
Voice

Voice



What is brand "voice"?

Brand voice is: how we use language to convey Banner's purpose and intentions, stand out in the marketplace, and make a meaningful connection with our audiences (in particular, Sofia).

We often think of voice as shaping the tonality of our messages and content. And it does. But, it also shapes the substance of what we say and write.

Taken all together, brand voice is what we choose to communicate and how we communicate it.

Brand voice is the counterpart to other important brand components such as visual identity. It is a powerful tool for shaping the Banner brand experience.

| FULL VOICE AND WRITING GUIDELINES |

In the following pages, you will find an overview of our Banner brand voice, along with guiding principles and best practices. For full guidelines, please see our [Banner Brand Voice and Writing Guide](#), which provides detailed insight and instruction for putting our brand voice to work. [\(link\)](#)

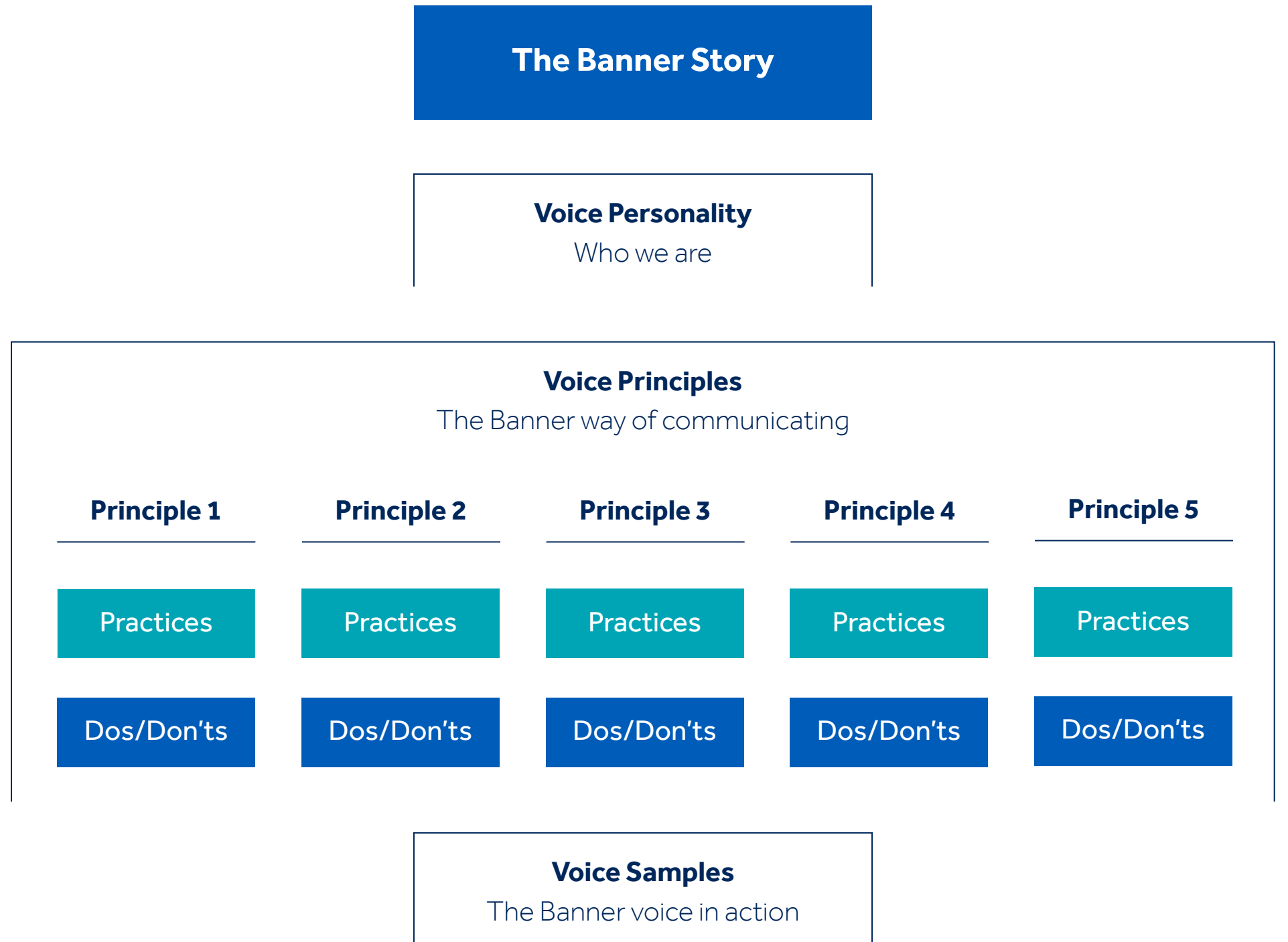
Giving voice to our strategy

On page 7 of these guidelines, we introduced the key components of the Banner brand strategy. Just as with the visual elements covered in these guidelines, we use our brand voice to bring our strategy to life.

How we use language is an important way to reflect our values and let the world know that our Mission is to make health care easier so life can be better. Sometimes we use the specific words: “Making healthcare easier, so life can be better.” But, in everything we say and write, we stay true to the intention of this Mission.

