

BRAND VOICE.



 **WE'RE STRAIGHTFORWARD.**
WE'RE  **UNAPOLOGETIC.**
 **WE'RE KINETIC.**
WE'RE HUMAN. 



WHY WE HAVE A BRAND VOICE

Language is a crucial part of any strong brand. Alongside recognisable visual elements, our voice helps to create a distinct 'atmosphere' in every touchpoint, giving an immediate sense of what we're like to work with.

Our brand voice is built on our promise, **THE EXTRAORDINARY EVERYDAY.**

We want all our written comms to deliver on that, so we've created the following principles to make sure everything you write does just that.



WE'RE STRAIGHTFORWARD.

We make life simpler and easier for our customers every way we can. This comes through in our copy; what we write and how we write it.

Instead of:

Please don't hesitate to enquire.

Instead of:

Head to our website to get the latest information



We write:
Just ask.



We write:
Get the information here.



WE'RE UNAPOLOGETIC.

We're proud of what we do. That's not to say we boast. We're just happy to tell our prospects and customers what's great about what we're selling, because it exists to help make them succeed. This confident attitude comes out in our choice of clear, direct language and simple sentence constructions.

Instead of:

We strive to deliver excellence in zero trust security.

»»»» **We write:**
Zero trust security. Done

Instead of:

We believe that our history and experience gives us an advantage.

»»»» **We write:**
We're great at what we do.



WE'RE KINETIC.

We're full of energy and so is our writing. We create a sense of action in our copy by favouring verbs over nouns. By choosing the best verb for the job, we avoid the need for an adverb. We're sparing with adjectives too, looking for strong nouns that describe what we want to say, in one. And we vary our sentence length and structure to keep the energy level up.

Instead of:

We're excited to let you know that our new platform is now available.



We write:

The new Colt Online just landed.

Instead of:

You can book a meeting to see Colt at the IT Expo event next May by emailing us.



We write:

See us at IT Expo. Click to book.



WE'RE HUMAN.

We use the active voice, making it clear who's who in our writing. We draw our readers in, by using 'you' and 'your' and even including the occasional question, as if we're having a conversation.

Instead of:

Please confirm receipt of the contract that was sent by email on Tuesday.

»»»» We write:

Have you seen the contract we emailed to you on Tuesday?

Instead of:

These solutions improve workplace efficiency and deliver synergies across technology.

»»»» We write:

We help your people work smarter.

FOLLOW ALL FOUR PRINCIPLES AS YOU WRITE. STAY TRUE TO THE COLT BRAND VOICE.

1. We're straightforward

We make life simpler and easier for our customers every way we can. This comes through in our copy; what we write and how we write it.

2. We're unapologetic

We're proud of what we do. That's not to say we boast. We're just happy to tell our prospects and customers what's great about what we're selling, because it exists to help make them succeed. This confident attitude comes out in our choice of clear, direct language and simple sentence constructions.

3. We're human

We use the active voice, making it clear who's who in our writing. We draw our readers in, by using 'you' and 'your' and even by including the occasional question as if we're having a conversation.

4. We're kinetic

We're full of energy, and so is our writing. We create a sense of action in our copy by favouring verbs over nouns. By choosing the best verb for the job, we avoid the need for an adverb. We're sparing with adjectives too, looking for strong nouns that describe what we want to say, in one. And we vary our sentence length and structure to keep the energy level up.

