

Brand Voice

■ SAY IT STRAIGHT. MEAN IT FULLY.

Four principles that shape how we communicate.

Our voice should sound like us - clear, capable, practical and human.

Whether you're writing an email, tender, project update, presentation or social post, keep it simple:

Say what you mean. Get to the point. Sound like a person

Direct

- Get to the point.
- Say what we do, what we deliver and why it matters.
- Cut wasted words. If a sentence still works without a word, remove it.

Grounded

- Rooted in the real world of construction - practical, honest, and no-nonsense.
- Talk like someone who's been on site, not someone who's read about it.
- Avoid abstract generic industry or corporate language.

Human

- Write like you're talking to someone, not presenting to them.
- Use "we" and "you" freely. Avoid passive voice.
- Be professional, but natural.

Progressive

- Forward-thinking and sharp.
- Be confident in our opinion.
- Challenge convention.
- Embrace digital and innovation.
- Stay agile and open to better ways.

Simple shifts for clearer, stronger writing.

Instead of this

“We leverage our synergistic capabilities to deliver holistic outcomes.”

Say this

“We bring the right people together to solve complex problems.”

Instead of this

“Our team is passionate about best-in-class solutions.”

Say this

“We care about doing it properly. The first time, every time.”

Instead of this

“We are committed to stakeholder engagement.”

Say this

“We keep people in the loop. Always.”

What to avoid

Generic corporate language • Empty claims • Passive voice
• Over-qualifying • Unnecessary words

Before you hit send

Is it clear? Is it direct? Is it real? Does it sound like us?

If not, simplify it.