

Verbal identity

A Goodtech Tonal Guide

What This Guide Is (And Isn't)

This guide is here to help you understand and express Goodtech's distinct personality through language. It defines how Goodtech sounds – across channels and audiences – so that everyone from engineers to marketers can communicate with a shared voice that is confident, human, and grounded in expertise.

It translates our values into style, and personality into practice. It shows **how to sound like Goodtech, not just describe Goodtech.**

It helps us:

- Speak with clarity, consistency, and confidence
- Stay true to our values while adapting to context
- Sound like people, not marketing machines
- Empower teams across the company to communicate with a shared voice

This guide is not a brand strategy document. It's not a technical manual or a list of slogans. It's not a rulebook – it's a shared compass.

Brand Voice Statement

Goodtech isn't just talking at people. We're talking with them. Our voice opens the door, invites people in, and builds trust through clarity, knowledge, and empathy.

We're not here to dazzle with buzzwords or hide behind jargon. We're here to guide, explain, and help people make good decisions – because we believe in empowering our clients, our colleagues, and our industry.

Our voice is shaped by who we are: **an experienced advisor, a passionate learner, and a collaborative partner.**

Core Voice Traits

1. Insightful

We don't just describe – we explain. Our language sheds light on complexity and helps others see opportunities clearly.

2. Pedagogical

We're honest and clear. We don't dress things up unnecessarily, and we avoid jargon unless it's useful. We speak in terms people understand, and we get to the point.

3. Inviting

We welcome people into our world – not by declaring who we are, but by talking to them, not at them. Our voice is written in the present tense, it's active, accessible and open. We draw people in with clarity, not polish.

4. Competent

We speak from experience – calm, confident, and grounded in facts. No bragging, just quiet authority.

5. Warm

Behind every word is a person who cares. We're collaborative, proud of what we do, and we show it through a generous, human tone. Our voice is supportive, smart, and grounded in deep technical understanding. We speak like the knowledgeable professional you trust to help you succeed: empathetic, concrete, and confidently optimistic.

Tone in Context

Our voice stays true to our core. It reflects our values and personality traits. Our tone, on the other hand, is flexible. It adapts to the context, the situation, and the audience.

While all communication must deliver clear and immediate value, adapting our tone allows us to meet readers and listeners where they are – with the right balance of empathy, clarity, and relevance.

- **Website:** Warm, confident, and inviting
- **Investor communications:** Professional, concrete and direct
- **Recruitment:** Encouraging, proud, and relatable
- **Social media:** Friendly, insightful, and inviting.

Language Principles

Every piece of communication should deliver immediate value to the reader.

Before you write or speak, ask: "How does this help the person I'm talking to?"

Goodtech's voice must always prioritize usefulness over formality, clarity over complexity, and people over processes.

Use these principles as your go-to checklist:

- **Clear over clever.** Use plain language. Say what you mean – avoid fluff, filler, or corporate jargon. Imagine explaining it to a smart friend outside the industry.
- **Be active.** Use active voice to show ownership and energy. Say “We deliver automation that saves time,” instead of “Time is saved through automation.”
- **Be specific.** Avoid vague claims. Back things up with examples, numbers, or tangible outcomes. 'Improved energy use by 18%' is stronger than 'better performance.'
- **Educate without lecturing.** Explain things simply and constructively. Think 'Let's walk through this together,' not 'Here's what you don't know.' Everything we do contains a teachable moment, and should be taken advantage of.
- **Sound like a person.** Use everyday language, contractions (we're, you'll), and address the reader directly whenever possible. Say “you”. Keep the tone warm, helpful, and conversational.