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Voice and Messaging

Zebra’s messaging framework is made up of one overarching message:
Zebra delivers a performance edge to the front line of business.

Voice and messaging work together to shape our brand expression:

- Our brand voice guides how we speak to our customers
- Our messaging guides what we say to our customers

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Brand Voice

Our voice is our point of view. It's how we present ourselves, and it guides how we communicate our personality and our values. This is how we speak to our partners, employees and customers around the world, many of whom do not speak the same language. Because of this, it's important to speak clearly and inclusively.



Top tips

- Be specific
- Be straightforward and pragmatic
- Be consistent
- Use active voice
- Empower and excite about what could be possible
- Keep sentences short and concise, yet still effective
- Consider that messaging will need to be translated
- Ensure your writing is accessible to everyone around the world
- If you need to use a technical term, briefly define it so everyone can understand

Available downloads

Copywriting Style Guidelines - [download](#)
Brand Persona and Voice Principles Guidelines - [download](#)
Voice and Messaging Guidelines - [download](#)



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Brand Tone and Persona

Tone

Our tone is not what we say, but rather how we say it. Zebra’s positive, conversational tone is our brand’s attitude—it provides emotional context for our messaging.

While our voice remains consistent, our tone may differ slightly by asset type, media or platform. See the Brand Persona and Voice Principles Guidelines for further instruction.

Persona

A persona is an internal, creative and strategic tool used to create a distinct “character.” It guides our voice and inspires us in delivering the Zebra brand.

Zebra’s voice persona is “The Inventive Ally” (a term we only use internally); it is defined as inspiring, pragmatic and collaborative. To get into the mindset of the Zebra persona, follow these tips.

Available downloads

Brand Persona and Voice Principles Guidelines - [download](#)
Voice and Messaging Guidelines - [download](#)



Top tips

- Think of an inspiring TED Talk speaker, who offers bold, new perspectives and breaks down big ideas to make them accessible to the audience
- Think of an insightful coach, who pushes you to be your best and has an actionable plan to help you get there
- Think of a supportive mentor, who is understanding, accessible and invested in your growth and development
- Think of the thoughtful peer, who highlights everyone’s contributions and celebrates shared success

This is customer satisfaction This is Zebra Field Services Territory

In today’s ultra-competitive business environment, meeting customers’ expectations is no longer enough.

You have to exceed them.

One way you can is by capitalizing on your field service professionals – often your primary or only source of post-sale customer contact.

They’re in the right place at the right time to improve customer satisfaction and loyalty. Yet research shows that their poor record-keeping and management are losing businesses up to 70% of potential revenue every single day.

Equip and empower them with a powerful mobile device, and you can help them to:

- arrive on time with the information, parts and materials they need for a first-time fix
- act as on-the-spot salespeople when cross-sell and upsell opportunities arise
- make the most of every customer contact
- enhance customer satisfaction through timeliness, efficiency and knowledge

It’s far easier to ensure your customer service goes above and beyond, when you equip your field service technicians with mobile technology purpose-built to exceed expectations.

Enhance customer satisfaction through
timeliness, efficiency and knowledge



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Brand Messaging

To help drive our overarching message, we break it down into six driving capabilities and benefits that add to our brand value.

At Zebra, we empower you to:

Overarching Message

The big-picture message we want our audiences to feel, remember, and associate with Zebra

Capture your edge

Zebra delivers a performance edge to the front line of business, empowering you to make every asset and worker visible, connected, and fully optimized.

Because we ...

Capabilities Messages

The capabilities and reasons that differentiate us

Innovate
with purpose

Integrate into your
data ecosystem

Inspire best-action
workflows

You can ...

Benefit Messages

The unique benefits we deliver to customers that deliver on their needs and drivers

Unlock the power
of your data

Connect who and
what matters

Improve workforce and
business performance

You can find more information regarding these key messages and how to apply them to your content in our [voice and messaging guidelines](#).

Available downloads

Voice and Messaging Guidelines - [download](#)

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Copy and Content

When writing copy, we follow these general rules.



Top tips

- Use title case for headlines
- Use sentence-style capitalization only when the title or subhead is a sentence—otherwise use title-style capitalization
- Use title-style capitalization when headlines and subheads act as titles on pages (e.g., the Copy and Content headline at the top of this page) or are product names (proper nouns)
- Write for your audience and medium
- Write for all readers, including both descriptive and scannable content in a single asset where practical

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Copy

Situations to avoid

Do not use jargon, puns or slang, as we translate our copy for people around the world

Do not use fancy words where simple ones will do

Do not use vague language, puffery or fluff

Do not boast

Do not use passive voice

Do not use exclamation marks

Do not use ellipses for emphasis or drama

Do not use ellipses in titles or headlines

Do not overuse contractions to the point where our persona or tone are compromised

Do not use periods in headlines and subheads; instead, try to use a line break to convey separate thoughts

Available downloads

Copywriting Style Guidelines - [download](#)

Brand Persona and Voice Principles Guidelines - [download](#)

Voice and Messaging Guidelines - [download](#)

~~It is what it is and it ain't what it ain't, luckily Zebra rugged mobile devices are everything they're cracked up to be.~~

