

Tone of Voice

It is the verbal personality of the Brand, how it speaks, its style, and the emotion it conveys in its communication. It goes beyond words and includes language and even the Brand´s attitude in its interactions in different contexts. It helps establish an emotional connection with its audience while ensuring effective communication. Our brand voice is composed of three tones that complement each style of communication:

Values Relationships

Our presence and care translate into a way of communicating that values relationships through both people and technology.

Can:

- Position the brand as a dynamic agent in people's lives, communicating in the first person plural.
- Use verbs and nouns that emphasize closeness, highlighting the use of our products and services (e.g., "just a touch away"; "with a glance"; "just call"; "always connected").
- Illustrate relevant everyday life situations where we bring people closer together, expanding the meaning of connection (e.g., “our camera helps you feel closer to your pet, even when you’re in another country”).
- Reinforce across various touchpoints that dedicated individuals exist between the audience and the brand (e.g., “professionals who think and execute for you”).

Cannot:

Overdo commands for closeness; avoid overly sentimental terms to prevent sounding cheesy (e.g., “our technology embraces your home”).

Confident knowledge

Communicates as the expert it is, conveying knowledge confidently and objectively while translating innovation.

Can

- Use assertive phrases and statements to convey authority on the subject.
- Convey confidence with imperative phrases and statements that assert authority on the subject.
- Highlight the most relevant information in the title, ensuring clear and objective communication.
- Create lists, infographics, itemized texts, and step-by-step formats to clarify technical terms.
- Showcase Intelbras' credentials when necessary, adapting them to each audience (e.g., "dozens of exclusive courses have already trained thousands of service providers and technicians"; "An award-winning support team is ready to assist you").

Cannot:

- Overly summarize text or adopt a condescending tone; maintain clarity and straightforwardness without sacrificing content or sounding arrogant.

Inspires surprises

The way Intelbras operates is truly surprising. Our aim is to add a layer of enchantment to our communication, showcasing how incredible our services can be.

Can

- Use expressions that highlight enchantment in the text; employ figurative language to make the surprising feel possible, expanding meanings (e.g., “The sun can be your best visitor. Intelbras solar panel...”).
- Include words that reflect Intelbras' purpose starting with “i-” and the syllable “in-” to create a recognition territory (e.g., intelligent, incredible, inspiring, invention).
- Develop synonyms for "solve" in the narrative, expanding its meaning (e.g., solving means improving your day, taking care of your family)..
- Create texts that not only share Intelbras' point of view but also include the public as an interlocutor, as someone who lives our experience.
- Highlight the scale of the projects the brand is involved in, attributing significance across different dimensions and positioning Intelbras as a turning point (e.g., "It's not just a solar panel; it's a more sustainable world"; "It's more than a camera system; it's well-being and security at school").

Cannot:

- Overuse expressions of enchantment; we are surprising yet conscious, not fanciful or dazzled.
- Overuse of the “i-” expressions to avoid losing credibility and not forcing words that start with “in-”; these should be well-chosen and contextualized resources.

Verbal Expression

Enhances brand recognition. We can explore and occupy areas with words, terms, and expressions to make the brand more distinctive and proprietary.

Be careful, it is a touch screen.

Protection that appears on your screen.

Just one touch to see your living room.

Cameras that let you watch your child grow from anywhere.

Intelbras Assistance. Just one call away.

Brings verbs related to product features to emphasize our proximity.

Your partnership is a great solution.

Our course brings you closer to new opportunities.

Exemplifies how it participates and impacts the lives of its audiences (B2B, B2C, partners, collaborators).

Our best interface is face-to-face

From our specialists’ hands to the resolution of your project.

Reinforces the value of human interaction in texts.

Hundreds of Intelbras specialists contribute to the security of your city.

Demonstrates the presence of people in various projects.

Specialists in solving.

We explore global technologies.

It drives the industry to agribusiness.

Security solutions for lectures or festivals.

Affirmative statements that confer authority to the brand.

Our innovations improve your store and your revenue.

The only secret here is the password you enter.

Conveys security when addressing various topics.

5 steps to make your company’s operation even more integrated.

Provides lists and step-by-step guidance that communicate your know-how more effectively.

Access the incredible.

Incredible means making life easier.

Unusual means improving your day.

Innovation means being close to you.

Intelligence means understanding your reality.

Connected with the unusual.

Uses words reflecting Intelbras' personality starting with “i” to generate recognition.

I open the door just by looking. Your company is smarter with facial recognition.

Talk to the walls. Your home is more intuitive with voice commands.

Highlights enchantment in unusual titles from the brand's or audience's perspective.

Reselling Intelbras is investing in the best solution.

Being Intelbras means installing more sustainability.

Creates inspirational titles, attributing relevance to people, products, and services.

Your project inspires Intelbras.

Impacting Brazil is part of our plan.

Brings greatness to the context of the projects in which it is involved.