Symantec™

Voice & Tone

Voice and Tone Introduction

Hello. This is the place to learn about the voice and tone of Symantec.

Defining Our Voice

Our voice is what we use to communicate both internally and externally. Internally, our voice gives our employees a place to stand. Externally, our voice communicates the essence of who we are in the world.

Defining Our Tone

Tone is the way that we bring our voice to life.

Voice Overview

Our voice is composed of a number of key attributes. If at any time you want to know if a communication is in our voice, look back at these attributes. If they fit, you nailed it.

Consistency is essential in developing a strong brand voice customers appreciate, understand, and trust. Consistency makes our communication more efficient while building affinity for the brand.

Symantec protects some of the world's biggest companies from existential threats. It's a role we take very seriously. But it doesn't mean we can't communicate in a captivating, enjoyable way. So what is our voice exactly?

Confident

Symantec is confident. We're confident we can protect any enterprise from attack. We're confident that our security is the best option for you. We're confident that no one does what we do as well as we do.

Explanation of Confident—Our challenge is to simply occur as the dominant leader—as we always have been. We aren't cocky; we simply trust in our ability to deliver unrivaled protection. Our confidence allows us to define what's important and relevant in cyber security.

What Confident looks like

Not Confident: Unlike the hot new upstarts in the endpoint protection sector, Symantec has been recognized as a Leader in the Gartner Magic Quadrant. This is the 15th year in a row of being recognized.

Confident: Symantec Endpoint Protection has been a Leader in the Gartner Magic Quadrant for 15 years running.

Innovative

Symantec is innovative. It's how we continue to be the market leader year after year. Our size affords us the resources to research and develop ahead of the curve. We need to constantly innovate ahead of the competition as well as everything attackers are doing. Even though we've been defining cyber security for years, it doesn't preclude us from continually redefining its future as well.

Explanation of Innovative—Symantec is an innovator, leading the direction of the entire industry and redefining the ways security and protection are approached. Attackers are successful when they embrace innovation, flexibility, and originality. We must constantly innovate one or two steps ahead of even the most advanced threats. We have deeper resources than any competitor and the most complete coverage. This is what allows us to remain the true leader in cyber security.

What Innovative Looks Like

Not Innovative: Our Endpoint Security helps you take control of the threat defense lifecycle with technologies that communicate and learn from each other in real time to combat advanced threats and deliver insights with actionable threat forensics—all in language you can easily understand.

Innovative: Choose what Gartner calls far better protection and much less complexity. Or what we call Symantec Endpoint Protection.

Memorable

Every piece of communication, every note, banner, billboard, packaging that we release should be memorable. Sometimes humor is what will make something memorable. Other times it can be an interesting fact or 3rd party test. But it will always be something that sticks in people's heads.

Explanation of Memorable—There are many ways to be memorable, but the results are the same. People remember you. We stretch our communications as far as possible. It can be memorable by being funny because it is true. It can be memorable because it's relevant to you. There is no point to create something that's safe, neutral, or simply defensible. What we're saying can be memorable for many reasons, but what it can never be is forgettable.

What Memorable looks like

Not Memorable: Symantec integrated cyber defense solutions deliver prevention, detection, and response at scale.

Memorable: Nobody delivers prevention, detection, and response like our integrated cyber defense. Well, except us.

Honest

Honesty earns respect. If you're honest about your strengths and your weaknesses, it creates respect for your brand. And by being completely honest about competitors'offerings, we become a trusted resource for our entire industry.

Explanation of Honest—Honest is about so much more than simply telling the truth. Honest forces you to be simple so that your audience understands you, even within the complex world of cyber security. Honesty means being transparent about our strengths and weaknesses as well as those of our competitors.

What Honest Looks Like

Not Honest: Manage your entire mobile workforce from a single pane of glass.

Honest: Our Mobile Management Suite gives you the insight and clarity to control a mobile workforce without sacrificing your employees' productivity.

Bold

Symantec is not afraid to throw down. We are tough and stand up to any attacks that come our way. All of our communications carry this sense of strength. We're not afraid to break a category norm or defy convention. Don't shy away from making huge claims, as long as they can be backed up with facts and numbers. We'll call out our competitors when they come up short and highlight our strengths to let people know that no one protects like Symantec. Avoid conditional verbs like, "Symantec can help."

Explanation of Bold—Our language embodies the strength and power of our security. It doesn't shy away from being provocative. And always come from a position of strength and be assertive, never passive.

What Bold Looks Like

Not Bold: Symantec presents a sophisticated ecosystem of technologies working together to protect your organization in the cloud, from the web, to social media, to mobile networks.

Bold: Symantec completely conquers the chaos of the cloud.

Tone Overview

Our tone is composed of a number of key attributes. If at any time you want to know if a communication is in our tone, look back at these attributes. If they fit, you nailed it.

Speak Human
All of our language is conversational. Use the language we would use if we were talking with a work colleague. **But don't use clichéd, trite, overused marketing terms, especially, but not limited to**:

- leverage
- best-of-breed
- proactive
- solutions
- unified
- end-to-end
- comprehensive
- next-gen
- single pane of glass

Not Speaking Human: Our Mobile Management Suite seamlessly leverages best-of-breed personal and professional solutions to deliver next-gen innovations in comprehensive application management, all from a single pane of glass.

Speaking Human: Our Mobile Management Suite gives you insight and clarity to control a mobile workforce.

Jargon-free

Always refrain from using industry jargon and marketing speak. We should use real words that have real meaning. And NUABPMNKWTM. Or said more clearly, Never Use Acronyms Because People Might Not Know What They Mean. Better to simply write the words you want people to understand.

Not Jargon-free: SEP 14 supports ML, EP, EDR, and MEM from a SA.

Jargon-free: Symantec Endpoint Protection 14 combines machine learning, exploit prevention, and endpoint detection and response, all from one single agent.

Positive

This one is pretty obvious, as there are very few pessimistic companies. But even when we're taking out or calling out our competitors, we should always remain positive, especially about ourselves.

Not Positive: Not choosing Symantec for your security needs means attackers will deploy rapidly mutating malware against you, costing your company millions.

Positive: Our multilayered defense stops advanced threats and rapidly mutating malware regardless of how they attack your endpoint.

Relatable

In all the conversations we have with customers, clearly demonstrate that we understand them. By putting ourselves in their shoes, we relate to the needs and challenges they face. Getting this right connects us with them, as we may be the ones to ease their pain.

Not Relatable: For IT security professionals today, the pace of change has accelerated dramatically. Trends such as virtualization, cloud computing, and the use of consumer mobile devices raise new security challenges every passing day.

Relatable: Welcome to the Cloud Generation, where employees demand flexibility and access wherever they are, but expose your most sensitive data to risk.

Concise

Be brief. Make your point in as few words as possible. Eliminate everything that is nonessential to communicating your message.

Not Concise: Try an SSL Certificate, risk-free for 30 days, when you enroll for any Symantec SSL Certificate. Symantec will charge your credit card or debit card after the initial trial period has ended. If you're not satisfied with your SSL Certificate for any reason, you can revoke your trial certificate from within your Trust Center account.

Concise: Try an SSL Certificate free for 30 days. To end the trial and avoid charges, revoke your certificate from your Trust Center account within the trial evaluation period.

Contact

Volume

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Have questions about Voice & Tone?

Contact branding@symantec.com.
This mailbox is monitored by the Global Brand team.
We will endeavor to respond to inquiries on the
same business day.