



# TONE OF VOICE

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01

# INTRODUCTION

## 01 INTRODUCTION

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# OUR TONE OF VOICE IS AN EXPRESSION OF GOODWOOD'S BRAND PERSONALITY.

It's important that our tone of voice embodies our values, our vision and everything we stand for.

We express our brand every time we communicate with people; whether we're talking to them about our events, sending them direct marketing or interacting with them online. More than ever, readers want to make an emotional connection with the brands they follow or give business to. They want to read content that speaks to them — not at them, and not past them.

02

# KEY WORDS

## 02 KEY WORDS

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# KEY WORDS THAT EMBODY GOODWOOD'S PERSONALITY:

PASSION

TRADITION

RELEVANCE

LUXURY

PERFECTLY CRAFTED

QUINTESSENTIALLY ENGLISH

THE GOODWOOD TWIST

03

# GENERAL GUIDELINES

## 03 GENERAL GUIDELINES

### 01. FORMALITY?

Our style is professional but not stuffy. However, if in doubt, err on the side of formality.

### 02. PERFECTLY CRAFTED

Take a few moments to think about what you are trying to say. Jot down the main points and think through your key messages. We should take care with what we write as we take care with the experiences we create.

### 03. THINK ABOUT WHO YOU ARE TALKING TO

What's important to them? What would excite or help them? How much time do they have? How old are they? The more detailed the picture, the easier it will be to write for them. Think of someone you know who is in your target audience. Imagine them sitting right in front of you. Read it out. Would you talk to this person like this?

### 04. CREATE A CLEAR STRUCTURE

Divide your work into manageable paragraphs of ideally no more than eight sentences and sentences of no more than 20-25 words with a single idea in each. This helps create a clear narrative that people can easily navigate. It helps to get your message across too.

### 05. JUST START

Now you have the bones of a structure, who you're writing for and an idea of what you want to say, just start writing. Write to your structure, but let the ideas flow. Don't worry about getting it right first time. You can edit later.

### 06. EDIT, EDIT, EDIT

Editing is as important as writing itself. The art of great editing is knowing when to stop. Strive for concision, but don't cut it back so far that the language has no personality. Be brutal. Your writing will be better for it.

### 07. AVOID THE PASSIVE

Why? The passive sounds weaker, is less direct, more formal and impersonal. Have a look at this simple example:

Your letter will be replied to in due course.

We'll reply as soon as we can.

### 08. GET STRAIGHT TO THE POINT

No-one has time to navigate reams of copy to find out what you're trying to say. Get to the point quickly and make it interesting. Be clear about what you want to say and stick to it.

### 09. WE / YOU

Give your writing a more personal, human touch. Instead of saying 'Goodwood has a great relationship with its members', say 'You can become a member and experience the best of what we have to offer'. The emphasis here is on 'we' and 'you' rather than 'we, we, we'. Remember it's about what our readers want to know and not just what we want to tell them.

### 10. USE HEADINGS

Headlines for chapters, pages, sub-sections and paragraphs create a narrative. These act as signposts for readers and ensure they get, even at the quickest glance, some of the messages you want them to.

### 11. CONSIDERED

Your copy should not be casual or throw away. Just like the experiences our customers receive, every detail matters.

### 12. SPRINKLE A LITTLE MAGIC DUST OR GIVE IT A GOODWOOD TWIST

Let positivity ring through in your writing. The odd exclamation mark is great! But if we use them in every other sentence, they start to feel a bit forced and insincere. The same goes for superlative words like 'great', 'brilliant' and 'magnificent'. Sprinkled over our words they brighten everything up. But if we use them all the time, they start to lose their power. (If everything's brilliant, then is anything really brilliant?) Find the story – what can you discover about our history or our people that is unique to Goodwood. Find the details that make us special and tell your reader about them.

03 GENERAL GUIDELINES

TO AVOID SOUNDING STUFFY, USE EVERYDAY ENGLISH WHEN POSSIBLE:

FORMAL

Assistance

Commence

Enable

Ensure

Further

However

In order to

Provide

Query

Request

Require

Resolve

Therefore

Utilise

EVERYDAY

Help

Start

Let

Make sure

More

But

To

Give

Question

Ask

Need

Fix

So

Use

04

# BRAND COPYWRITING GUIDE

## 04 BRAND COPYWRITING GUIDE

### WRITING DATES:

31 May not 31st May or May 31

### USE OF CAPITAL LETTERS:

It is not necessary to capitalise words in sentences and can look a bit old-fashioned.

