

Brink's Brand

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# **Messaging & Writing**

## Brand Voice

### Confident, but approachable.

We have been in the cash management business for 160+ years, so we have a reputable perspective. We want to share our position in a meaningful and approachable way.

- Take a position and defend it with solid facts and substantiated info.
- Give clients a reason to believe us and use us as a trusted source
- Don't be defensive

### Innovative, but real.

We're introducing real solutions that address real problems using technology to improve the customer experience.

- Show clients that we can develop solutions that work today and tomorrow
- Deliver proof points through data
- Don't brag - be humble

### Trusted, but forward-thinking.

We've gained the trust of every client we've served with our experience, longevity, and professionalism.

- Give clients a reason to trust us
- Use our experience and longevity as reasons
- Don't jump to the extreme at the risk of jeopardizing credibility

### Simple, but comprehensive.

We deliver solutions that get the full job done, but in a way that is easy to use and adopt.

- Share complete information that is easily understood by different audiences
- Be colloquial and conversational
- Don't overcomplicate things
- Don't oversimplify things and risk the essence of the message getting overlooked

### Our voice is CONFIDENT.

Be relatable.  
Be conversational.  
Be responsive.  
Be bold.

Don't be vague, unfriendly.  
Don't be pompous.  
Don't be silent.  
Don't be arrogant.

### Our voice is INNOVATIVE.

Be confident and authoritative.  
Be Contemporary.

Don't be uncertain, patronizing.  
Don't be outdated.

### Our voice is TRUSTED.

Be efficient.  
Be accountable.  
Be a leader.

Don't be inattentive.  
Don't be unreliable.  
Don't be a follower.

### Our voice is SIMPLE.

Be concise.  
Be direct.  
Be transparent.

Don't be long-winded.  
Don't be convoluted.  
Don't be unclear.

## Tone

We use tone to try to evoke emotions from our audiences. While our brand voice remains consistent, our tone will vary depending on the purpose of the message, the audience, the type of communication, and the channel.

### Adjusting the Tone

There are times when it is appropriate to adjust our tone for an audience. To determine the appropriate tone that complements our voice, consider these questions:

- Who is the audience and what is their primary role
- What is the audience's situation and mindset
- What problem(s) is the audience looking to solve
- How is this content going to affect the audience
- How can you maintain or improve the audience's state of mind

### Examples

These are examples of how you would adjust the writing tone for different mediums and audiences.

#### Website

- The best recipe for effective cash management is leaving it to Brink's
- When every second counts, accept no substitutions

#### Social Media

- In a recent interview with @Bloomberg, our CEO Doug Pertz offered insight into the continued importance of cash despite changes set forth by the pandemic
- We're excited to announce that Brink's will acquire the majority of the cash operations of G4S. This transaction will continue to advance our strategic growth, and greatly expanding our global footprint. Read more about the acquisition and what it means for our business

#### Service Updates

- We are now taking steps to prepare for potential disruptions caused by Hurricane Delta. Visit our website to learn more about steps that you can take to minimize impact to your location, as this storm may potentially impact travel and infrastructure within one or more markets on the Gulf Coast

## Writing Style

Writing style refers to the application of language that aligns to our brand personality, tone, and voice.

We don't talk at our customers; we talk with them. All writing should be written in a conversational, personal, and friendly tone. All content should embrace a human personality.

- Talk like people
- Have empathy
- Embrace shortcomings and don't be defensive
- Tell stories from the perspective of our customer
- Listen to our customers - hear and engage with them

## AP Style

For all other questions on writing style not covered within this guide, we follow the most current version of The Associated Press writing style guides.

## Writing Examples

### Periods, Em Dashes, Serial Commas

Use a single space after a period. Use a space before and after an em dash. Writing should incorporate the Oxford (serial) comma.

### Number

Spell out numbers one through nine but use numerals for numbers 10 and greater. Also, spell out numbers when they begin a sentence. Numbers over 3 numbers receive a comma.

### Sources

Linking to sources should happen within the article itself as a hyperlink, not at the end of the blog. For example: “Cash continues to be one of the most-used payment instruments, representing 26% of all transactions and 49% of transactions under \$10, according to a 2019 paper published by the Federal Reserve Bank of San Francisco.” Links should be to the primary source only.

### Perspective

Articles written by a named executive should be written in first person. Articles published under “Brink’s” should be written in second person.

### Jargon

Avoid use of internal Brink’s terminology and focus on industry understood terms. In certain instances, it is acceptable to use abbreviations or acronyms after first spelling out the shortened word. For example, User Experience (UX).

### Voice

Use active voice and avoid using passive voice. In active voice, the subject performs the action specified by the verb. Here is an example.

- Active Voice: Brink’s is the global leader in total cash management
- Passive Voice: The global leader in total cash management is Brink’s

### Contractions

These are great to use for conversational tone when used appropriately. Limit contractions in formal writing such as business letters, white papers, and service updates. Contractions can make the piece flow better while providing the writer flexibility.

### Sentence Case

Used as a default, this rule applies to headlines and subheads in blogs, PowerPoint presentations and creative design assets.

### Product Registration & Trademarks

Brink’s is a registered trademark and needs to be marked as such in documentation to protect our intellectual property. The ® mark should be used on the first reference only. This rule applies to all Brink’s products.

### The Brink’s Company vs. Brink’s

Brink’s should be used in all communications. Exceptions include news releases, legal documents, and financial statements. In those instances, The Brink’s Company should be used unless otherwise noted by Legal.

### Acronyms

Acronyms have the potential to cause confusion. Before using an acronym in copy, spell out the word that is being shortened on the first reference then follow with the acronym in parenthesis. Avoid acronyms in headlines or in signage

### Bullet Points

- Capitalize the first letter of the sentence or phrase
- Points should be short phrases, and should not exceed one sentence
- Bullet points should not end with a period - possible exceptions include documents where multiple sentences are included within a bullet point (if this occurs, periods should be used after each bullet point within the entire document)

### Titles

Lowercase a person’s title if it comes after a person’s name. Separate the person’s name, title, and the name of their organization with commas. Uppercase a person’s title if it proceeds their name. Uppercase the department name, including in bios.

### Names

In first reference, use a person’s first and last name. On references, thereafter, use their last name.

### Alt Tags

Describe the image as specifically as possible. Keep it short and use product / content keywords. Do not stuff images with unnecessary keywords. Don’t include, “image-of,” or, “picture-of,” in alt tags.

### Copyright Usage

The copyright protected materials format should read: © 2021 Brink’s. Proprietary and confidential. All rights reserved.