

DECEMBER 5TH, 2018

STONE OF VOICE REQUEST

REQUEST'S BRAND STORY

The calm power

As young and small as Request may be, we believe in the calm of a master. We look at the essence of what we do and what we want to achieve. We need to manage our energy because we want to bring change. Big change. We waste no calories on building castles in the air or shiny headquarters on earth. We create the open network for all **transaction requests**.

As dynamic and thrilling as the developing universe of blockchain may be, we stay true to our ambition and drive. We pivot and change when needed. But we don't chase every attractive opportunity. Only when it contributes to our main goal.

And as seductive as the attraction of fame, fortune and a metropolitan life may be (and the blockchain world is full of that) we are happy to see that it adds to our attraction as a foundation. But doesn't create a distraction from our mission. It can be a result, but it is certainly not our purpose.

To summarize it in simple words: we are here to create the ecosystem of the future, not to hang around in the egosystem of the past. This calm, perhaps serious attitude is not less powerful. Or less joyful. On the contrary. It's just more authentic. People are smart enough to see the difference. And what counts is not who we are, but what we bring forward.

Leading Principle

REQUEST
HUMBLE AND POWERFUL

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01 AUDIENCE

WHO'S READING OUR WEBSITE?

PEOPLE IN THE KNOW

Developers, potential Request employees, and other community members know their stuff. They've pored over whitepapers, they write complex code before breakfast, and they want to know what sets us apart from other payment processors.

These people are looking for the 411. They don't need the 101.

Their goal: Find out what we can do, what sets us apart, and how we accomplish our goals

Our goal: Convince them to get on board with us, as developers, employees, or even community ambassadors

PEOPLE WHO ARE CURIOUS

We're aiming to change the way we pay others and receive payments in turn. Not just for the happy few or the IT elite: for everyone. So our website must also cater to individuals and companies who may have only heard about blockchain on the evening news.

They don't need their hand held, but they'd like some pointers.

Their goal: Find out *what* Request can do. rather than just *how* we do that

Our goal: Assuage any doubts and fears, be a source of education, empowerment, and inspiration

02

TONE OF VOICE

HOW TO SAY WHAT THE WORLD NEEDS TO HEAR

STRATEGIC OBJECTIVE

REACHING THE TIPPING POINT IN ADOPTION

POSITIONING

THE OPEN NETWORK FOR TRANSACTION REQUESTS

LEADING PRINCIPLE

HUMBLE AND POWERFUL

WE HAVE IDENTIFIED 4 CORE VALUES IN OUR STRATEGIC OBJECTIVE, POSITIONING, AND LEADING PRINCIPLE.

THESE ARE HIGHLIGHTED IN BLUE, CYAN, GREEN AND ORANGE WHEN APPLICABLE.

TOGETHER THEY INFORM OUR TONE OF VOICE.

