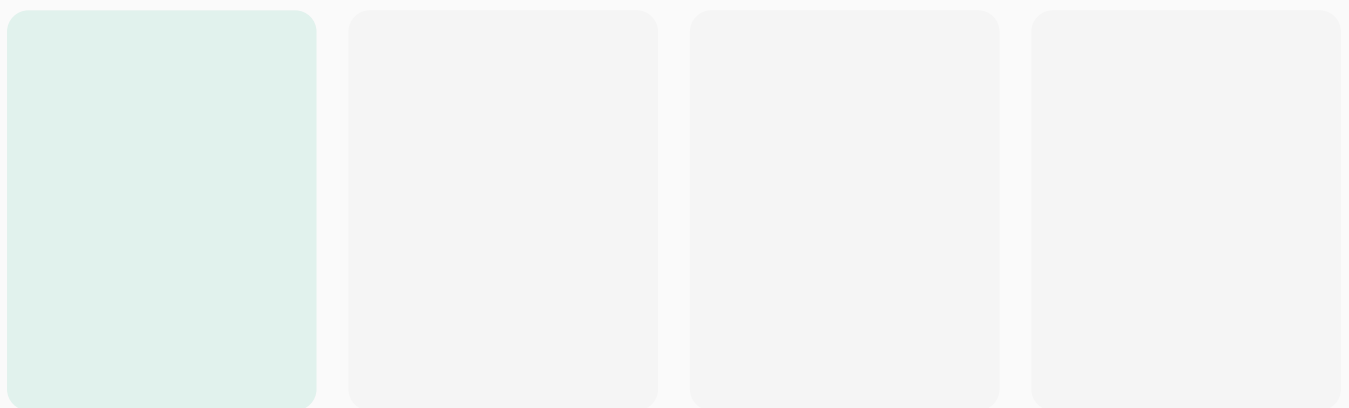


Brand voice guide

How to write in one voice across a whole team.



01

Overview

Nothing here depends on a particular tool, so it travels between teams. Every figure in this document comes from the last four quarters of reporting. Where a number moved, the note beside it says what moved it. A short summary opens every section, and the detail follows for anyone who wants it.

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02

What changed

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03

How to use it

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04

The detail

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