

Tone of voice

Our voice

The way we speak says a lot about us. We talk in a way that helps people feel connected with us and our values:

Proud and positive

We look for positive ways to communicate messages.

For instance, we might say: 'Remember to...' rather than 'Don't forget...', and 'We're available from...' rather than 'We close at...'

Exciting energy

We use active language to create energy and empower everyone to get involved.

For instance, we say 'We can do this..' (active), instead of 'This can be done...', (passive).

We speak in a way that sounds like modern conversation (without using slang). We're not formal or authoritarian.

Promise and potential

We talk about the future with optimism and enthusiasm.

We empower people to make decisions and take action by giving them the information they need, when they need it.

Unity and togetherness

We speak as Haringey, not as 'The Council'. We recognise that everyone in our Borough is part of what makes us special – and we share information with them as an equal, with warmth and respect.

We use 'we', 'us' and 'you' in all our communications.

For clarity, we keep things as simple as possible. We convey one idea per sentence. We communicate the most important message first.

Edgy and authentic

We speak in a way that's clear, real and friendly.

We speak the same way to everybody – we don't do unnecessary jargon or 'business speak'.

The following pages give you a few practical tips on writing and formatting.