

character

Nectar
Verbal Identity

Round 3
4 February 2022



Introduction
Is/Isn't
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Verbal identity has
two parts:
voice and messaging.

Voice defines
how we speak.

Voice defines
how we speak.

Messaging inspires
what we say.

Brand voice is our tone.

Brand voice is
how consumers
get to know you.

Brand voice
permeates all
messaging.

The voice can come
from anywhere, but
must be consistent.

The voice can come from anywhere, but must be consistent.



Skittles leans heavily into being weird, wacky, and pushing the boundaries.



Oatly is extremely literal, self-aware, and focuses on simple language.



Recess combines being zen with being peculiar to create their own vibe.



Nike is known for their inspirational grit, being empowering while being progressive.

Brand Voice Considerations

Authentic

Is it born of the existing Nectar culture?

Scalable

Can the voice grow and flex with us?

Strategic

Does the voice communicate our unique point of view?

Relevance

Will it resonate with both individuals and companies?

Distinctive

Will it stand out from the crowd?

Copywriting
≠
Brand Voice

Copy should always be
clear, concise, and
compelling.

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Is/Isn't Expertise

Nectar is:

- Clinical
- A revolution
- Visionary
- Groundbreaking
- Proof
- Clarifying

Nectar isn't:

- Academic
- An evolution
- Idealistic
- A novelty
- A promise
- Complicated

Is/Isn't Personalization

Nectar is:

- Accessible
- Curious
- Direct
- Customized
- Personal
- Precise

Nectar isn't:

- Oversimplified
- Prying
- Curt
- Generalized
- Intimate
- Elaborate

Is/Isn't Personality

Nectar is:

- Ambitious
- Earnest
- Witty
- Down to earth
- Devoted
- Warm

Nectar isn't:

- Unrealistic
- Exaggerated
- Slapstick
- Exclusive
- Obsessed
- Cute

Is/Isn't Metaphors

Nectar is:

- A solution
- A TED Talk
- A twinkle in your eye
- A marathon
- Pour over coffee
- Medication

Nectar isn't:

- A shortcut
- A thesis defense
- A belly laugh
- A 5k
- Keurig
- Essential oil

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Insightful
not academic

We break it down without dumbing it down.

This helps us balance science and humanity, turning proven research into tangible aha moments. This builds trust with our customers and offers a clear understanding of how we're using science to end allergies.

How to:

- Lead with the key takeaway.
- Translate science into approachable language.
- Elevate critical details.

Bold
not overconfident

We speak with energy and think big.

Our science is for the world—and forever. Our writing captures that ambition and inspiration, always balancing individual relief with the larger vision of ending allergies for good.

How to:

- Making positive, confident statements.
- Minimize qualifiers.
- Paint the big picture.

Supportive
not overbearing

We care for people individually.

Our passion (and compassion) are at the heart of how we communicate, putting every person first and solving for their needs on an individual basis.

How to:

- Ask directed questions.
- Make resources accessible and available.
- Always follow up.

Clever
not silly

We write with warmth and wit.

We have a smart sense of humor, bringing energy to our writing without cracking silly jokes or looking for laughs. This brings levity and personality to our earnest subject matter and scientific approach.

How to:

- Twist idioms.
- Be surprising.
- Use subtle literary devices (alliteration, rhyming, etc.).

Insightful

We make science approachable.

Bold

We are changing the world.

Supportive

We put care and the customer first.

Clever

We write with a twinkle in our eyes.

We can dial up or down individual traits based on where we're writing.

We call this voice modulation.

It helps us get the most out of our voice, highlighting parts of our personality in contexts where they are particularly resonant.

Social

On social*, we have the opportunity to flex our more inspirational traits—bold and clever.

We make confident statements and twist language to make our content energetic and witty.

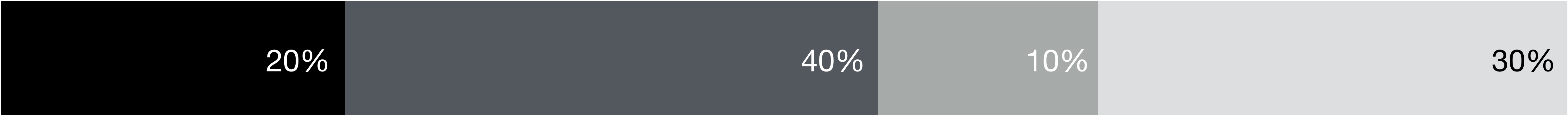
*Different social channels will have slightly different modulations (LinkedIn might lean slightly more insightful than Instagram, etc.)

