

Tone of voice

What we say and how we say it

Introduction

Queen Mary has a compelling history that not only underpins our work today, but that also helps us stand out from the crowd. “A Russell Group university with a difference” is a phrase often used. So, how we talk about our University helps to highlight what makes us unique.

Tone of voice is both what we say and how we say it. By maintaining one tone of voice across our marketing and communications, we can communicate about Queen Mary in clear and consistent way. The Content and Brand team can help you with this in the first instance. There will also be occasions when you take ownership of your own content - this is where this guide comes in. It's a resource to help you amplify our story, our achievements and our ethos for our target audiences, increasing awareness and building Queen Mary's reputation.

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1 How we talk about Queen Mary

By following these golden rules, we help all of our communications remain consistent.

1. When you first mention Queen Mary in external-facing communications, use the full title: Queen Mary University of London.
2. For following mentions, use Queen Mary, the University, us, we, our, etc. Do **not** use QM or QMU. Only use QMUL as a hashtag on social media such as YouTube, Twitter or Instagram
3. For internal communications, it is fine to use Queen Mary from the first mention.
4. When referring specifically to our University, we use an upper-case 'U' eg 'We are the only University in central London with a residential campus.'



When we talk about universities in general we use a lower case 'u' eg 'our alumni have gone on to study at other Russell Group universities.'

2 Queen Mary boilerplate

Our University boilerplate is a carefully crafted summary of who we are as an institution. It's designed to be used across all marketing materials.



At Queen Mary University of London, we believe that the diversity of ideas helps us achieve the previously unthinkable.

Throughout our history, we've fostered social justice and improved lives through academic excellence. And we continue to live and breathe this spirit today, not because it's simply 'the right thing to do' but for what it helps us achieve and the intellectual brilliance it delivers.

Our reformer heritage informs our conviction that great ideas can and should come from anywhere. It's an approach that has brought results across the globe, from the communities of east London to the favelas of Rio de Janeiro.

We continue to embrace diversity of thought and opinion in everything we do, in the belief that when views collide, disciplines interact, and perspectives intersect, truly original thought takes form.



3 Key messages

When you're writing about Queen Mary and need crunchier stats, facts and figures to support your content, these can be found on our Content and Brand intranet pages.

Here you'll find information including our student profile, staff and financial figures, research highlights, careers data, league table positions, and much more.

We endeavour to keep this resource up-to-date, but if you spot something that needs changing, then let us know.

Key messages

Our key messages and statistics can be used when talking to internal and external audiences.

Facts and figures

PowerPoint presentation format with the high-impact facts and figures that tell our story.



If you and your team need more in-depth advice, our copywriting working workshop helps you put all the theory into practice. Request a place via our form.

4 Copywriting commandments

If you're writing anything promotional, or anything that could be considered to fall under the umbrella of marketing material, there are rules that will help you — and your audience — get the most out of your content.

- 1. Lead with the benefit to the reader.** The most important thing to consider is: What are your intended audience's anxieties and motivations?
- 2. Address your reader directly,** with lots of uses of 'you', 'yours' etc wherever appropriate.
- 3. Writing a headline or header?** People browse webpages in an F-shaped pattern, so the heading does a lot of heavy lifting. Points to consider are:
 - **Use a number if you can.** If you can start with a number, so much the better.
 - **Ask a challenge question in the header** where you can (e.g Ready for your next step?)
 - **'How to' headers also work,** as you're framing the header - and the overall content - as advice.
 - If you include a CTA, **make sure there's urgency to it, that it's concise, and uses accessible language** (eg no "click here").

5 Introductory video

If you need rich content packed with useful messaging that promotes our narrative, then check out our introduction video.

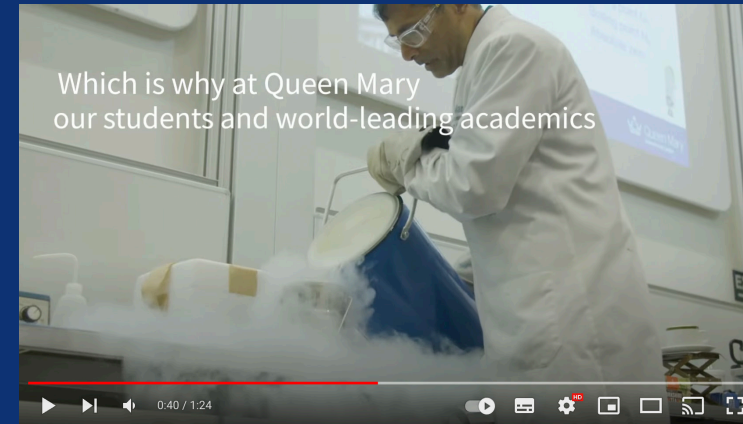
In fact, take a look at the [Queen Mary YouTube channel](#). Here you'll find a large suite of promotional videos, both evergreen and tailored to specific events and briefs.

Below you will find a selection of useful, evergreen videos for you to use and borrow from.

1. [Queen Mary University of London - An introduction](#)
2. [Discover Queen Mary's Research Highways](#)
3. [London is open](#)



Putting a video together, or thinking of having one done? We recommend promotional / brand-level videos sit between one-and-a-half to three minutes in length.



6 Useful contacts and resources

Whether you're creating content for web or print, we have put together a number of resources to help you produce on-brand, quality accessible copy and visuals.

1. If you need any assistance with copy, imagery, templates or graphics, or if you have any questions about the general 'look and feel' of your content, then email content@qmul.ac.uk
2. Need some instruction on logos and visual identity? We have dedicated guidance for that.
3. If you're more web content-focussed, please take a look at our T4 accessibility advice and other T4 support resources.
4. As well as our copywriting toolkit, we also have a handy video and photography toolkit for your rich media projects.