

07

Brand Voice

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Our Voice

Our voice is the bridge between our brand and our audiences. We use it to build meaningful connections and inspire greatness.

True Value Brand Guidelines | 32

Authentic.
Empowering.
Bold.
Practical.
Independent.

Retail Tone & Voice

Retail North Star

True Value shares the same independent spirit that drives DIYers.

Retail Brand Promise

We fuel your independence to make every project possible.

Retail Brand Positioning

From quick fixes to weekend projects, True Value shows up with the tools, guidance and grit to help turn what-ifs into what’s done.

Retail Brand Voice Strategy

Independent: Self-assured and unapologetically self-driven. Our copy is decisive and direct, with an independent spirit that helps customers reimagine what’s possible in all their DIY home improvement projects.

Authentic: Real, grounded and honest—no fluff. Our voice is genuine and refreshingly straightforward, helping customers make informed decisions on their projects.

Empowering: Inspires action and confidence. Our copy is bold and motivating and encourages an independent spirit in customers. We champion their vision to complete all their ambitious DIY projects. Our confidence in them encourages them to have confidence in themselves.

Practical: Solutions-focused, get-it-done mentality. Our messaging helps customers accomplish their goals with straightforward guidance. Customers should feel like they can successfully tackle any project without having to “call a professional.”

Retail Tone & Voice

Consider this, not that.

Remember this guideline when crafting all copy for retail purposes.

True Value is ...

Direct, not Demanding

Confidence-Building, not Intimidating

Resourceful, not Reliant

DIY-Focused, not Hand-Holding

Example:

Your Project, Your Rules

Reliable tools and advice to help you get the job done, any way you want.

Retail Personas

Understanding our customers is crucial for exceptional retail experiences. Here are the key personas we serve.

We speak primarily to the Guidance Seeker and Super DIYer.

Primary Segment

Guidance Seeker

“Can you please help?”

Renters, first-time buyers or new homeowners who want to improve their homes and take on new projects.

They may lack a high degree of DIY expertise but still take pride in being able to do it themselves. Therefore, they value the support and guidance they can get from others—including associates at True Value. They appreciate small/local stores the most, and value the expertise of staff members who can help them figure out how to accomplish their goals.



Primary Segment

Super DIYer

“I got this.”

Expert home DIYers spend a lot to make their homes exactly how they want them and take great pride in doing that work themselves.

They frequent and spend much more at big-box stores but are also attracted to True Value for convenience and affordability, or when searching for specialized or unique products.



Additional Segment

The Pro

“This is my job.”

Industry professionals who know exactly what they’re doing and have both a need and a desire to get high-quality supplies—for their work as well as their personal homes.

They spend the most and shop the most for hardware by far. While they shop big-box stores, they also visit True Value—and even have a preference for us when it makes sense.



Example: Primary Retail Persona

Lisa, a 38-year-old wife and mother of two, is a first-time home buyer with an independent spirit and a love for DIY.

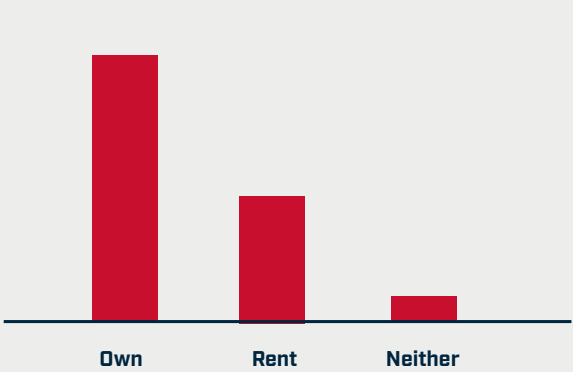
Although her home is a new build, she’s decided to take on the task of adding some personal touches to her backyard and kitchen. Instead of hiring someone for the job, her do-it-yourself mentality encourages her to tackle the tasks at hand. Lisa heads to her local True Value for some grass seed, bird feeders and new LED light bulbs. She’s met with a friendly smile, and the team member takes the time to understand her needs and then recommends the best products for the job.