~~Zebra is equipped for any sticky wicket and allows you to stay above water as you perform your tasks.~~

~~Zebra allows you to stay above water in tight spots with its offering of rugged mobile solutions.~~

~~Leverage the full power of Zebra mobility solutions to ratify your business.~~

Do not use jargon, puns or slang, as we translate our copy for people around the world

~~Zebra rugged tablets feature an illuminated screen for distinguishable visibility of the most miniscule intricacies.~~

~~Zebra contemplates and accounts for immeasurable amount of fluctuating variables and idiosyncrasies to create solutions with dynamic synergies.~~

Do not use fancy words where simple ones will do

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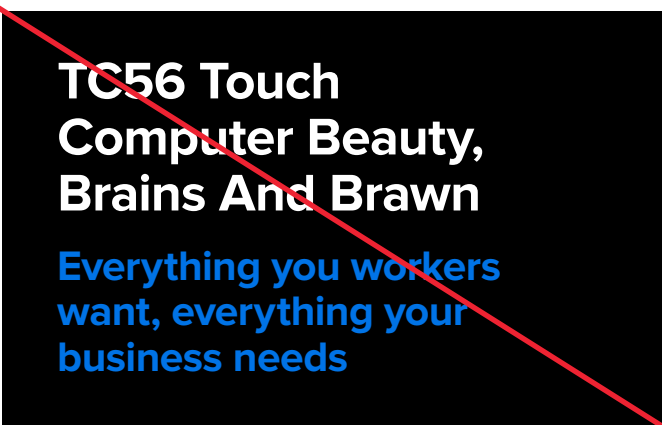
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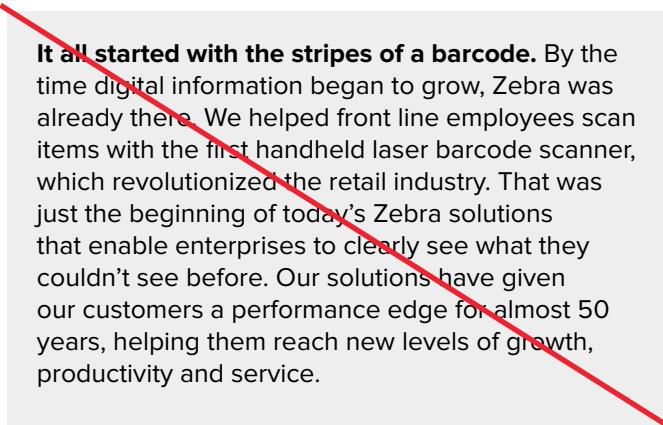
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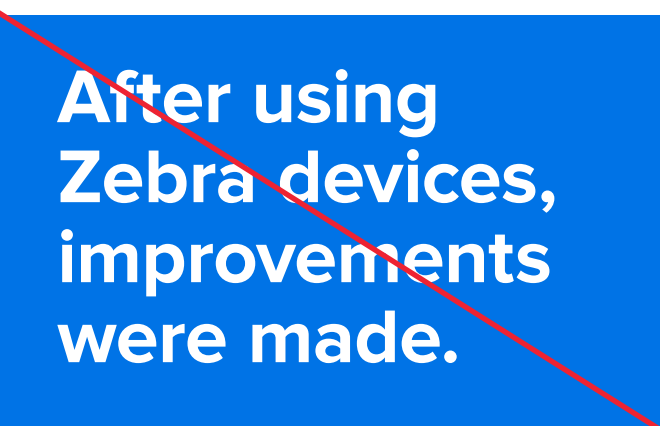
Situations to avoid



Do not use vague language, puffery or fluff



Do not boast



Do not use passive voice



Do not use exclamation marks

Copy

Situations to avoid

Zebra rugged mobile solutions deliver durability, reliability... and profitability

Do not use ellipses for emphasis or drama

Zebra focuses solely on developing industry-leading scanners.

In addition, we engineer rugged tablets, rugged mobile computer and thermal printing devices.

Do not overuse contractions to the point where our persona or tone are compromised

The TC77... Takes the Biggest Hits

Do you dare to play against Zebra's legacy?

It's a game time decision: which rugged handheld device will you choose for your FedEx Ground drivers?

Zebra Technologies is kicking off another winning season, and we're partnering with FedEx. Made in the USA, we also partner with the NFL, delivering advanced technology in a sport that expects the highest performance only a leader in mobile computing like Zebra can deliver.

Ultra-rugged enterprise mobility is Zebra's sole focus, and that's why we're #1 in the field. Just look at our line: our drop-proof, shatter-proof, dust-proof, waterproof and driver-proof ultra-rugged Zebra TC77 is built for always-on connectivity and reliability.

Do not use ellipses in titles or headlines

Trust Zebra's Value-Driven Printers

Unmistakable quality. Exceptional value.

Zebra's value-driven thermal printers deliver uncompromised quality to perform the most essential tasks at an incredible value. These printers come equipped with the same durability, reliability, and performance standards that Zebra is known for as the industry leader.

Do not use periods in headlines and subheads. Instead, try to use a line break to convey separate thoughts

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