Mendix Tone Of Voice

mx

IDEAS
mx
OUTCOMES

Introduction

The Mendix TOV is a part of our Brand. It helps define how we present our company and our message to the world. By defining a TOV and making it a part of our brand identity.

Establishing a Mendix Tone of Voice (TOV) will create a recognizable cadence to copy across the organization. This framework will establish consistency around how we talk about what we do, who we are, and what we believe.

What you say is as important as how you say it.

Great writing happens when a good story is well told. You can describe the process of tying your shoes with the most eloquent language imaginable and it will still be just an explanation of how to keep your shoes from falling off your feet. If you tell an amazing story of triumph over tragedy or good conquering evil with joyless, dull language – the narrative will fall flat, it won't be fun to read, and your audience won't much care if your protagonist lives or bites it.

The point of the written word – whether those words take the form of a novel or a banner ad – is to engage the reader. To spark their curiosity and get them to ask, "What happens next?"

In the B2B space, content serves a second purpose – to educate. That is, B2B content should inform the reader of a new trend, provide them with a fresh perspective on a complex problem, help them understand a product's return on investment, or teach them how to build an app.

CORE TENETS

Conversational
Write in an approachable, natural tone. Your audience, regardless of persona, title, or lead designation, is an actual person.

Bold
Talk about our product, low code, and our place in the evolving technology landscape with the bold authority our collective knowledge and experience warrants.

Compelling
Create interesting content. Engage our audience with relevant subject matter.

Insightful
Educate, inspire, and enlighten your readers.

Reliable
Tell the truth. Be clear and honest.

Succinct
Get to the point. People are busy.

Write this, not that

	WRITE LIKE THIS	NOT LIKE THIS	WHY
Conversational	With Mendix, the Software Development Lifecycle can deliver valuable solutions faster.	Mendix is a cutting-edge visual modeler that renders the enterprise capable of building high-value apps as needed, with an intense focus on yielding business value.	Make sure what you're saying is easy to read and has a smooth cadence. If it sounds weird when you read it aloud, it's going to read weird to your audience.
Confident	Create a multi-experience solution with a single codebase using Mendix.	Mendix can help you to envision optimized experiences.	Mendix is the leading low-code platform in the world. If we're staking a claim on this technological territory, we should make sure people know we own it.
Compelling	Mendix can be another weapon in the developer's ever-expanding arsenal. Expand your skillset, increase your value, never stop learning.	Mendix could help you be better at you job.	Captivate your reader with well-formed questions. Engage your audience with a poignant story. Intrigue the customer with a narrative of achieving the impossible.
Insightful	The Shadow IT patchwork of quick-fixes and workarounds is risky business. Every rogue app and unsanctioned solution pokes another hole in your security framework, weakening it more and more over time.	Shadow IT isn't a good policy to rely on in the long term.	Technology is a landscape of evolving complexities. It's a landscape we are a part of and understand. Use your perspective and knowledge to inform and enrich the reader.
Reliable	Collaboration throughout the software development lifecycle allows the functionality of the solution to evolve with business needs over time. This promotes open communication and eliminates rework.	Collaborate with everyone to build apps one million times faster than traditional development with low code.	Don't embellish or hyperbolize, it's not necessary (because we really are that good) and it's not effective.
Succinct	Replacing paper-based processes with digital workflows drives operational efficiency.	It's important for your business to function at optimal velocity. Departments that are still relying on paper processes are dulling your organization's overall competitive advantage. Digital transformation addresses this issue – speeding up the pace of business.	Efficient, focused content is more readable and more likely to be read.

Audience

Every content piece – from web copy to printed collateral for events – should be written with a target audience in mind. Write consistently readable copy by putting the needs and interests of your reader and our customers first.

Provide unique value in an easy-to-consume format and our audience will rely on our content to inform and educate them as potential consumers and, eventually, users. A customer who begins their exploration of low-code development with our engaging, informative content is likely to recognize Mendix as a reliable leader in the low-code development space and would continue to rely on our content throughout the entire buying journey, from low-code awareness through closing a deal, all the way through to expansion.

Before you draft a content piece ask yourself:

- Who is this for?
- Why would they want to read it?
- What are they getting out of it?
- Where do they go from here?

Tonal Flexibility

Conversational, Confident, Compelling, Insightful: These Core Tenants have a spectrum that provides writers the needed flexibility to tailor our brand tone to disparate personas, customers, and regions.

An email nurture campaign targeted at CIOs or an event invite in the DACH region might lean towards the more formal side of Conversational. What a seasoned ProDev finds Compelling would vary greatly from what interests an analyst. A Confident tone could have a bit of an edge if you're talking to a developer, but that same characteristic should trend more towards competent if you're addressing someone on the business side. Insightful commentary to a citizen developer would take a very different shape were you talking to a CTO.

However, regardless of who you're talking to – you should always be providing them with worthwhile, Reliable insights, presented in a tidy Succinct package. Always tell the truth in as few words as possible.

Conversational

Stilted	Formal	Detached	Stiff	Genuine	Human	Warm	Approachable

Confident

Demure	Hesitant	Milquetoast	Weak	Bold	Strong	Ardent	Positive

Insightful

Iterative	Obtuse	Hackneyed	Dense	Woke	Astute	Discerning	Perceptive

Compelling

Boring	Flat	Lame	Limp	Entertainging	Interesting	Engaging	Powerful

Reliable

Inaccurate	Deceptive	Untrue	Overexaggerated	Scrupulous	Reputable	Trustworthy	Honest

Succinct

Verbose	Flowery	Belabored	Wordy	Direct	Concise	Active	Clear

Editorial Guidelines

Editorial Guidelines address the grammatical and typographical minutiae that come up across all content types. These guidelines are meant to save you time and ensure uniformity across all asset types.