Lisa leaves her local True Value feeling empowered and goes home thinking about all the little upgrades she can’t wait to come back for in the future.

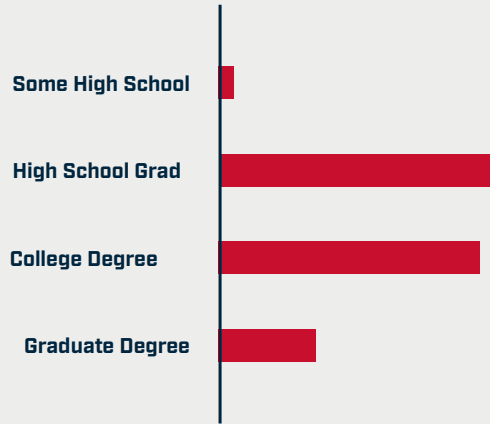
Retail Demographics

Derived from a 2025 Outward Intelligence data study, these help us better understand our stores’ customer base.

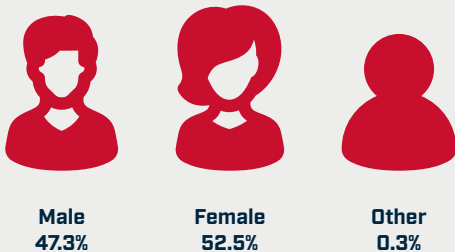
Home Ownership



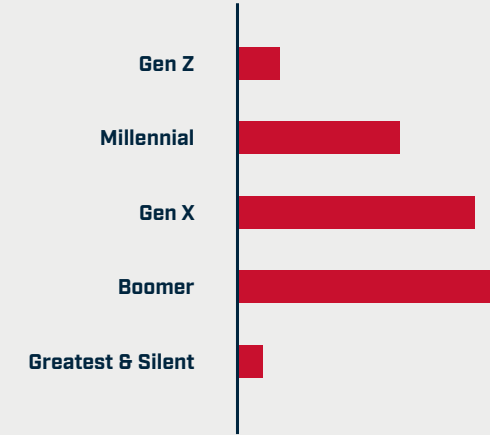
Education



Gender



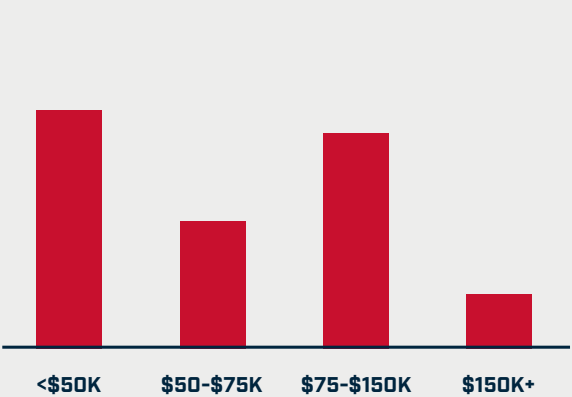
Age Groups



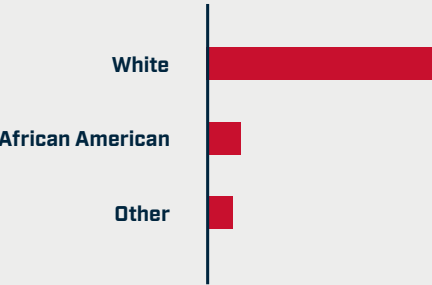
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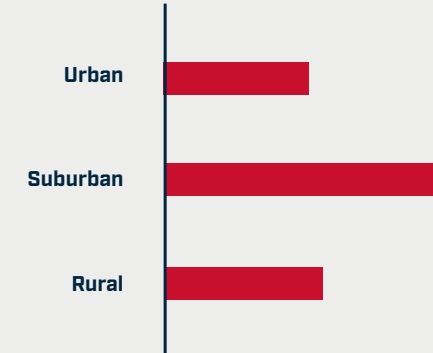
Income



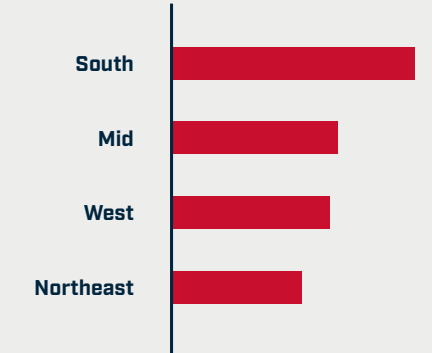
Ethnicity



Urbanicity



Geography



Wholesale Tone & Voice

Wholesale North Star

True Value shares the same independent spirit that drives Retailers.

