A voice for sharing:
The ivault voice guide

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Contents

What is tone of voice?

It's the way we speak and write across all our communications. From advertising to customer support to investor pitches.

What we say is important. So is the way we say it. Finding the right voice, and using it consistently, means everyone who encounters ivault will recognize us, know what to expect from us—and trust us.

Our principles

The foundations of our voice

Our principles

The ivault brand is pioneering, inviting, and all about empowering our users. We've made these the principles of our voice—so we always sound like us.

Pioneering

Our product is trailblazing. We're excited about how it can help people choose a better way to live. But we stay modest. More inspiration, less bluster and boasting.

Inviting

ivault is open to everyone. We ask questions and encourage people to have a say in how we work. Together, we can build a community people love to be part of.

Empowering

We're here to give people the tools they need to make the changes they want. As their tech ally, we explain things simply, and use our words to support them.

Practical writing tips

Putting our principles into practice

Why do we need them?

At ivault, we know how small acts multiplied can make a massive positive impact.

Words work in the same way.

By incorporating these practical tips into our writing every day, we can bring our principles to life and build a stronger brand.

Writing tips

Real talk

Advanced technology can sometimes feel cold to the everyday user. Warm it up by speaking like a human, not a robot.

Imagine you're explaining something to a non-tech friend, and write it that way. Everyday language, short sentences and relatable examples will make us sound more open and assured.

- Contractions like 'we're', 'you'll' and 'don't' are easier on the eyes and ears
  We will help you → We'll help you

- Active sentences (where the subject acts, instead of being acted upon) are simpler and sounds more confident
  Your location will be shared → You can share your location

- Avoid formal, corporate phrasing
  Contact our helpdesk → Need a hand? Get in touch

Writing tips

Build them up

We want to hand over control to ivault users, rather than compliment them for no reason.

With our words of support, they'll have the power to find new ways of living. And when they feel stronger, so does our brand.

- Avoid inauthentic, over-enthusiastic phrases
  Every day is Earth Day with you → Smart choices. Sustainable rewards.

- Speak to the reader's actions, not them personally
  You're amazing → Nice work, you've earned 50 points.

- Why not ask a rhetorical question? It's a great way to cut through the noise
  Borrow things in your area → Why buy when you can borrow?

Writing tips

It's not me, it's you

Our product is cutting edge. But it's not the tools themselves that matter—it's how they help our users.

We can use words to show we're their tech ally. Educate them on ivault's features, and show them how to live more sustainably.

- Speak one-to-one, even if it's a social media post to thousands
  Users belong to a new shareconomy → You belong to a new shareconomy

- Explain technology, don't name-drop it
  Blockchain reinvented → Thanks to the blockchain, your data is always secure

- Be confident, not arrogant
  ivault is the best app in the world → A better way is possible—with ivault

Our voice in action

Before and after

Note

These made-up examples to show how tone of voice goes from principles to practice.

All examples are aimed at ivault users, and are written to make us sound pioneering, empowering and inviting.

App store description

❌Too techy and too jargony

Introducing ivault. A pioneering blockchain app with strong encryption, token infrastructure and enhanced functionality. Rent assets in your area and contribute to a circular economy.

Download it now!

✅Tech explained, with focus on impact

Looking for a smart, sustainable way to borrow things in your neighborhood?

With ivault, it's simple. Connect with neighbors, cut your carbon footprint and earn money. With our patented blockchain, it's safe and secure.

Join the movement today.

What's changed?

A simpler, more engaging intro to the app. Technical terms can work for everyday users—but use them sparingly, and explain them clearly.

- Addressing the user directly with a friendly rhetorical question
- Shorter sentences and less formal language make it easier to read
- Showing the impact of technology with less jargon
- A more emotive and inclusive call to action

FAQ

❌Too formal and too long

Q: How much does it cost to use the ivault App?

A: For early users, the ivault App is still completely free. You can register and report an unlimited number of items, or use ivault as a social network to connect with people from next door for free and even make money: Lend items to people next door or help others find lost or stolen items and get rewarded.

✅Succinct and chatty

Q: Is the ivault app free?