#### Common mistakes:

members not Members

Goodwood Estate in the first instance – then in following text use ‘estate’ with a lower case ‘e’

### USE OF EXCLAMATION MARKS:

To use this at the end of a sentence to add emphasis, underline emotion, express surprise or convey, in direct speech, a shouting voice or command!

Use sparingly, if at all. A well-placed exclamation mark may be effective but start using them several times within a paragraph and they quickly lose their appeal.

#### For example:

*Hello! Welcome to Goodwood! We hope you have a great stay! See what we mean?!!!!!!*

### USE OF APOSTROPHES:

Used to do one of two things:

1. Show possession (to indicate that a thing or person belongs or relates to someone or someone)
2. Show omission (letters are missing) i.e. it's/I'm/You're/Wouldn't/she'd

### MOST COMMON MISTAKE = ITS AND IT'S

#### It's

It's is short for it is or it has. This is a 100% rule. It cannot be used for anything else. If you cannot expand your it's to it is or it has, then it is wrong!

#### Its

Its is like his and her. They are all possessive adjectives.

#### For example:

These are his pies

These are her flowers

These are its footprints

### USE OF 'IS' AND 'ARE' – A COMPANY IS SINGULAR

A government, a party, a company (whether Goodwood or Marks and Spencer) and a **partnership** (Skidmore, Owings & Merrill) are all it and take a singular verb. As does a **country**, even if its name looks plural.

#### For example:

The Philippines has a congressional system, as does the United States; the Netherlands does not.

### RULES REGARDING PLURAL/SINGULAR

Goodwood is (not are)

The family has (not have)

However,

The Dukes of Richmond have (not has)

Members of the family have (not has)

## 04 BRAND COPYWRITING GUIDE

CAPITALISE ALL NAMES / EVENTS BUT NOT THE LINKING WORDS (AND / OF / AT ETC) AND OTHER FREQUENTLY-USED WORDS:

### GOODWOOD ESTATE

Goodwood House  
Farmer, Butcher, Chef  
The Kennels  
Hound Lodge  
Goodwood Home Farm  
Goodwood Aerodrome  
Goodwood Hotel  
Goodwood Shop  
Sèvres porcelain  
Golf At Goodwood  
The Downs  
The Park

### REVIVAL

Earls Court Motor Show  
Over the Road  
Freddie March Spirit of Aviation  
All race names with capitals (*Kinrara Trophy, Whitsun Trophy, Sussex Trophy, Madgwick Cup, Chichester Cup, etc*)  
Drivers' Club  
Richmond Lawn  
Second World War

### MOTOR CIRCUIT

Goodwood Motor Circuit  
Jackie Stewart Pavilion  
Old Control Tower  
Goodwood Aerodrome

### MOTORSPORT

Members' Meeting (*note placement of apostrophe*)  
Motor racing  
Motorsport  
Festival (*when used to refer to the Festival of Speed*)  
Goodwood hill (*avoid Hillclimb*)  
Forest Rally Stage  
Style et Luxe  
Central Feature  
Supercar Paddock  
First Glance  
FOS Future Lab  
The Stableyard  
Molecomb Corner  
Kinrara  
Startline  
Sponsors' Enclosure  
the Gurney Pavilion  
the Hill Pavilion  
the Clark Pavilion  
the Library Lawn  
Pit Lane / pit lane

### RACECOURSE

Racecourse (*one word, capitalised as Goodwood Racecourse and as Racecourse when referring to Goodwood*)

horseracing (*one word*)

racecard (*one word*)

racehorse (*one word*)

three-year-old filly (*ages of horses are always hyphenated*)

thoroughbred (*lower case t*)

Glorious Goodwood – Qatar Goodwood Festival is 'affectionately' or 'popularly' known as Glorious Goodwood. (*The event is sponsored by Qatar so it holds the official name of Qatar Goodwood Festival; Glorious Goodwood is the unofficial tag made by the press and past visitors.*)

Three Friday Nights

Ladies' Day

the Gordon Enclosure

the Richmond Enclosure

the Lennox Enclosure

Parade Ring

Winners Enclosure

Owners and Trainers

## 04 BRAND COPYWRITING GUIDE

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### OTHER POINTS TO NOTE:

ticket office not customer sales

aircraft not aeroplane

Champagne not fizz or bubbly

glass not crystal

drawing room not lounge

car not vehicle

buy not purchase

05

# TOP TIPS FOR DIGITAL

## 05 TOP TIPS FOR WRITING SPECIFICALLY FOR DIGITAL

### 01. DIGITAL CONTENT IS NOT THE SAME AS PRINT.

People encounter and read it differently – they scan it, so you need to write it differently. Divide it into smaller chunks with subheadings.

