



Voice and Tone



The Arlo Voice is...



The Arlo Voice is not...

~~Patronizing
Ostentatious
Bombastic
Flowery~~



arlo™



arlo™

Focus

Pinpoint your most important message and communicate it clearly.



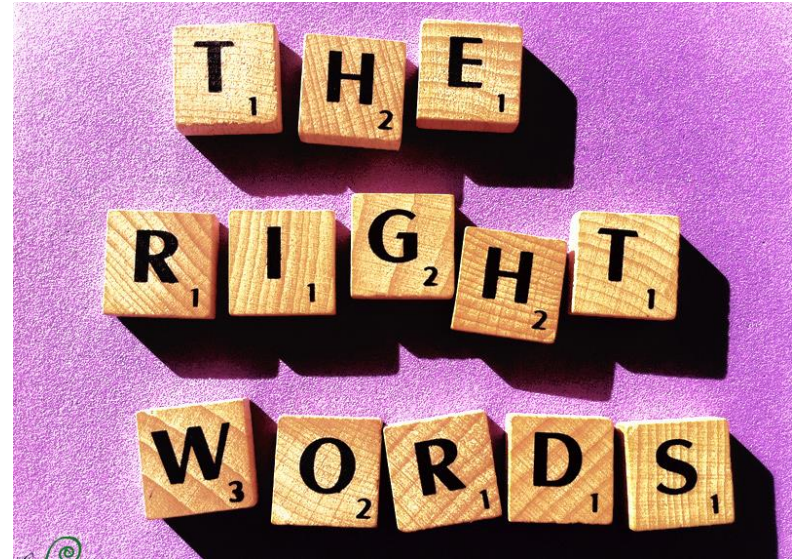
Illustrate

When a picture helps, use it.



Be specific

Use the right word, not its second cousin.



Write with a smile.

Arlo is friendly, reassuring, comforting.

Welcome

Thank you for choosing Arlo.
Getting started is easy.



Arlo is your casual, candid friend

Arlo language is casual, and friendly. You know Arlo – Arlo knows you. You are not alone – Arlo is there with you. Language is not formal, and doesn't lean toward any particular regional dialect or slang. Language is inclusive (we). Where possible, language should be positive and not negative. Some sample language:

Preferred

Hello!

Let's get started

Arlo will work better when..

Setup is simple

Contractions:

doesn't, isn't

Formal

Hello there.

Start here

does not, is not

But not

Howdy!

You must do this first

Arlo won't work if...

Setup is not difficult

Example: See also [Arlo Quick Start Guide](#) for a sample of language used.



Guiding principles of the Arlo brand voice

- **Focus.**
What's the most important thing to communicate?
- **Make every word count.**
Sentences contain no useless words, paragraphs no useless sentences.
- **Illustrate.**
Can a picture tell the story? If so, use it.
- **Be specific.**
Use the right word, not its second cousin.
- **Write with a smile.**
Arlo is a friend - helpful, confident, and reassuring.
- **Casual, and candid – not formal.**
Arlo language is inclusive and not formal.



Remember...

- Use words judiciously
- Explain clearly, in a non-technical manner - Like you're talking to your non-technical cousin.
- Arlo is a smart home system, focused on safety, security and savings. Use language to build confidence in Arlo.
- The “A” in Arlo is always capitalized in text
- For additional questions on Arlo branding, contact corporatebranding@netgear.com



Additional Arlo assets available:

- Arlo Design Brand Guidelines
- Arlo Logo Artwork
- Arlo Wave Artwork
- Arlo Powerpoint Template

Assets online at: mediabin.netgear.com

Keyword: Arlo

