

# NewcastleGateshead

# Copywriting Guide

## Telling our story

On this site you will find all kinds of information on the genuinely inspiring things happening in NewcastleGateshead.

As you'll see, there is so much to take in, to discover and to pass on.

But it's not just what we say that's important, how we tell our story matters too.

Our tone of voice reflects our personality, our values, who we are as a community and a place.

For many it will be their first impression of us and we all know first impressions count.

So we've put together this simple guide to help you find the right words to tell our story.

Don't worry, there's nothing heavy or complicated here, just a few pointers to inspire and excite you before you put pen to paper or digits to keyboard.

## Some quick tips

**Write naturally** – Write as if you were telling your story to a friend. Use plain and friendly language, avoid unnecessarily complicated words, jargon or buzzwords.

**Be enthusiastic** – Passion is infectious, if the reader senses your enthusiasm, they're more likely to respond to your words.

**Be honest** – Have confidence in the facts you're presenting, let our achievements speak for themselves

**Be yourself** – Our brand reflects the people of NewcastleGateshead and that includes you. So don't be afraid to add a bit of your own personality to your words.

# Our values

Our brand values reflect what we believe in, what makes us special. They apply to everything we do, so naturally they also apply to everything we say. Our values are:

## **Inventive Spirit**

We enjoy coming up with new ideas, solving problems and inspiring the inventive minds of the future.

*How this affects the way you write:*

Keep things fresh, inspiring and even surprising for the reader. We're an imaginative and inventive bunch so avoid old and tired clichés wherever possible.

## **Collaboration**

We have a family spirit in everything we do, helping and celebrating the success of others as if it were our own. People, businesses, universities and communities all work together intuitively.

*How this affects the way you write:*

Be warm and inviting. Involve the reader, make them feel part of what you're describing. If more than one partner was involved in the story you're telling, be sure to mention it.

## **Positivity**

While we're rightly proud of our past, we constantly look forward and are prepared to take up new challenges. We're energetic, positive and upbeat.

*How this affects the way you write:*

Be passionate, be enthusiastic. Try to focus on what we're good at now and in the future. Only mention our heritage if it's relevant to what's happening now. Have confidence in the facts and avoid overstatement and jargon.

## **Enterprising**

We generate ideas with solid, practical benefits. We encourage and support people, communities and businesses to turn those ideas into opportunities, with rewards for all.

*How this affects the way you write:*

Be encouraging and always be sure to mention the potential outcomes, benefits and rewards, for NewcastleGateshead and the wider world, of every endeavour.

## **Enriching**

Lives are enriched by our vibrant culture, education, access to beautiful countryside and an enviable quality of life.

*How this affects the way you write:*

There are so many benefits to living and working here. Use vibrant words that describe the creativity, energy and beauty of our home.

# How to bring out our values in your communications

We're not expecting you to fit every one of our values into every piece of your writing. But using the following techniques will help give your communications the right tone of voice for NewcastleGateshead:

*Use your headline to catch the reader's attention. Short, intriguing lines will make the reader want to know more and read on,*

*Include lots of vibrant, active words. Make NewcastleGateshead feel alive and thriving, flowing with opportunities, ideas and things to do.*

*Make your reader feel like NewcastleGateshead is unique. Every place says 'it's the place to be' or 'passionate' – we can show we're different by avoiding clichés and overused words.*

*Be friendly. Express things in human, inclusive terms like 'We', 'Our' and 'Us' and don't use too many long words unless you have to.*

## Our personality

### **If we were a person, who would we be?**

Think of local legend Sir Bobby Robson. He always acted with passion and enthusiasm, never boastful no matter what he achieved. Wherever he went and whomever he managed, he commanded respect and attention without ever losing his sense of humour. Honest and inspirational, he never used more words than he needed to to get his point across.

### **A bit like all of us here in NewcastleGateshead.**

A big part of our personality is passion and enthusiasm, so the last thing we want to do is restrict the way in which you talk about your particular field of expertise. After all, you know it best. Just remember that the people you're talking to may not be quite as knowledgeable, so keep it simple.

## How we talk about 'NewcastleGateshead'

We know NewcastleGateshead is actually made up of two separate conurbations: Newcastle and Gateshead. Joined by the River Tyne. But as a place, as a community, we are one and the same.

We should always try to tell the joint story of all our achievements, but that doesn't mean we always have to refer to ourselves as

NewcastleGateshead. It's perfectly fine to refer to Newcastle, Gateshead or even NewcastleGateshead in your copy. Because what celebrates one, celebrates all.



NewcastleGateshead

**genuinely** *inspiring*