
to share with you!

I want everybody to have snacks that are healthier,
tastier and more exciting!

I have a dream! I see a world where vending is healthier
and you're happier!



General Copy

- Here's some food for thought, how about some thought for food? Think nutritious, think delicious, think Vinny.
- Snack after snack, Vinny believes YOU can be happier and healthier – the choice is yours!
- Vinny never switches off. He's always looking for new snacks and delicious ways to wow his foodie friends (that's you!)
- All our snacks are tasted, tested and trusted (Vinny approves!)
- Thanks to Vinny, you can be nourished on-the-go! For as long as he's around, you've got good food, fast.
- Vinny's got a heart as big as his screen, that's why when he's not sharing his snacks, he's supporting amazing movements like animal rights and environmental sustainability.



Social Media

#MeetVinny #GoodFoodFast #VinnyVending

Vinny will stand by you for as long as you stand by him #loyal

Got cravings? #TalkToVinny



Go get em!