Low-code vs. Low Code

There is no single source of truth regarding what's correct – "low-code" or "low code." So, for consistency's sake we always use: low-code. With the hypen. All the time. Everytime.

developer, but that same characteristic should trend more towards competent if you're addressing someone on the business side. Insightful commentary to a citizen developer would take a very different shape were you talking to a CTO.

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Oxford Comma

The Oxford Comma (aka Serial Comma) is the final comma before a conjunction (and, or, nor) in a list. There's no hard and fast rule for what's correct; there is only convention. In cases like this when ambiguity threatens to let chaos reign, consistency wins the day.

Use the Oxford Comma in all content, all the time.

Examples:

· Projects can be good, quick, or cheap – choose one.
· Business technologists are clever, creative, and quick.
· Building an Innovation Factory has three main stages – start, structure, and scale.

Headlines and Subheads

Headlines Should Be in Headline Casing

All headlines, including but not limited to web copy, blogs, webinars, Resource Center assets, press releases, etc...– should be in Headline Casing – which capitalizes each major word and verb and leaves conjunctions, prepositions, and articles (an, and, the, for, from) lowercase.

Subheads should be in sentence casing

Subheads in content pieces should be in Sentence Casing. Capitalize the only the first word. To note – Subheads, however, aren't sentences, so they do not require a period or full stop at the end.

Active vs. Passive Voice

The Active Voice is more impactful because it's direct, clear and straightforward. It's also less wordy. Relying too much on the Passive Voice conveys a hesitancy that softens the impact of your writing and slows down the pace.

Draft content predominately using the Active Voice. You can, on occasion, use the Passive Voices to great effect. For example, when it makes sense within the context of a given piece to shine a spotlight on the object instead of the subject. But it should never be your go-to.

Active Voice

When using the Active Voice, the subject of the sentence performs the verb's action.

Examples:	Subject	Verb	Object
The dragon ate the man.	Dragon	ate	man
Low code empowers the citizen developer.	Low code	empowers	citizen developer
Developers code programs quickly.	Developers	code	programs

Passive Voice

In sentences written with the Passive Voice, the subject receives the verb's action.

Examples:	Object	Verb Phrase	Subject
The man was eaten by the dragon.	man	was eaten	Dragon
The citizen developer is empowered by low code.	cititzen developer	is empowered	Low code
Programs are coded quickly by developers.	programs	are coded	Developers

Bibliography & Attribution

Bibliography

Any long-form asset (eBook, whitepaper, guide, manual) should have a Bibliography. For citation formatting, please refer to the Chicago Manual of Style.

Attribution

Direct quotes or statistics should always be attributed to their original source. If you found a statistic in Forbes from a Forrester report – confirm the information from the original source and cite the Forrester report, not the Forbes article. This is to ensure the integrity of our sources.

US vs. UK Spellings

There is some variance in US vs UK spellings.

Use US Spelling for all:

· US events
· Mendix World content that is created or distributed from the US
· social copy

Use UK Spelling:

· English translations of regional events outside of the US
· marketing copy drafted in English targeted to regions outside the US

Formatting Standards

Numbers

Spell out: one, two, three, four, five, six, seven, eight, nine, and ten. Use the numbers for 11 and up.

Bulleted Lists

If you're using a bulleted list in a content piece the formatting should adhere to the following guidelines:

Example:

CIOs like infographics because they are:

· easy to read
· quickly ingested
· packed with stats

If your list features full sentences, use sentence casing and proper punctuation.

Example:

CIOs like infographics because:

· They are easy to read.
· The information is presented in visual format.
· It's a quick way to intake a lot of details.

Things to avoid:

If you're repeating the same phrase in each bullet, consider rewriting the intro snippet.

Example:

CIOs like infographics:

· because they are easy to read
· because they are visually compelling
· because they are rich with relevant data

Instead:

CIOs like infographics because they are:

· easy to read
· visually compelling
· rich with relevant data

Date and Time

For designed collateral, use the date and time formats that make sense with the region you're targeting.

US	Non-US
Thursday, Dec 19	Thursday 19 Dec
Thursday, Dec 19, 2019	Thursday 19 Dec 2019
Dec 19, 2019	19 Dec 2019

12- Hour Clock	24 Hour Clock
2:00 pm EST	14:00 GMT
1:00 am	--

Percent or %

Spell out the word "percent" in text when writing about a percentage inline. Use the % symbol in pull quotes, headers, or headlines.

Acronyms and Initialisms

Acronym: an abbreviation that can be pronounced as a word.

Examples: NASA, OPEC, ASAP

Initialism: an abbreviation using the first letter of each word in a multi-word phrase or name that cannot be pronounced as a word.

Examples: FBI, DVD, ATM

For the most part, you should spell out the full name or process represented by an acronym or initialism, followed by the abbreviation in parentheses, the first time it appears in text.

Examples:

· Enterprise resource planning (ERP) software is a growing industry.
· The rapid app development platform as a service (PaaS) model is changing the software creation landscape.

Exceptions:

· You can use acronyms in headlines and primary headers. Spell them out and use parentheses early in the body of the text when you do.
· Some acronyms are so well-established that spelling them out in full is unnecessary or would confuse the reader (such as "DVD"). The choice on whether or not to spell it out in full in the first instance is at the discretion of the writer, but it is important to note that we create content for an international audience.

Currency Symbols

Use the appropriate symbols or currency code for all currencies.

Refer to this list for up-to-date symbols and codes.