With our voice, we use language to make a connection with our customers — with Sofia and her family. It's how we demonstrate our own brand personality, by conveying information and offering perspective in the way a *Wise Guide* would. And — both in what we say and how we say it — we reflect our brand attributes of Simple, Clear, Trusted, Understanding and Full of Heart.

Our Voice Framework: The components of our voice



The Banner Story

The heart of it all: From easier to better.

Banner is telling a story about health care itself — about how it can be made easier so that life can be better.

In the content we create, we will make sure that both parts come through. Sometimes the two work together naturally: Easier is, quite simply, better. But, the better part of our message also goes a lot further. It's where we create true and lasting emotional impact. Our communications should both reflect an easier way to engage with health care and tell a story of all the things that "better" can mean as a result.

Our Voice Personality

Much like actual people, brands have personalities. They're a reflection of our collective beliefs, commitments and intentions.

We have defined the Banner brand personality as a Wise Guide — someone who is always there to provide information, expertise and support throughout the health care experience. That is, someone whose Mission is to make health care easier, so life can be better.

Our voice is one of the most important ways we bring our personality to life, both in what we choose to say and how we say it.

When crafting or reviewing language content (whether spoken or written), we should ask ourselves: Is this what a Wise Guide would say and how they would say it?

In the following pages, you will find principles and practices to help make sure our content reflects who we are as a brand.

Our Voice Principles

We have defined a set of five Banner Voice Principles that reflect our brand strategy. All of our content should demonstrate these principles. They will help us ensure a more powerful and consistent voice across our communications while also allowing the flexibility needed to communicate a large, multi-faceted organization.

Principle 1: **Be clear**

Principle 2: **Be genuine**

Principle 3: **Be warm**

Principle 4: **Be in the supporting role**

Principle 5: **Be in context**

In the following pages, you will find guidance for putting these principles to work.

Principle 1: Be clear

The principle:

If we are to make health care easier, then we must be clear in all we communicate. That means getting quickly to the heart of the matter in every situation. It means addressing issues directly and methodically – thinking them through from Sofia’s perspective rather than from our own. We invite her into the material, demonstrating how she and her family can make the most of what Banner has to offer.

Practices that support the principle:

With our content, we:

- Explain thoroughly but succinctly
- Prioritize what Sofia most needs to know, and when
- Make a direct link from information to action
- Stay focused about what we present and show why it matters
- Always explain needed background and link to what comes next

Principle 1: Be clear

Do:

- Get to the point
- Use simple terms
- Be thorough, give complete info
- Establish a logical sequence
- Take time to explain
- Identify next steps to be taken

Don't:

- Bury the headline
- Be vague or imprecise
- Give unnecessary details
- Present info out of context
- Assume that Sofia already knows
- Forget to communicate the follow up

Principle 2: Be genuine

The principle:

Health care is different than other products and services. It represents one of the most important decision areas for an individual or family: It combines both aspiration and gravity. That's why when we engage with Sofia, we keep things genuine and real. We are positive and encouraging but also make sure to stay grounded. There's no place for marketing 'hype' in our business, only authentic engagement.

Practices that support the principle:

With our content, we:

- Acknowledge and ease obstacles and challenges
- Convey a balanced sense of optimism
- Are careful not to exaggerate or add unnecessary drama
- Find ways to express what's different about Banner in substance and style
- Earn trust and instill confidence by sharing things as they are

Principle 2: Be genuine

Do:

- Use everyday language
- Show that we care
- Speak to emotions and intellect
- Build interest into the material
- Acknowledge what Sofia is likely to be feeling

Don't:

- Speak "down" to Sofia
- Be overly sentimental
- Forget to balance fact and feeling
- Use hyperbole or be dramatic
- Resort to cliché — or be presumptuous

Principle 3: Be warm

The principle:

We write and talk human to human. Even when we're sharing clinical expertise or technical information, we remember that there's a real person at the receiving end. Especially as health care becomes more digitally enabled, we find ways to ensure that the personal element comes through. We know that health care can raise big questions and a range of emotion – and we want to be a steady, reassuring presence.

Practices that support the principle:

With our content, we:

- Demonstrate human warmth, not corporate coolness
- Use real, everyday language wherever possible
- Always remain respectful and professional
- Acknowledge the emotional as well as practical implications
- Inspire and engage Sofia and family to pursue their best health

Principle 3: Be warm

Do:

- Be friendly
- Relate in a human way
- Sound like a real person
- Fit tone to channel; e.g., social media can be more informal
- Strike an upbeat tone

Don't:

- Be overly familiar
- Forfeit our expert position
- Use unnecessary medical jargon
- Forget to keep it professional regardless of channel
- Be glib, especially when addressing serious health issues

Principle 4: Be in the supporting role

The principle:

Banner is not the point. Sofia is. At times, she simply needs the facts so that she can decide. At others, she needs a bit more guidance to make sense of complex situations. But, always, she should feel that this relationship is about her, not about us. We're not just here for her; we're here because of her. Banner exists because Sofia needs a Banner, and we craft all communications to address that need.

