Brand Voice
What is TU’s Tone?

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Division of Marketing & Communications
What exactly is BRAND VOICE?

The right message is only one part of a brand.

When communicating, *how* you express the message is just as important. A brand voice is the **distinct tone and style** that conveys personality. The words you choose and the sentences you write define the voice.
Why does VOICE matter?

Voice helps the audience connect more deeply to brand.

Brands, like people, have unique attributes and traits. By communicating with a consistent voice words start to convey more than just a message; they communicate emotion.
So what is Towson University’s Brand Voice?
Persistent, Hardworking Entrepreneur
Tenacious Grinders

Opportunity

Momentum

Unstoppable, Evolving, Agile, Grounded, Focused

Mentorship

Helpful, Approachable, Supportive
• TU is APPROACHABLE
• TU is CONFIDENT
• TU is HONESTLY HONEST (or FRANKLY FRANK)
• TU is PASSIONATE
• TU is TENACIOUSLY CURIOUS
TU is APPROACHABLE.

We communicate to be understood. We’re smart and intellectual, but we don’t hold it over our audience. We speak with them instead of at them. And in every case, we’re committed to reaching people where they are with an inclusive and informal message that invites feedback and two way conversations.
TU is APPROACHABLE.

I DO THINK THAT I'M VERY APPROACHABLE.

BUT MAYBE I NEED TO BE MORE APPROACHABLER.
TU is APPROACHABLE.

Instead of this:
That goal requires our threefold commitment to be determined and flexible to meet the demands of our changing world, connect students to leaders in discovery and practice through intentionally personal, diverse and inclusive learning environments, and to offer a wide, always-evolving scope of challenging, professionally relevant programs.

Maybe try this:
Our commitment is to your success. Connect with leading academic professors here to mentor you forward. At TU, you’ll be exposed to a wealth of new ideas and new challenges in personal settings where diversity and differences are embraced.
TU is CONFIDENT.

We believe in ourselves and what we say—which means we don’t have to say too much. We dare to be brave with our words and always look for inventive ways to describe our impact. We’re not boastful, but we also aren’t afraid to take pride in our accomplishments.
TU is CONFIDENT.

LOOK AT IT

ALL THE CONFIDENCE I HAVE
Instead of this:
TU’s collegial academic environment fosters multidisciplinary research and scholarship that compliments current knowledge in the field and leads to superior teaching.

Maybe try this:
In TU classrooms, research pushes new understanding and bigger discoveries thanks to collaborative learning.
TU is HONESTLY HONEST (or FRANKLY FRANK).

We tell it like it is. We believe in honesty and transparency. We don’t sugarcoat or inflate. Our words are built on genuineness and we let the audience inside our thinking and reasoning. We share sincere stories that make us truly authentic and we don’t hide our shortcomings.
TU is HONESTLY HONEST (or FRANKLY FRANK).
TU is HONESTLY HONEST (or FRANKLY FRANK).

Instead of this:
The doors are always open at TU’s Center for the Arts.

Maybe try this:
The doors are always open at TU’s Center for the Arts, except when Tigers need a little sleep.
TU is PASSIONATE.

We take on challenges with enthusiasm. We don’t shy away from feelings and are comfortable wearing our hearts on our sleeves. We say it with spirit, but without shouting it. There’s no need for exclamation points here, our bold words stand on their own.
TU is PASSIONATE.

FOR THOSE WHO PUT

PASSION OVER COMFORTABLE
TU is PASSIONATE.

Instead of this:
Towson University is a great value!

Maybe try this:
Towson University is a best value. Get more and save.
TU is TENACIOUSLY CURIOUS.

We ask questions and seek answers. When some say ‘why’ we say ‘why not us?’ Our writing reinforces our interest in discovery and new ideas. We challenge thoughts, even our own, and pose meaningful questions to our audience and to ourselves.
TU is TENACIOUSLY CURIOUS.

I'M SORRY I ANNOYED YOU
WITH MY INTELLECTUAL CURIOSITY
TU is TENACIOUSLY CURIOUS.

Instead of this:
Today, you might find yourself planning a fundraising event for a national nonprofit, starring as an extra in a student-funded film project, or conducting research at the National Institutes of Health. Tomorrow, the skills you develop and the professional contacts you make will help you land your first job.

Maybe try this:
What do you want to do at TU? Manage a fundraising event for a national nonprofit, star in a student-funded film project, conduct breakthrough health research, or make connections to help land your first big job? Here, students do all of these and more.
Other personality traits of TU

- HARD WORKING
- SMART
- HELPFUL
- GROUNDED
- FOCUSED
- UNSTOPPABLE
Other helpful writing guidelines:

• Jargon is not your friend. Try to speak with your audience, not above their heads.

• Make your writing stand out by focusing on what’s different, not what’s the same.

• Don’t invite comparisons. Think about how your message stands alone.

• Conjunctions are your friends and they promote approachability. Use them. It’s really okay.
Other helpful writing guidelines:

• Always think about using short headlines. The bolder, the better.

• Edit. Edit. Edit. Less is always more.

• Remove the word ‘that’. It’s an easy way to trim your copy. Oftentimes the word isn’t necessary.

• Avoid using exclamation points. Build excitement with statements, not punctuation.
When communicating for brand ask yourself these questions to ensure you enhance TU’s unique voice in your writing...
Is it uniquely TU?
Try to make statements that can’t be said by anyone else.
Can your words be edited further without losing meaning?
Always look for ways to trim.
Have you distilled your message to a three or four word lead line? This conveys confidence.
Is your writing more about the audience or about you?
Always make it about them.
Are you communicating one single message in one piece? More than one shows a lack of focus.
Thank you.

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