A: Yes! You can download our app for free. And once you sign up, there's no limit to the items to you can borrow—or the money you can make. All you'll pay are low publishing costs, not sky-high commissions.

What's changed?

This is likely to appear on a long list of FAQs. The shorter each one can be, the better. The new version gets straight to the point and sounds more friendly.

- Shorter sentences for clearer reading
- Conversational tone
- Subtly selling the product in a empowering way

Instagram post

❌Overusing Gen Z speak

Wanna get rich quick? 💸

See what your neighbors are hiding behind closed doors. Borrow their bike, lend your lawnmower and make cash money along the way. It's a no-brainer.

✅More accessible

Big idea, but none of the gear? With ivault, find want you need for free, and list what you want to lend to your neighbors. It's as simple—and sustainable—as that.

#sharingiscaring

What's changed?

Keeping the fun tone, without leaning too much into slang—it can feel cheap and try-hard.

- A playful question which uses slang in a more accessible way
- Community building story
- Modest yet confident

Website

❌Scary and self-righteous

Climate catastrophe is only 10 years away. Currently, you're not doing enough to make a change. Luckily, we're here to make everyone step up. With ivault, communities are coming together and using technology to drive a sharing economy. Together we can fix what's left of the planet for future generations.

✅A simpler, more hopeful message

Choosing a greener lifestyle doesn't have to be hard work—or cost a fortune. ivault's cutting edge blockchain makes sustainability smart.

Connect with your community, share items and reap the rewards—together.

What's changed?

A warmer take on sustainably, that balances individual lifestyle changes and community action in a positive way.

- A relatable intro which focuses on the user rather than us
- Making the product feel exciting and new
- A simple, empowering message

Flexing our voice

How to adjust our tone for different audiences

What does it mean to flex our voice?

Tone of voice is all about consistency. But how does that work when we're talking to different audiences?

The following examples show how we can apply the same writing principles of **pioneering**, **inviting**, and **empowering** to investors and tech-savvy people.

Investor pitch

❌Bland and boring

Sustainability is a growing concern for our target demographics.

Our secure sharing technology positions us to capitalize on this interest, creating immense value while encouraging users towards more sustainable consumption patterns.

✅Business focused and people friendly

Sustainability is top of the agenda, especially for young people.

Our secure sharing economy offers an opportunity to live in a better way—thanks to technology that's unlike anything else on the market.

Working together, we can show people how to live more sustainably—and capture immense value from this growing sector.

What's changed?

Speak to investors like the humans they are. We can use more technical language than we do for our users, but the tone should still be natural and upbeat.

- Talking to the target market's concerns—and how we answer them
- Showing that we're pioneering
- Empowering language to encourage buy in
- Embodies the 'inviting' principle
- Embedding investor value in an emotive story

White paper

❌Ambiguous and complex

TEOS enables us to utilize the main functions of blockchain technology:

- Documentation is key to generate forge-proof records on blockchain.
- Tokenization and accounting is most relevant for managing the minting, burning and transferring of tokens and artifacts (artifacts are the items the users create and use in the app). Tokens managed with TEOS include the ivault token within the mobile app and the Reward Points.
- Governance and Compliance enables us to oversee the token circulation within the mobile app, and enables value conversion between Reward Points and the ivault token.

✅ivault focused and easy to understand

ivault uses TEOS to unlock the key features of blockchain technology:

- **Documentation and proof:** generating forge-proof records on the blockchain.
- **Tokenization and accounting:** managing how ivault tokens that are used in the app are minted, burned and transferred—including reward points.
- **Governance and compliance:** overseeing token circulation within the ivault app
- **Value conversion:** smoothing the path between reward points and the ivault token.

What's changed?

Tech-savvy people know about blockchain and NFT tokens, so we don't have to explain them. But by explaining precisely how we use them, in concise language, we sound more confident.

- Emphasizes how ivault leverages tech, rather than what tech lets us do, which sounds more empowering
- Language that captures our pioneering spirit
- Less formal phrasing and shorter sentence
- Natural language of 'smoothing the path' feels more inviting

Thanks.