Practices that support the principle:

With our content, we:

- Frame content based on what Sofia needs to know
- Present the facts but leave the deciding to Sofia
- Make sure Sofia knows what we provide and how to access it
- Start with Sofia's point of view and present material accordingly
- Find opportunities to invite input/participation rather than just presenting info

Principle 4: Be in the supporting role

Do:

- Address Sofia directly with "you"
- Ask questions and give answers
- Provide options where possible
- Leave decisions to Sofia
- Present all relevant considerations
- Highlight trade-offs, including pros and cons

Don't:

- Explain Sofia to herself
- Rely only on declarative statements
- Be afraid to provide expert guidance
- Presume to know what she'll choose
- Be afraid to have a point of view
- Over-simplify options and choices

Principle 5: Be in context

The principle:

Health care is an essential part of living well and fully. Being an important part of Sofia's life means that we seek to understand that life and speak to it as productively as possible. We know that Banner is just one of the many relationships that Sofia is managing. So, we seek to maximize our relevance to her — being very present where and when it counts, and taking obstacles (and even ourselves) out of the way wherever we can.

Practices that support the principle:

With our content, we:

- Explain not just what we do, but also why it matters to Sofia
- Present information based on how it connects to real life
- Refrain from communicating solely to promote ourselves
- Signal how our innovations/improvements benefit Sofia
- Introduce new ways that we can have a positive impact for Sofia

Principle 5: Be in context

Do:

- Address health in all its aspects
- Be considerate of Sofia's time
- Show how much we can do
- Connect health to the rest of life
- Highlight what's valuable about us
- Highlight how we always advance

Don't:

- Limit health to treating illness
- Take up too much space
- Suggest that we can do it all
- Present health in a vacuum
- Be boastful or self-serving
- Forget to connect innovation to how it helps Sofia

Before/After Examples: Collateral

Before:

Headline:

Diabetes & Nutrition Education.

Body: Banner Medical Group offers an all-inclusive diabetes education and management program that is tailored to your individual needs. Our program is recognized by the American Diabetes Association and is Medicare-approved.

Explanation:

A slight tweak to the headline maintains the clarity of the message while feeling a bit more direct and relevant to the audience. Changing “offer” to “invite” adds warmth to the message. The credential statement is both warmed up and kept in context by being integrated with the personalization point.

Principles reflected: Clear, Warm, In the Supporting Role, In Context

After:

Headline: Learn About Diabetes & Nutrition

Body: Banner Medical Group invites you to participate in our all-inclusive diabetes education and management program. It’s recognized by the American Diabetes Association and is Medicare-approved — while tailored to your individual needs.

Before/After Examples: Print/Newspaper & Magazine

Before:

Headline: The relief of knowing your family has what they need.

Subhead/Body: Take advantage of open enrollment and get the peace of mind of knowing you are covered.

Visit [bannerhealth.com](https://www.bannerhealth.com) to learn more

After:

Headline: Be confident your family is covered.

Subhead/Body: Sign up for a health plan during open enrollment and know your family can get the care they need.

Find a world of support at [bannerhealth.com](https://www.bannerhealth.com)

Explanation:

Using a more active voice helps add clarity to the message and reinforces the higher-order benefit of confidence and peace of mind. Clarity is also enhanced by quickly defining what open enrollment is. We then connect this to emotional human outcomes. Even the call to action becomes an opportunity to add some emotive impact.

Principles reflected: Clear, Warm, In the Supporting Role, In Context

Before/After Examples: Social Media

Before:

Food is a fundamental aspect of our being, but it tends to play a large role in other major parts of our life, including birthdays, holidays and their associated celebrations. It is easy to overindulge during these wonderful times, so here are some tips to help you control your intake during these festivities.

Explanation:

By being a little less philosophical in our phrasing, we can still make the essential point while keeping things real and providing a more genuine lead-in to the material. We demonstrate relevance by quickly connecting to both the practical and emotional context. We're also able to shorten the content a bit, which makes the gist more clear.

Principles reflected: Clear, Genuine, In the Supporting Role, In Context

After:

Food is fundamental to who we are. That includes how we celebrate — from birthdays to holidays to other special occasions. Eating is a big part of the fun, and we have some tips to help you enjoy while ensuring you stay on track with your health.

Before/After Examples: Blog

Before:

Title: What You Need to Prepare for Open Enrollment

Body: For many, health insurance can confuse and frustrate, but it doesn't have to. In fact, with a little prep work, open enrollment for health insurance can go off without a hitch.

Explanation:

Being clear means starting with no assumptions: Not everyone will know exactly what "open enrollment" is, so we start by defining it. From that clear basis, we then build up to a simple but strong statement of both the practical and emotional benefits.

Principles reflected: Clear, In the Supporting Role, In Context

After:

Title: Preparing for Health Insurance Open Enrollment

Body: Open enrollment is the time when you can choose or continue a health insurance plan. With a little prep work, you can be confident you've made the right selection for your family.

Brand Resources

For any questions regarding the Banner Health brand, its implementation, or these guidelines, please contact the brand team:

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This guide was created by Banner's Brand Experience team, with support of Digital Business and Corporate Communications

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