Insightful

Bold

Supportive

Clever



Social

Generic Idea

Nectar puts an
end to your allergies.

In Voice

It’s over, allergies.
#NectarOverAllergies

Insightful

Bold

Supportive

Clever

20%

40%

10%

30%

Social

Generic Idea

Nectar is a multi-step process.

In Voice

Life is just three steps away.

Insightful

Bold

Supportive

Clever



Customer Interactions

When we’re interacting directly with our customers, our ability to deliver actionable information (Insightful) and personalization (Supportive) shines brightest. We’re inclusive, bringing them in with collective “we” and “us” language to pair with more direct “you” statements. And we include moments of wit (Clever) to ensure that our personality is always present.



Customer Interactions

Generic Idea

The process begins with an allergy test.

In Voice

The first step to freedom over your allergies—identifying which allergens are tying you down. Let’s get started.



How it Works

When we’re explaining ourselves, our science, or our service, we focus on clarity (Insightful) and approachability (Supportive). We bring the right information to the forefront and make science understandable to all.

We still remember to add a touch of boldness, always keeping in mind the greater mission that drives our work, and a hint of our wit.



How it Works

Generic Idea

Nectar is everything you need, delivered to your home.

In Voice

Living allergy-free starts in your living room. First, with a simple and precise allergy test. Then with a few drops a day—proven, prescribed, and personalized to you.

Insightful

Bold

Supportive

Clever



How it Works

Curex

Get allergy tests, prescriptions and immunotherapy for real results—all from the comfort of your home, delivered for free.

In Voice

Living allergy-free starts in your living room. First, with a simple and precise allergy test. Then with a few drops a day—proven, prescribed, and personalized to you.



Investors/ B2B

With investors, our mission-driven ethos (Bold) and scientific credibility (Insightful) are our two most useful tools. So we lean most heavily into proof and confident, forward-looking statements.



Investors/ B2B

Generic Idea

Nectar cures allergies.

In Voice

Nectar is ending allergies—
for all and for good—with
personalized immunotherapy.



Investors/
B2B

Curex

Curex helps you prevent
your allergies & asthma in
the first place.

Nectar

Giving every person power
over their allergies.



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A brand line is a short introduction.
A succinct way to speak about
your brand.

It's something you live up to, a tool
to communicate what you do, but
it's just one part of the brand.

↳ Note:
We do not do any
trademark searches,
because we don't see
this as a tagline.