STRATEGIC OBJECTIVE

REACHING THE TIPPING POINT IN ADOPTION

POSITIONING

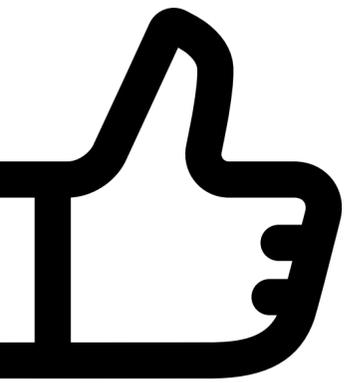
THE OPEN NETWORK FOR TRANSACTION REQUESTS

LEADING PRINCIPLE

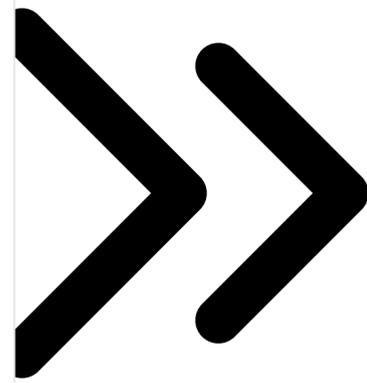
HUMBLE AND POWERFUL

STONE OF VOICE

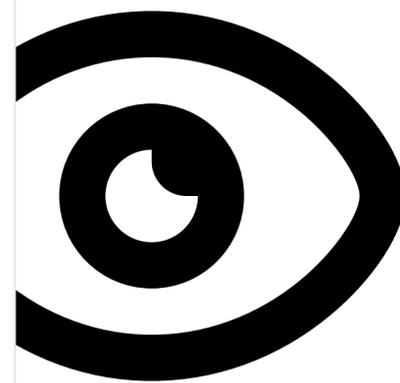
CLEAR. CONFIDENT. RESPECTFUL. INCLUSIVE.



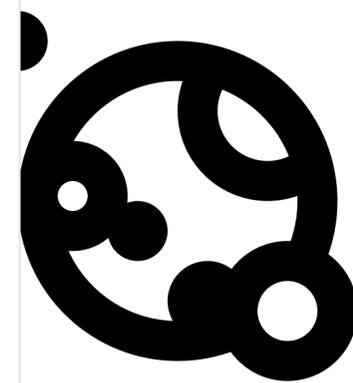
CLEAR



CONFIDENT



RESPECTFUL



INCLUSIVE

CLEAR STYLE

We're transparent about who we are, what we do, and how we do it. That's not just common decency: it's a duty we take seriously.

Our industry is one that's nigh incomprehensible to those who stand to benefit from it most (which is to say: everyone). So we don't hide behind a veil of mystery and elitism. Our work is all out in the open. And we'll happily explain it to you.

Clear means:

understandable, sincere, straightforward

Clear does not mean:

condescending, long-winded, blunt

CLEAR HOW IT'S DONE

- ▶ Signpost your work clearly.
- ▶ Avoid bloated language, unnecessary adverbs (e.g. “really” and “very”) as well as irrelevant references.
- ▶ Focus on 1 central idea per sentence and paragraph.
- ▶ Don't overuse “and” as a conjunctive.
- ▶ Keep sentence and paragraph length snappy.

Not this:

“The foundation establishes a standard for blockchain transactions, shaping the future of payments (i.e. invoices, loans, payments, salary, donations) and their compliance for accounting, tax and audit integration.”*

But this:

We're establishing a standard for blockchain transactions. Because when money exchanges hands, there's no room for error. Doesn't matter if it's an invoice, a loan, a payment, your salary, or a donation.

* [HTTPS://BLOG.REQUEST.NETWORK/REQUEST-NETWORK-PROJECT-SUMMARY-NOVEMBER-13TH-2018-KICK-OFF-AMSTERDAM-OFFICE-LAST-CALL-FOR-8E2AEE73EEBD](https://blog.request.network/request-network-project-summary-november-13th-2018-kick-off-amsterdam-office-last-call-for-8e2aee73eebd)

CONFIDENT STYLE

We know what we're doing. That's why we're such an open book. Go through our laundry and you'll never find anything remotely dirty. So it's only natural that we speak with confidence.

Of course, reimagining financial systems is no small feat. But we'll make it work. Coming up with ideas is great. Improving lives is better.

Confident means:

powerful, ambitious, optimistic

Confident does not mean:

dominant, aggressive, impractical

CONFIDENT

HOW IT'S DONE

- ▶ Be bold with your word choice.
- ▶ Avoid diluting your writing with “we think”, “we believe”, “in our opinion” and other diminishing phrases.
- ▶ Use the active voice and avoid the passive voice as much as possible.
- ▶ Don't cover yourself with hesitant language (e.g. “maybe”, “might”, “potentially”, “probably”).
- ▶ Provide evidence whenever you make a claim.

Not this:

“Here is our first dev update, it might be a little long and I apologize for this, there is a couple of things I wanted to say.”*

But this:

In this first dev update, we'll talk you through our current architecture and our intended optimizations. There's plenty of material to cover, so have a seat.