Wholesale Brand Promise

We fuel your independence to serve your community and grow your business.

Wholesale Brand Positioning

We have the right products, real expertise and operational scale for independent Retailers wanting to run a hardware store in their local community. We support them in empowering their customers to tackle problems and find solutions, on their own terms. True Value is the place where projects start, problems get solved and ideas turn into reality.

Wholesale Brand Voice Strategy

Independent: Self-assured and unapologetically self-driven. Our copy is clear and direct, reflecting the same independent spirit that drives our Retailers. We are collaborative, supporting them in supporting their customers.

Authentic: Real, grounded and honest—no fluff. This voice should sound practical and speak in a no-nonsense, friendly manner with the goal of providing helpful and need-to-know information in an efficient way.

Confident: Bold and straight to the point. We instill trust in our audience with copy that removes the need for unnecessary jargon, so Retailers stay up to date and make informed purchasing decisions.

Practical: Solutions-focused, get-it-done mentality. We relay valuable, relevant and helpful information with genuine care and sincerity rooted in industry expertise. Our copy cuts straight to actionable strategies to build customer loyalty.

Wholesale Tone & Voice

Consider this, not that.
Remember this guideline when crafting all copy for wholesale purposes.

True Value is ...
Direct, not Demanding
Community-Driven, not Corporate
Independence-Focused, not Limiting
Collaborative, not Closed-Minded

Example:
The 2026 True Value Brand Awareness Program is better than ever!
By returning to national media, we’re strengthening awareness and building deeper consumer consideration for our trusted brand.

Wholesale Personas

Understanding our wholesale audience is crucial for exceptional wholesale experiences. Here are the key personas we serve.

Segment

Our Retailers

“We’re here for our customers.”

True Value Retailers are dedicated to going above and beyond for their customers.

Their mission is to provide an unparalleled shopping experience where the customer not only finds the right products but also receives expert advice on how to get the job done.

The Retailers are deeply rooted in their local communities and strive to make a positive impact. They build relationships that extend beyond the walls of their store.



Segment

Our Vendors

“We supply the right, quality products and services.”

From major national brands to start-ups and entrepreneurs, our vendor partners are experts in product categories.

They know which light bulbs are needed for a smart home or a construction site. They know which grills, power tools, screws, soil or bird feed is needed for each project. True Value connects these innovators and experts to the customers who need them. Some might span multiple departments within a store; others might serve a specific, dedicated niche.

Our vendor partners are constantly driving and responding to trends based on customer needs, motivated by empowering the DIYer and the local hardware store.



Examples: Wholesale Personas

Retailer

Randy is a 50-year-old second-generation store owner with a knack for anticipating and understanding his customers’ needs, even before they do. His insightful product and project recommendations, tailored to each unique customer, always leave them feeling like they can take on any task at hand.

Vendor

Sam is a 40-year-old Vendor Representative for a third-party company where he supports the retail strategy for five Lawn & Garden product suppliers. He works closely with his client Harry, a 25-year-old Vendor Account Manager for Scotts®. Collaboratively, they evaluate where the brand would be a good fit in the market.

Sam has a great relationship with True Value as a wholesale and retail partner for his clients. He feels empowered to advocate for True Value because the company has done an excellent job demonstrating they understand and know how to grow the Lawn & Garden business. He feels confident that True Value is here for the long haul. He understands the value that True Value provides for Scotts in the Lawn & Garden category and where True Value fits in their offerings.

For the past seven years, he has successfully managed the relationship with True Value and his account with Scotts to keep both happy.