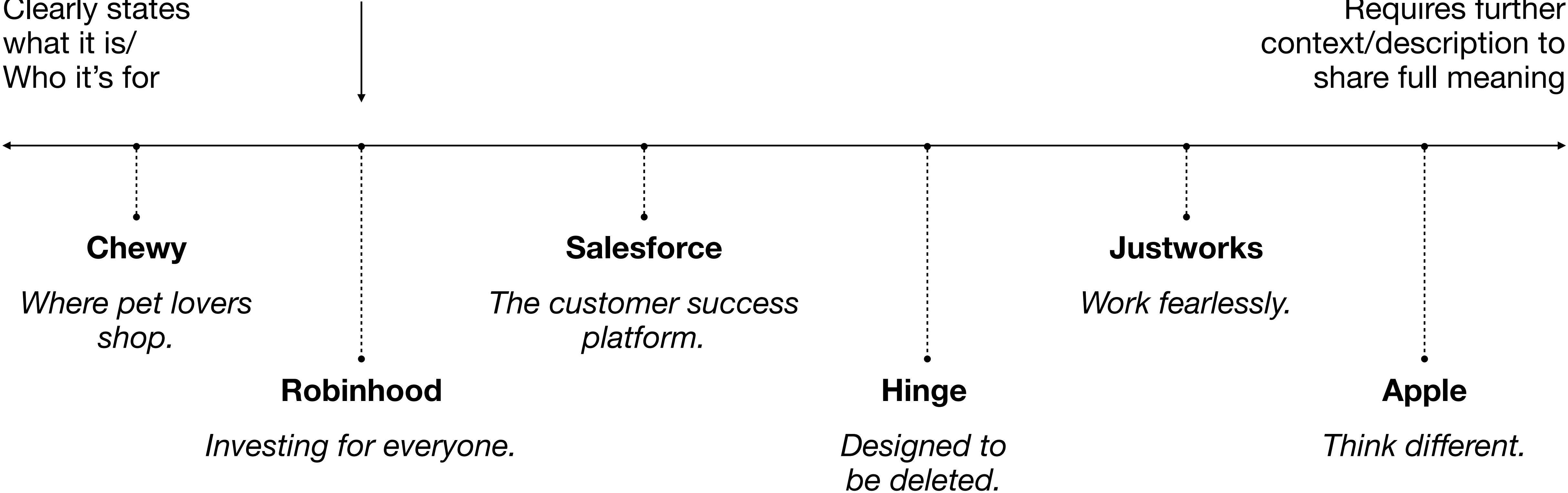
Brand Messaging
Brand Line Examples

Low Explanation

Clearly states
what it is/
Who it's for

High Explanation

Requires further
context/description to
share full meaning



Nectar over
allergies.

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Dos and Don'ts

Do

- Focus on the positivity, optimism, and new beginnings of a life free of allergies.
- Occasionally address allergies directly, using playful opposition language. (“It’s over, allergies.”, “Allergies hate science.”)
- Pair scientific terms with approachable explanations.
- Lead with the key takeaway.
- Make it witty.
- Make industry language more colloquial (“People with allergies” instead of “Allergy-sufferers”, etc.).
- Use style and voice to separate us from our competitors with similar messaging.
- Offer proof whenever possible.

Don't

- Make it a war against allergies, overemphasize suffering, or focus on escaping the negatives.
- Make allergies the center of attention, or take it too far with the negativity (“The allergy killer.”)
- Completely avoid using precise terminology or forget to break it down.
- Lead with a fast fact or “Did you know?”.
- Make jokes.
- Make it overly conversational or casual.
- Be afraid to say similar things in our own way.
- Hide our expertise or simply say “trust us”.

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Brand Voice also helps inform how we approach grammar.

Here are a few rules to follow when writing for Nectar.

↳ Note:
We recommend deferring to AP style for all other grammar rules.

Grammar & phrasing

Active Voice

Nectar uses active voice whenever possible.

Tense

In general, always focus on the future and the present.

Contractions

Feel free to use contractions.

Conjunctions

And it's okay to start a sentence with a conjunction (and, but, or) to keep things fluid and conversational.

Cases

Sentence case

Nectar uses sentence case for almost all communications.

- Headlines
- Typeset headlines, such as blog posts or press releases
- Email subject lines
- Social media captions
- CTAs/buttons
- Text messages
- Bulleted lists
- Social media handles

Exceptions

- Acronyms are in all caps (SLIT)
- Hashtags are title-cased (#NectarOverAllergies)
- urls/email addresses are all lowercase
- Sub-brands are title-cased

Formatting

Bold & Italics

We occasionally use bold and italics to emphasize certain ideas.

Parentheses

Most effective when giving short examples in a longer statement. Try to use sparingly.

Underlining

Save this for hyperlinks on the site.

Punctuation

Periods

We do punctuate:

- Body copy
- Subheads
- Text messages/customer service interactions

We do not punctuate:

- Headlines
- CTAs
- Bulleted lists
- Email subject lines

Commas

Use the serial comma (a.k.a. Oxford comma).

Punctuation

Quotation marks

Periods and commas go inside quotation marks. Everything else (!, ?, ;) goes outside quotation marks, unless it's part of the quoted material.

Include a comma before a quote if the words before it describe the writing or saying of the quote.

Punctuation

Other Punctuation

We don't use:

- Ellipses
- Exclamation points
- The greater than (>) symbol to connote “over”
- Ampersands to replace “and”

We do use (sparingly):

- Parentheses (for small additions)
- Em dashes—without spaces on each side
- Question marks
- Hashtags (only on social)

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Brand Line

Voice Traits

Nectar over allergies.

Insightful
Bold
Supportive
Clever

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Timeline +
Next Steps

1/13
R1 Verbal Identity
Character to present voice traits, brand line, key messaging examples.

1/17
Feedback Due
Nectar to provide written, consolidated feedback.

1/25
R2 Verbal Identity
Character to present refinements to verbal identity.

01/27
Feedback Due
Nectar to provide written, consolidated feedback.

01/28
R1 Visual Identity
Character to present a first look at the new Nectar visual identity.

02/04
Final Verbal Identity
Character to present final refinements to the verbal identity.

Thank you.

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