### 02. LANGUAGE IS MOST POWERFUL WHEN USED ECONOMICALLY, AND THAT'S DOUBLY TRUE ONLINE.

Write in tabloid-size packages using a maximum of 25 words per sentence, one or two sentences per paragraph, roughly four to six words per headline.

### 03. LEGIBILITY.

It's hard to read off a screen. It's 25% slower than print. Help your reader. Don't go crazy with bolding, italicising and capitals. Never use underlining to highlight because it will make your text look hyperlinked and confuse your reader.

### 04. CREDIBILITY.

There can be no excuses for poor spelling and grammar. It seriously undermines the credibility of your message and can make the company look unprofessional. It could even make your communications appear fraudulent.

### 05. AMBIGUITY DOESN'T TRANSLATE TO ACTION.

Your writing should always be clear and concise.

### 06. SEARCHABILITY.

Write to be found. What words would people type into Google to find you? Use those words in your copy. But don't overuse the same phrase to the detriment of your writing or marketing. Ask the digital team for help with this.

### 07. ACCESSIBILITY.

Don't exclude visually impaired or blind readers. Don't let your copy rely only on imagery, and use tags and captions as opportunities to fully describe pictures. Remember to describe hyperlinks fully.

### 08. PERSONALITY.

Just because you're writing for digital media doesn't mean that you have to lose your brand's personality. There is always a way to infuse even the most restrained copy with personality.

### 09. SPAM.

Don't unintentionally make emails to customers look like spam. This is especially important in subject lines. Avoid words like 'free', 'win'. Avoid spelling mistakes, text speak abbreviations and acronyms as these are all on the spam filter hit list. Think hard about the words you use and how they'll look sitting in your customer's inbox...

### 10. STRUCTURE.

When structuring your work, think of an inverted pyramid. The most important information first, the broader base of detail later.

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# FORMS OF ADDRESS

06 FORMS OF ADDRESS

THE DUKE OF RICHMOND

Formally, he is ‘The Duke of Richmond and Gordon’ (capital ‘T’ on the).

When writing about him, you refer to him as ‘The Duke of Richmond’ / ‘The Duke of Richmond and Gordon’ in the first instance, and thereafter as ‘The Duke’ (uppercase T).

If writing to him, you commence: ‘Your Grace’ and start your correspondence.

Verbally, you address him as ‘Your Grace’.

THE DUCHESS OF RICHMOND

Formally, she is ‘The Duchess of Richmond and Gordon’ (capital ‘T’ on the).

When writing about her, you refer to her as ‘The Duchess of Richmond’ / ‘The Duchess of Richmond and Gordon’ in the first instance, and thereafter as ‘The Duchess’ (uppercase T).

If writing to her, you commence: ‘Your Grace’ and start your correspondence.

Verbally, you address her as ‘Your Grace’.

EARL OF MARCH

Formally, he is the ‘Earl of March and Kinrara’ (lowercase ‘t’ if you need to use ‘the’).

When writing about him, you refer to him as ‘the Earl of March’ in the first instance, and thereafter as ‘Lord March’.

Verbally, you address him as ‘Lord March’.

OTHER CHILDREN OF THE DUKE OF RICHMOND

Daughters of The Duke are addressed with the title ‘Lady’ in front of their Christian name; younger sons are addressed with the title ‘Lord’ in front of their Christian name:

Lady Alexandra Gordon Lennox, is addressed as ‘Lady Alexandra’ when speaking to her and when writing to her.

Lord William Gordon Lennox, is addressed as ‘Lord William’ when speaking to him and when writing to him.

Lord Frederick Gordon Lennox, is addressed as ‘Lord Frederick’ when speaking to him and when writing to him.

Lady Eloise Gordon Lennox, is addressed as ‘Lady Eloise’ when speaking to her and when writing to her.