

Key company info

Our core pillars:

- Trust
- Support
- Proof

What we do for our clients:

- Reduce risk
- Reduce cost
- Improve employer brand

Our internal values:

- People First
- Push for Better
- Prove it Works

Tone of voice

Evangelical.

- We're positive, optimistic advocates for 'a better way'.
- We challenge, we encourage, and we explain.

Sincere.

- We convey our passion, enthusiasm, and urgency with honesty and clarity.

Empathetic.

- We use language and reference points, demonstrating our deep understanding of challenges facing employers.

Factual.

- We avoid hyperbole and conjecture.
- We're experts and we always use data to support any argument.

Intelligent.

- We like to pose questions, suggest ideas and bring new approaches to the table.
- We talk with others, not down to them.
- We don't go out of our way to prove how intelligent or knowledgeable we are.
- We remember that less is more and that it's better to show, not tell.
- We can share our expertise and help our customers navigate easily to where they are trying to get to.

Human.

- We write and speak with a straightforward and natural voice.
- We like to have conversations that are more friendly than corporate.
- We like to show empathy with others' concerns and ambitions.
- We use 'you' rather than 'they'.
- We add a personal dimension and use intelligent humour as appropriate.
- We avoid complexity and jargon, and keep things approachable, inclusive and simple.

Bold.

- We're positive and progressive.
- We're direct in our language: transparent in content, self-assured and confident.
- We make confident statements.
- We ask challenging questions.
- We're brief and to the point.
- We like to surprise and excite with punchy ideas that make you think twice.
- We like to bring energy, imagination and action to our communications.

Instead of...	Use...
Staff (external)	Employees or People
Staff (internal)	Colleagues or GoodShapers
GoodShape will/is/has	We will/are/have (or we'll, we're, we've)
He, she, it, the Company, the Company's (third person)	You, me, us, we, our (first person)
You are, we are, do not, I have, what is	You're, we're, don't, I've, what's

Before sending anything out, make sure you have answered the following key questions:

What is the purpose of this piece?

What is my intended outcome?

This could be:

To encourage people to take an action

Make sure you...

- Keep the email short and sweet – nobody wants to read a wall of text!
- Ensure your call to action and any important details/deadlines are clear and in bold so people don't miss them.
- If there's a lot to relay, break points down into bullet points for easy comprehension.
- Give people a solid reason to engage – what's in it for them?
- Always give a clear deadline for any engagements and follow up with a reminder a few days before the deadline.
- Ensure any follow-up emails are in the same thread for easy reference (reply all and re-attach any attachments).
- Use Microsoft Forms for surveys for easy exporting and analysis.

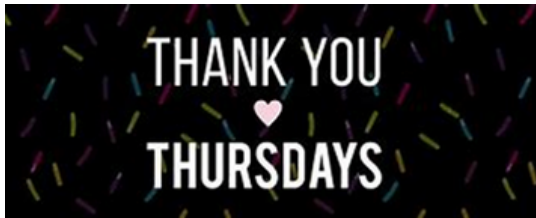
To inform, educate or share

Make sure you...

- Check the comms calendar to see what the agreed comms topics are for today/this month.
- Try not to post on the same day as crucial comms (if you must, send after 3pm).
- Keep the email short and sweet – nobody wants to read a wall of text!
- Ensure you're being inclusive.
 - e.g., instead of 'Merry Christmas', consider 'happy holidays'.
 - e.g., recognising that it's not just women who experience the menopause - trans men and non-binary people may also experience it too.
- Ensure your comms have a clear purpose (should be something that will have a clear benefit for the wider business, not just something that interests you).

Image use

- Try to include an image in each email.
 - small ones can go near the top
 - keep any big ones at the bottom of your email so people don't have to scroll down to see the text
- If you're including an image in the body of the email, make sure it's the right size and quality (you can test this by first sending it to yourself).
- Instead of using off-brand images like these:



ask Jenny Welsford to create you an on-brand image. Please provide all copy and anything else you want included, or make your own on Canva using our brand fonts and colours:

Sharp Grotesk Bold 20 AaBbCc

Sharp Grotesk Book 19 AaBbCc

Sharp Grotesk Semibold AaBbCc

If you don't have these fonts installed, you can use 'Arial' and 'Arial Black' or speak to Jenny and she will share the files with you.



Black
#000000
0, 0, 0
0, 0, 0, 100
PMS Black C



White
#FFFFFF
255, 255, 255
0, 0, 0, 0



Coffee
#FFDDB4
255, 221, 180
0, 15, 33, 0
PMS 7507



Mint
#B2F7CA
178, 247, 202
33, 0, 33, 0
PMS 7478



Berry
#F0CEFF
240, 206, 255
8, 24, 0, 0
PMS 263



Ice
#C9E8FF
201, 232, 255
24, 2, 0, 0
PMS 2707

- Try to keep graphics as simple and on-brand as possible by choosing black outlines. Here's an example of how to recreate the above image within our guidelines:
- Ensure any images add value to your message and aren't just there for the sake of it.
- If you are using images of GoodShapers in your comms (i.e., a meeting screenshot or headshot), make sure to ask permission first.
- If you're applying a coloured background to your email, use this instead of an image, not in addition to one (this will avoid any colour clashing).



Final checks before sending

- Read your email through (out loud or in your head) thoroughly to check that it flows well, adheres to our tone of voice guidelines, and that everything included is relevant to the action you want people to take or the information you're sharing. This is crucial for ensuring our Comms team maintain a positive internal brand.
- Put yourself in the position of someone who has just joined the business – does it give off the right impression as to how we speak to one another? How will your email be received by someone who doesn't share the same lived experience or personality to you? Your comms need to be foolproof and leave no room for misinterpretation.
- Ensure any links or attachments are included and working.
- Check your send list – do you need to send to all staff? (For follow-up emails, only email the group involved so people don't get spammed, then send less frequent round-up emails to all employees if needed.)

Need help?



Jenny Welsford

Design and
proofing



Vikki Clark

People support
comms



Dorothy Day

Purpose, structure
and wording



Jacqueline Rhone

GoodShaper
stories



Zsanett Koves

Business-related
comms