

Silk[®]

Tone of Voice

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What's Inside

- Brand Character Sketch
- Word Cloud
- Rally Cry
- Three TOV Guidelines with Tips & Examples
- Deep Dive on Humor
- Deep Dive on Educational Content
- Deep Dive on Claims
- Social Bio Evolution Example (WIP)

Homegrown Trailblazer

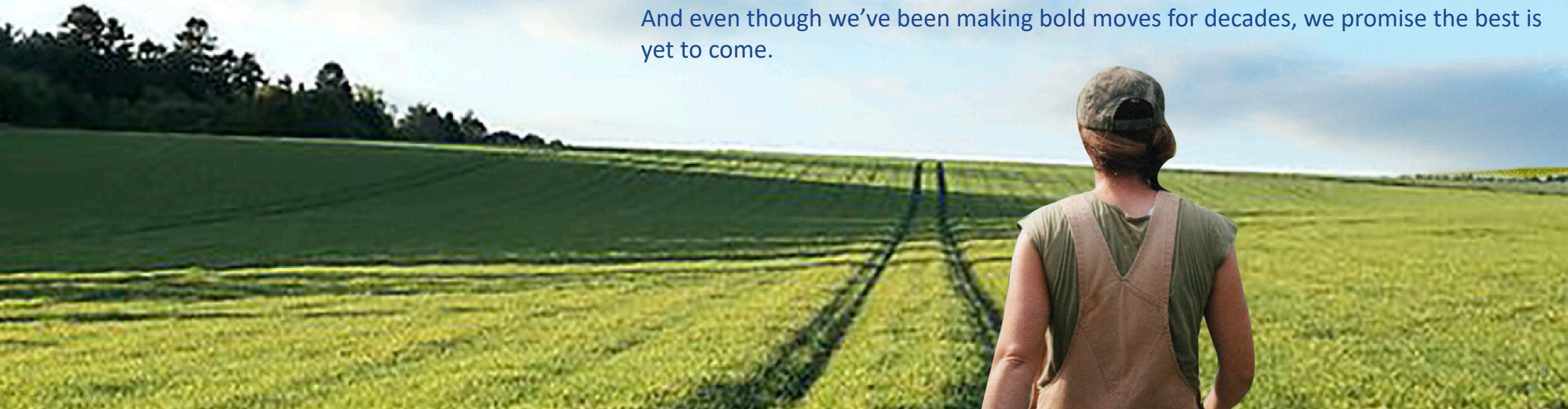
When Silk speaks, energy in the room rises. Folks stop to listen. Lean in. Think differently. *Feel* differently.

It's not about volume. The power in our voice comes from conviction, experience, drive and passion. It's the wisdom to know we can't create a plant-based future all by ourselves — and the determination to blaze that trail anyway.

We're not here to teach, preach or push. But don't let our humility fool you. We wake up every day committed to changing minds...and hearts.

Sometimes we do it with facts and data. Sometimes with a wink and a grin. 'Cause we're real like that.

And even though we've been making bold moves for decades, we promise the best is yet to come.



All In & Optimistic.
Confident in Our Convictions.
Human. Relatable.®
Lively & Active, with a Sense of Play.

Silk[®]

Of the land, for the land.

Plant it. Grow it. Craft it. Love it. At Silk, everything we do begins with the land. Roots in the ground. Leaves in the sun. We know it doesn't get any more real, or any more delicious, than that.

The land has done us right for decades, and our promise to return that favor is still going strong. We keep our word as true as our ingredients — and that keeps a good thing going for everyone.

Tone of Voice Guidelines — inspired by Principles of Expression

Principles of Expression

Because we are
Grounded in Goodness

Because we are
Purposefully Planty

Because we have
A Brighter Boulder Outlook

TO NE OF VOICE GUIDELINES

Guideline One

We write to relate

Guideline Two

**We speak with confident
conviction**

Guideline Three

**Our words spark
optimism**

Guideline One

We write to relate.

(Grounded in Goodness)

We keep copy engaging and energizing with familiar vocabulary, lively phrasing and a sense of play that puts our audience at ease. After all, blazing a trail only matters if others feel welcome to come along.

Tips for writing to relate:

Keep sentences and vocabulary simple, but never boring.

Right on track: We've been leading the plant-based movement since before it was even a movement.

Off the trail: Silk began as a pioneering innovator in plant-based food production in 1977, long before many other brands in the arena now.

Use adjectives sparingly (especially outside of taste & texture copy).

