

A voice for sharing:

The ivault voice guide.

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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.

Why does it matter?

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.

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.

Real talk

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

- Contractions are easier on the eyes and ears

Before

We will help you

→

After

We'll help you

- Active sentences sound more confident

Before

Your location will be shared

→

After

You can share your location

- Avoid formal, corporate phrasing

Before

Contact our helpdesk

→

After

Need a hand? Get in touch

Build them up

We want to hand over control to ivault users. With our words of support, they'll have the power to find new ways of living.

- Avoid inauthentic, over-enthusiastic phrases

Before

Every day is Earth Day with you

→

After

Smart choices. Sustainable rewards.

- Speak to the reader's actions, not them personally

Before

You're amazing

→

After

Nice work, you've earned 50 points.

- A rhetorical question cuts through the noise

Before

Borrow things in your area

→

After

Why buy when you can borrow?

It's not me, it's you

Our product is cutting edge. But it's not the tools that matter—it's how they help our users. Show we're their tech ally.

- Speak one-to-one, even in a post to thousands

Before

Users belong to a new shareconomy



After

You belong to a new shareconomy

- Explain technology, don't name-drop it

Before

Blockchain reinvented



After

Thanks to the blockchain, your data is always secure

- Be confident, not arrogant

Before

ivault is the best app in the world



After

A better way is possible—with ivault

Our voice in action.

Before and after.

Note

These made-up examples 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

x Too techy, 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, impact-led

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

x Too formal and too long

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

A: For early users, the ivault App is 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.

✓ 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 you can borrow—or the money you can make. All you'll pay are low publishing costs, not sky-high commissions.

What's changed?

- Gets straight to the point and sounds more friendly
- Shorter sentences for clearer reading
- Conversational tone throughout
- Subtly selling the product in an empowering way

Instagram post

x 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 what 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?

- Keeps the fun tone without leaning into cheap slang
- A playful, accessible rhetorical question
- Community-building story
- Modest yet confident voice

Website

x 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. 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 sustainability
- Balances individual and community action positively
- A relatable intro focused on the user, not us
- Makes 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

x 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?

- Speaks to investors like the humans they are
- Addresses target market concerns and how we answer them
- Shows that we're pioneering
- Empowering language to encourage buy-in
- Embodies the 'inviting' principle
- Embeds investor value in an emotive story

x 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 manages the minting, burning and transferring of tokens.
- Governance and Compliance enables us to oversee the token circulation.

✓ 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 are minted, burned and transferred.
- 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 readers know blockchain — we explain how we use it
- Emphasises how ivault leverages tech, not just what tech does
- Language that captures our pioneering spirit
- Less formal phrasing and shorter sentences
- Natural language feels more inviting

Thanks.

For any questions, clarifications, or guidance on applying the ivault tone of voice, please contact:

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