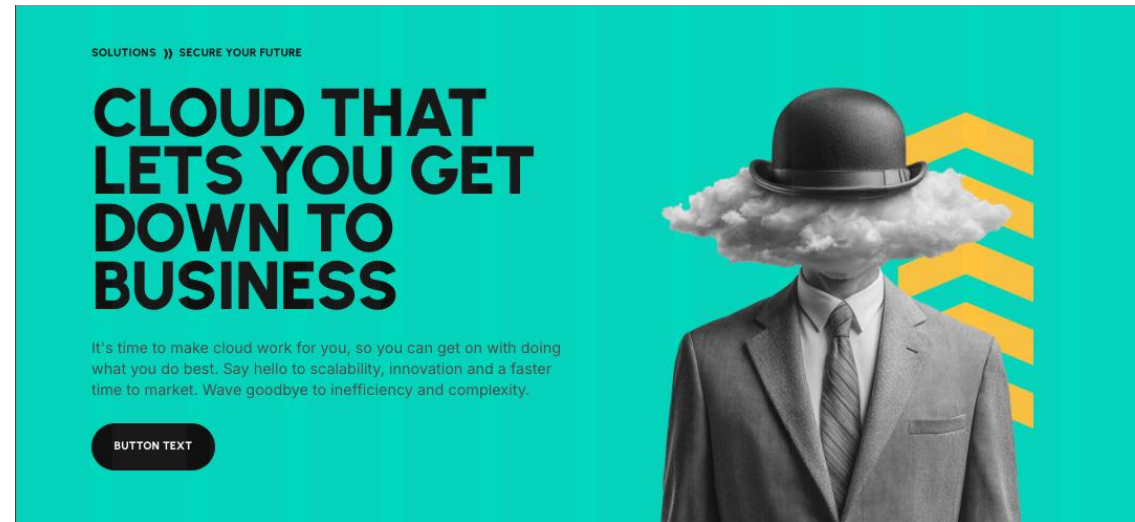


WORKING EXAMPLES

HEADLINE EXAMPLES

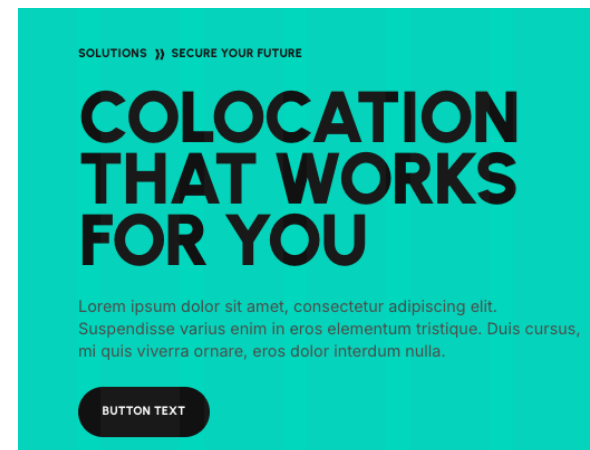
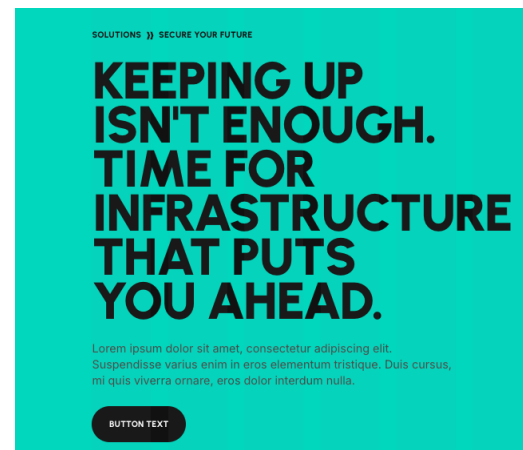
colt

OLD
Your trusted
cloud provider



Think like a newspaper
headline writer; punchy and
attention grabbing.

OLD
Connecting
financial markets
globally



OLD
Flexible and
scalable colocation
solutions

OLD



Colt Technology Services
278,544 followers
6d · 🌐

💡 What if technology could power a greener world? 🌍

At Colt, we're turning that idea into action. Our Smart Building Project in London is already cutting energy use by 26%, earning us the Eco-Innovation Award 2024. ⚡

And with smarter infrastructure like uCPE and vCPE, we're helping customers slash energy use, reduce e-waste, and build more sustainable networks. ♻️

Because innovation only matters if it makes an impact.

NEW



Colt Technology Services
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Smarter tech. Greener impact.

And yes, we're making it happen.

Our London Smart Building Project cut energy use by 26%. And won the Eco-Innovation Award 2024.

With uCPE and vCPE, we help businesses cut energy, reduce e-waste, and build networks that do more with less.

Progress only matters if it's sustainable.

Confident, concise, human and outcome focused.

OLD

The importance of sustainability and energy efficiency in buildings has never been more crucial. With the growing demands of climate control and operational efficiency, businesses are looking for smarter solutions to enhance systems and reduce energy consumption.

Colt's Innovation team has been working on eliminating unnecessary energy waste by optimising HVAC (Heating, Ventilation and Air Conditioning) operations while enhancing indoor climate conditions. Our Smart Building pilot, in partnership with leading AI technology supplier Nuuka, is paving the way for a smarter, more efficient, sustainable future.

NEW

Businesses are looking for smarter solutions to enhance systems and reduce energy consumption.

That's why our smart building pilot is eliminating unnecessary energy waste by optimising HVAC (Heating, Ventilation and Air Conditioning) operations.

Together with AI technology supplier Nuuka, we're paving the way for a smarter, more efficient, sustainable future.

Every word earns its place, with more confident language and keeping the human element.



OLD

New message

To

Subject

We are writing to inform you that, due to circumstances beyond our control, the Nordic telephone numbers listed in the attached inventory will no longer be supported by our supplier as of December 30th 2025.

As a result, after this date we will no longer be able to support this product.

Send

NEW

New message

To

Subject

We need to let you know that the Nordic phone numbers in the attached inventory will no longer be supported by our supplier after December 30th 2025.

This means that, after December 30th 2025, we can no longer support this product.

Send

Gets straight to the point while making sure we get the critical message across.

OLD

The ESG performance of the digital infrastructure and data centre services industries has enormous potential to advance a more sustainable world.

ESG is also essential to winning new business, attracting and retaining talent, adhering to legislation and mitigating risks.

NEW

We have the power to build a more sustainable world. ESG also helps us win new business, attract great people, meet legislation and reduce risk.

More straightforward and confident in what we have the power to achieve. Adding energy from potential to 'we have the power'.

Along with our tone we need consistency in what we write.

- » UK vs US spelling, capitalising job titles, writing out numbers under ten and all that good stuff
- » We also need consistency in how we use Colt product names Vs industry terms

All of that is in our style guide, along with some extra writing tips if you need them

Colt's style guide is [here](#)