Right on track: As plant pioneers, we've always set the bar high.

Off the trail: As a steadfast and eager plant pioneer, Silk exists to create the most delicious plant-based products.

Have fun without forcing it.

Right on track: When Silk gives you lemons, enjoy it.

Off the trail: Put a little zest in your step with a lemony coconut yogurt alternative so tasty, you'll flip your (yogurt) lid.

Guideline Two

We speak with confident conviction.

(Purposefully Planty)

We've been boldly leading the plant-based movement for decades, and that experience gives our voice its power. We're generous in sharing what we know, but we don't trumpet or boast.

Tips for showing confident conviction:

Don't passively describe brand values — demonstrate them with active language.

Right on track: Our love for the planet shows up in every choice we make.

Off the trail: We are passionate about the planet because we are committed to doing what's right.

Don't show off with fancy vocabulary — share expertise humbly.

Right on track: Burning fossil fuels creates carbon emissions that speed global warming.

Off the trail: The release of carbon emissions into the atmosphere exacerbates the Greenhouse effect and raises the earth's temperature.

Make use of data and hard claims and facts gracefully, with style.

Right on track: This rich and creamy without dairy? That's what 45 years of innovation will do.

Off the trail: Our quality is backed by more than 200 product innovations over 45 years of category-defining leadership.

Guideline Three

Our words spark optimism.

(A Brighter Boulder Outlook)

We tell stories with an upbeat rhythm that inspires others to join us in doing a world of good. Because we know our mission isn't just up to us — it's about getting everyone as fired up as we've always been.

DOs and DON'Ts

Tips for sparking optimism:

Use active stories and sensory language to draw the reader into our positivity.

Right on track: We imagine a future so bright, you can almost taste it. Actually, you can taste it.

Off the trail: Our commitment to a sustainable future is reflected in both our food production methods and our great taste.

Use rhythm and varied sentence length to spark emotion.

Right on track: Climate crises. A challenged food system. In a world calling out for change, we're taking action.

Off the trail: We're passionate about doing right by the planet. Climate change poses a threat to earth and our food system. That's why we're working to drive solutions

Creatively frame Silk as a force for positive change.

Right on track: Our heart's in the long game. We support restorative agriculture* to protect healthy almond groves today and preserve them for generations.

Off the trail: Silk supports almond farmers' restorative agriculture efforts.

Wanna play?

Humor isn't a defining trait of the Silk voice, but it IS a defining trait of being human. When we keep our tone relatable, a sense of play comes naturally.

Getting it right means keeping it...

- **Contextual:** Yes to funny social posts, no to funny sustainability stories
- **Unforced:** Yes to idioms and light word play, no to over-the-top punning and contrived wittiness
- **Grown up:** Yes to confidence in our brand stature, no to trying too hard to be cool or on-trend

Deep Dive: Educational Content

Creating strength in substance.

Helping consumers become better informed about regenerative agriculture, climate change and other complex issues is an important part of our mission. Achieving this goal sometimes calls for heavier educational content.

At every touchpoint, our authentic Silk TOV and brand personality holds constant. But just like a human being may modulate her tone to suit different contexts, audiences and topics, so can the Silk brand.

Here's how to get it right.

Resist scientific or academic tonality.

Rigorously adhering to active voice, accessible vocabulary, upbeat rhythm and varied sentence length will keep longform text clear, engaging and brand-right.

Concentrate expressive voice in headlines.

Voice and personality should never interfere with clarity. Often, reserving the boldest hits of personality for headlines is a good way to keep substantive material lively without clouding the content.

Match the message to the medium.

Keep broader, top-level communications light and relatable, while reserving heavier educational material for deep-dive site pages, FAQ and other targeted vehicles. Use CTAs to draw interested readers along this educational content path.

Social Bio Then & Now

Original

Born in Boulder, Colorado. **Silk is** the original plant pioneer. **We believe** in the power of plants to do a world of good.

"Silk is..."

Third person is more formal, less human and relatable.

"We believe..."

This expected corporate language is formal, predictable and not inclusive; to be avoided where possible in external communications.

Social Bio Then & Now

Proposed

Born in Boulder, Colorado, **we've** been **blazing the plant-based trail** since the '70's — **helping everyone** make delicious choices that do a world of good.

"we've..."

First-person is more human and relatable.

"...blazing the plant-based trail..."

Our bio is a great place to intentionally activate our trailblazer archetype.

"...helping everyone..."

This phrase sparks optimism by including everyone in our mission.