* [HTTPS://BLOG.REQUEST.NETWORK/REQUEST-NETWORK-DEV-UPDATE-2017-09-18-12ECC595D608](https://blog.request.network/request-network-dev-update-2017-09-18-12ecc595d608)

RESPECTFUL STYLE

What we're doing is complex stuff, but it's meant to benefit everyone. Most of our users won't be experts. That's fine: you don't expect everyone with a driver's license to be able to build a car from scratch either.

So we approach our users with respect. If they want to know more, we're eager to explain the tech. But if they're not interested in anything under the hood, we've still got a responsibility towards them. A responsibility we're happy to take on.

Respectful means:

humble, considerate, appreciative

Respectful does not mean:

bashful, indulgent, adulating

RESPECTFUL HOW IT'S DONE

- ▶ Statements and statistics before promises and opinions.
- ▶ Avoid overblown and overused adjectives such as “great”, “wonderful”, “amazing” and the like.
- ▶ Steer clear of stale phrases and idioms.
- ▶ Never use 10 words where 5 suffice.
- ▶ Approach your reader as an equal, instead of as a pupil or a resource.

Not this:

Blockchain technology provides a fantastic opportunity for business and individuals alike, with its potential to straighten out your accounting, streamline your invoicing, and solve financial issues you didn't even know you had.*

But this:

Only 8 percent of all money exists in a physical form. The rest is digital. It exists in saving accounts, in checking accounts, in time deposits. But where does it go if a bank collapses? How can we be sure transferring it is safe? These are questions we can only answer together.

INCLUSIVE STYLE

If you're looking to effect change that will affect everyone, you need to make sure everyone gets what you're doing. Whether their understanding is technical or practical doesn't matter. Neither does their monthly income. Nor their home country. Nor their level of ambition.

Our network is open, and not just in name only. Anyone can contribute. Everyone can benefit.

Inclusive means:

welcoming, flexible, diverse

Inclusive does not mean:

deferential, capricious, ambiguous

INCLUSIVE HOW IT'S DONE

- ▶ Refer to Request using the 1st person, as you would refer to yourself in conversation.
- ▶ Actively recognize the variety in your readership.
- ▶ Provide explanations and illustrations.
- ▶ Avoid (pop) cultural references that your reader might not understand.
- ▶ Examine your use of language and ensure you are not accidentally excluding demographics.

Not this:

The typical Request user is focused on financial freedom and security. He knows better than to put all his eggs in one basket.*

But this:

We want Request to benefit everybody. So you don't have to be an IT specialist to use Request. But if you are, we can always use your help.

03

FOR EXAMPLE

A LITTLE LESS CONVERSATION, A LITTLE MORE ACTION

**FROM OUR CURRENT ONLINE PRESENCE:
THE REQUEST BLOG**

BLOG CURRENT PAGE

LEGEND

VAGUE
HESITANT
SUPERCILIOUS
ALIENATING

“We have **officially** joined Binance Info’s transparency initiative. By sharing project-related information such as news and progress reports on Binance Info, we are contributing to keeping **the community** informed. Binance Info **aims to provide** users with **the most trusted information** on crypto projects — check out our page here: <https://info.binance.com/en/currencies/request-network>

Binance Info is a cryptocurrency information platform, providing users with **accurate** and comprehensive crypto market data, news, and project rating reports. **As an open information platform, Binance Info encourages all users to participate** in maintaining accurate information on crypto projects by creating token profiles, editing missing or incorrect project information, contributing to news sources, and more. **Users can help the community better understand coins and tokens.”**

BLOG REWRITTEN COPY

LEGEND

CLEAR
CONFIDENT
RESPECTFUL
INCLUSIVE

Crypto doesn't have to be cryptic. That's why we've joined Binance Info's transparency initiative. By sharing project-related information such as news and progress reports on Binance Info, **we're keeping everyone informed.**

Binance Info is a cryptocurrency information platform. It provides users with comprehensive crypto market data, news, and project rating reports. As an open platform, Binance Info encourages all users to participate. **After all, with your help** we can maintain accurate information on crypto projects.

