

Brand Tone of Voice Guidelines

Cymru Global's brand voice is all about being **curious and courageous, passionate and personal, simple but spirited, and inspiring and inclusive**. In practice, this means:

- **A balance of boldness and warmth** – We challenge the status quo and spark important conversations, but always in a way that's welcoming, respectful, and inclusive.
- **A human and engaging tone** – We move away from overly formal or technical language, making our communications more direct, conversational, and accessible.
- **Action-oriented and inspiring messaging** – We emphasise real-world impact, encouraging people to see themselves as part of the movement for positive change.
- **Clear and simple wording** – We avoid jargon or complex phrasing, ensuring our language is powerful yet easy to understand.

Often, this means making our communications a touch more engaging, warm, and purpose-driven, while ensuring they reflect Cymru Global's commitment to connection, collaboration, and inspiring action.

How to apply the Cymru Global brand voice

- **Avoid overly formal or bureaucratic language** – If a sentence feels distant, rework it to be more direct and relatable.
- **Use active voice** – Instead of "support is provided to global initiatives," say "we support global initiatives."
- **Inject warmth and inclusivity** – Replace impersonal phrasing with wording that feels inviting and community-driven.

Reflect the four tone pillars

- **Curious and courageous** – Ask thought-provoking questions, challenge assumptions, and inspire action.
- **Passionate and personal** – Write with warmth and authenticity. Make sure the audience feels valued and included.
- **Simple but spirited** – Keep things clear, concise, and to the point while keeping the energy high.
- **Inspiring and inclusive** – Ensure everyone feels welcome to engage, removing any exclusivity in language.

Final check: Does it inspire engagement?

Before finalising, ask: **"Would this inspire someone to engage or connect?"** If not, tweak it to feel more action-driven and inviting.

Flexibility in tone

Brand voice isn't rigid – it can be adjusted based on context, audience, and purpose. While the core principles remain the same, the tone may shift slightly (e.g. formal reports or funding proposals may require a more structured, formal tone). Regardless of the adjustment, the key is that the copy reflects Cymru Global's values (Curiosity, Kindness, Solidarity) – they should remain at the heart of our communications, encouraging engagement, reflection, and action.

