

Tone of Voice

Our tone of voice – the way we write and speak – gives people insights into our university’s personality. We aim to reflect our brand proposition, that we are “unconventionally brilliant” and reinforce our three principles: “Be confident”, “Be yourself” and “Do different”.

Our three core principles affect the way we talk:

Be confident

- Stay active - use the active voice and make strong statements with conviction
- We say more with less - keep titles, sentences and paragraphs short for maximum impact
- We back up what we say – use evidence to support every claim.

Be yourself

- We are proud - we celebrate our strengths, recognise our progress and thank our partners
- We stand out - we compare and contrast to stand out from the competition and challenge expectations
- We get personal - we avoid industry jargon or a stuffy, institutional tone. We use plain English.

Do different

- We talk in a different way - use this spirit to surprise and delight in the language you use
- We talk about our heritage - we frame our facilities, achievements and activities by how they benefit our community

Challenge the status quo - we describe UEA in terms of how we empower people