Want to lend a hand? It's appreciated. You can help out by creating token profiles, editing missing or incorrect project information, contributing to news sources, and more. **Together** we can help the **entire** community understand coins and tokens better.

You can [check out our page here.](#)

04

WRITING TIPS

HOW TO WRITE ORIGINAL COPY



HOME

This is where we introduce ourselves to the world. You only get one chance to make a first impression, so we're giving you the digital equivalent of a firm handshake.

This is not the place to delve into technological depths. Instead we explain who we are and what we do concisely, piquing our audience's interest.

TONE OF VOICE FOCUS:
CONFIDENT, CLEAR



SOLUTIONS

At the heart of it all, we're practical. Request isn't a thought experiment: it's a tool to make our lives easier, safer, and more sustainable. It's a solution.

A solution on which everyone needs to be able to rely. So we need to explain our solutions clearly, and in a way that is accessible to a broad variety of readers.

TONE OF VOICE FOCUS:
CLEAR, RESPECTFUL



ABOUT REQUEST

The work we do speaks for itself. But our audience is curious about us, too. Because our culture is an open and welcoming one, this page needs to reflect that.

When it comes to potential employees, we don't have to rely on fancy gimmicks to convince people to work with us. Just the facts will do.

TONE OF VOICE FOCUS:
RESPECTFUL, INCLUSIVE

US OR UK ENGLISH?

Currently, we're switching back and forth based on who is writing our copy. Sometimes even within the same text. Consistency is key here, because a uniform tone of voice sounds more reliable.

Therefore, make sure to use **US spelling**. As most English texts use US spelling, it reads as more neutral than UK spelling would.

Don't worry about digging into the specifics of these spelling rules. Here are some quick tips:

- ▶ **-er** rather than **-re** (so: center**er**, fiber**er**)

- ▶ **-ize** rather than **-ise** (so: organiz**er**, organizat**ion**)
 - *Similarly: analy**ze**, paraly**ze***

- ▶ **-or** rather than **-our** (so: neighbor**or**, labor**or**)

- ▶ **Single L** rather than double L (so: travel**ing**, fuel**ed**)
 - *Similarly: focus**ed**, benef**it**ed*

OUR COPY IS EASILY READABLE

These guidelines will help you write copy that is easy to read. They are not set in stone, so feel free to diverge from them if you think it improves your texts. But particularly for pages that are often visited using a mobile device, please keep the following in mind.

- ▶ **Sentence:** max. 18 words
- ▶ **Paragraph:** max. 4 lines
- ▶ **Numbers:**
 - Three = 3
 - Sixteen = 16
 - A million = 1.000.000
- ▶ **Bullets** help users scan and read a page, especially when used for enumerations

SEO FLOWS THROUGH OUR COPY

Write all copy based on keyword research. Using these keywords generously and in the right places will increase our pages' ranking in search engines. Include keywords towards the beginning of:

- ▶ URL or slug
- ▶ Page title
- ▶ Meta description
- ▶ Headers (H1)
- ▶ Sub headers (H2, H3, ..)
- ▶ Body copy – every 2 to 3 lines
- ▶ Image alt text

SEARCH ENGINES LOVE OUR COPY

Applying these guidelines to our copy will help our pages rank higher in search engines.

COPY HAS PROPER LENGTH

Our pages will rank higher when our copy has the length search engines desire.

Page Title: max. 55 characters

Meta Description: max. 155 characters

Body Text: approx. 250-300 characters

Content page: approx. 500 words

ANCHOR LINKS MAKE SENSE

When using anchor links in your copy, make sure the clickable text describes the content or page you are linking to. For example:

“View [our current vacancies](#) or [learn more about us.](#)”

ALL CONTENT IS UNIQUE

Search engines do not like duplicate content. Be original and write new stuff. Are you writing content for pages that are almost identical? Use synonyms to differentiate between the copy for each page.