

7.0 Tone and Voice

The way our brand sounds and speaks.

7.2 What do we sound like?

MODEST

Understated but not *Timid*
Humble but not *Mousy*
Unpretentious but not *Unassertive*

We'll leave the bluster to the insecure. We've established a legacy that's decades in the making, while at the same time always reaching for better. That doesn't leave a lot of room in our schedule for ego.

Brands who think they're "best" get comfortable. We strive for "better."

STRAIGHTFORWARD

Forthright but not *Rude*
Unvarnished but not *Blunt*
Honest but not *Unfeeling*

When you're hard at work, you don't have time for fluff. You say what you need to say, then it's down to business.

We're not into long, flowery sentences. Keep it short. Keep it simple. Get to the point. Above all, be helpful and informative.

EMPATHETIC

Caring but not *Sensitive*
Affable but not *Over Involved*
Approachable but not *Buddy Buddy*

If you're a hard-working craftsman who's not big on hype, it's easy to come off as isolated. Introverted.

That's not us. We know the best ideas come through collaboration with others, so we listen to the audience. Through our words, we show we *get* them. And we always speak *with* them, not *at* them.

PASSIONATE

Earnest but not *Solemn*
Invested but not *Green*
Intent but not *Naive*

Some people come to work just looking to get through the day. Others see their work as a chance to make the world a little bit better. They see work as fun, challenging, and ultimately a space to flourish.

While we prefer understated and simple, our voice should feel like there's a lot of excitement bubbling under the surface.

We're a global sompany solving global food challenges; what's not exciting about that?

7.3 Dos and Do nots



MODEST

DO Use aspirational words like “good,” “better,” “strong” and “honest” - wholesome words that still leave room for improvement.

DO Use simple, conversational language that shows respect for the reader without talking down to them.

DO Acknowledge accomplishments humbly.

DO NOT Use hyperbole or superlatives like “best” or “greatest.”

DO NOT Use a \$10 word when a \$5 word can do the job.

DO NOT Be self-aggrandizing.



STRAIGHTFORWARD

DO Write in short, efficient sentences.

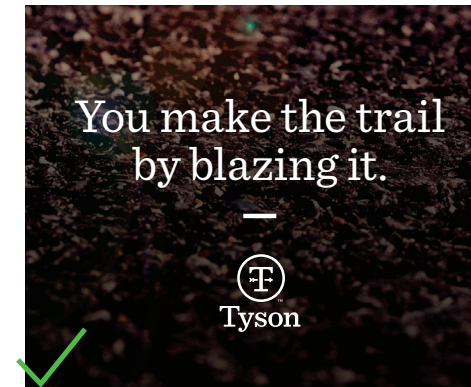
DO Use “human” language – words that we all understand, regardless of industry or experience.

DO Write in sentence case. Use periods. Let the words speak for themselves.

DO NOT Use an adjective when a noun explains itself.

DO NOT Use jargon or buzzwords.

DO NOT Rely on capital letters and exclamation points to build excitement.



EMPATHETIC

DO Write in the second person. Make “You” – the customer, the consumer, the reader – the subject of the sentence.

DO Speak to universal subjects that we’d all agree are important – hunger, wholesome food, health, purpose.

DO NOT Write in the first person unless clearly connecting it to a benefit for the audience.

DO NOT Dwell on alienating or limited-interest topics like industry-specific awards or conferences – unless warranted by the audience.



PASSIONATE

DO Be playful. Don’t be afraid to say something clever or unexpected.

DO Be warm and welcoming.

DO Be optimistic about the future – of our company, of our industry, of our world. Use language that invites our audience to be a part of it.

DO NOT Settle for cheap or easy jokes. Keep your puns at home.

DO NOT Be standoffish or rude.

DO NOT Act like we’ve got all the answers.

7.4 Common Words and Phrases

Our style typically follows **The Associated Press Stylebook**. However, there are exceptions. Please use these rules, where they differ from the AP.

Our Company's Name

1. Remember, the *Tyson*[®] brand is a packaged foods brand and **Tyson Foods** is the name of our company. The words “Tyson’s” or “Tysons” are not to be used to refer to our company or our products because they are neither our correct company name nor registered trademarks.
2. On first reference, the company should be referred to as **Tyson Foods**. Use both words as often as appropriate to build differentiation between the company and the brand.
3. When writing legal documents, always use **Tyson Foods, Inc.**, to refer to the company.

4. On further reference and when it feels redundant, it’s common to shorten to Tyson on the same page. In such a case, it does not need to be formatted as a registered trademark because it refers to the company.
5. The company name, **Tyson Foods**, is always to appear in title case and should always be on one line.

Team Member

1. Every employee of Tyson Foods is known as a **team member**. Please note the use of lowercase characters.
2. **Tyson Foods team member** is preferred over the more common Tyson team member to help distinguish between our brand name and the company name.

7.4 Common Words and Phrases (cont'd.)

Job Positions or Titles

1. If you have a title before the name, capitalize the title.
Senior Vice President John Doe
2. If you have a title at the end of the name, do not capitalize.
John Doe, senior vice president
3. However, we do capitalize all departments and divisions for Tyson Foods. **John Doe, senior vice president, Operations**
4. Abbreviations of titles, such as **SVP**, are capitalized, whether they come before or after the name. **SVP John Doe** or **John Doe, SVP**
5. Capitalize the titles if used in organizational charts, for example, where the name and title are separated.
John Doe
Senior Vice President
6. Always capitalize **Chairman** and **President** and **CEO**.

Foodservice

1. In reference to the industry, use **foodservice**.
2. In reference to the division of the company, use **Foodservice**.

Livestock and Food

1. Farmers raise: chickens, cattle, pigs, and turkeys.
2. We produce: chicken, beef, pork, and turkey.

7.5 Stylistic Notes

Spaces and Sentences

1. Use only one space after the period at the end of a sentence or after a colon.

Date and Time

1. Always place the time of the event before the date. **The parade will begin at 6:30 p.m., Sunday, November 18.**
2. Note that **a.m.** and **p.m.** is lower case and has the periods.
3. We do not use ordinal numbers when writing dates (e.g., November 18th). Instead, write as **November 18.**
4. The day of the week will have commas both before and after, if the sentence continues. **Today is Tuesday, November 18, my sister's birthday.**
5. The year is typically not needed when referring to an event that is coming up in the near future.

Addresses

1. Use the abbreviations Ave., St., and Blvd., only, with a street address.
2. Spell out Road, Drive, Circle, Gardens, etc.

Phone Numbers

1. We use only hyphens to separate parts of a phone number (e.g., **479-290-4000**).