



# CSDE Verbal Identity

## Verbal Identity: **Key Messaging**

# Key Messaging

As a brand,  
the CSDE is:  
**CREDIBLE,  
ADVISORY,  
INTENTIONAL,  
and STRATEGIC.**

## Verbal Identity: Brand FAQs

### **What/who is the CSDE?**

A unique, innovative resource hub that assists minority businesses develop, scale, and grow so that—through resources and education—they will progress and enhance both their business and business skillsets and make significant strides in economic development for underserved communities.

### **What does the CSDE do?**

The CSDE provides diverse suppliers with tools, expertise, and opportunities to scale their businesses and secure contracts with Atrium Health and other large companies within Charlotte in order to increase economic development and innovatively diversifying supply chains.

### **Why does the CSDE matter to me?**

The CSDE is where I go to cultivate my business so that it might grow exponentially and leave an invaluable substantive positive effect on economic development and social determinants across my community, driving the meaning of “economic inclusion.”

## Verbal Identity: Voice Writing Guide

# Voice Writing Guide

**The voice of The  
CSDE  
is EFFECTIVE,  
IMPACTFUL,  
SUBSTANTIVE, and  
EXPERTLY.**

The CSDE has several key values that together will make a deeply inspiring voice. In the following pages, we will provide in-depth guidance on how to communicate using these values.

## Verbal Identity: Consistency of Voice and Tone

# Consistency of Voice and Tone

It is essential to speak in a consistent and distinct way that creates a sense of inclusivity and trust across all channels—direct mail, web, social media, printed collateral, etc.

### By developing a consistent voice, the CSDE will:

- Position itself as the trusted resource hub for diverse and minority suppliers to develop and execute smart and sustainable business strategies.
- Be recognized as an innovative and informed growth accelerator for diverse businesses to become value-add providers for clients across a myriad of industries.
- Become the acknowledged advocate for the use of suppliers and service provider that are minority, black, woman, veteran, and/or LGTBQIA+ owned.

## Verbal Identity: Consistency of Voice and Tone

# Consistency of Voice and Tone

The CSDE's voice will be associated with the personality of the brand. Communication is intrinsically tied to how a brand is heard, experienced, and received by intended audiences.

The CSDE voice and affiliated identity will be perceived as entrepreneurial, invested, strategic, substantive, expertly and consultatory.

# Verbal Identity: Guiding Principles for Communication

## Guiding Principles for Communication

Key principles to writing the CSDE brand voice:

As a brand, the CSDE is **credible, advisory, intentional, and strategic.**

### **Reframe the familiar:**

Generate interest by addressing diversity supplier/entrepreneurship themes and ideas in inventive, resourceful, and engaging ways. Tie the CSDE to the audiences' successful business journey as their trusted, informed guide.

### **Create the connection:**

Context is everything for content, for both content itself and the delivery channel(s) content is moved through.

### **Engage:**

Provide your audience with relevant news, stories, and events, linking for them why it's important for their business and larger community.

### **Speak out:**

Clearly state a point of view across messaging.

### **Strike a balance:**

Give subjects the gravity they deserve; however, do not divorce that gravity from conveying a sense confidence, helpfulness, and resourcefulness.

## Verbal Identity: Guiding Principles for Communication

# Guiding Principles for Communication

### Build momentum:

Keep the dialogue moving with active verbs and strong descriptions. Use phrases and words that evoke the innovative, impactful, and capable nature of the CSDE to help diverse suppliers secure the contracts they need to scale and grow.

### Use:

Elevated and professional language will suggest to audiences the CSDE's relevant expertise and expand possibilities for businesses small and large to engage with the CSDE's ecosystem designed for unlimited development for companies of all sizes.

### Keep it real:

Copy should be kept professional, helpful, engaging, informed, and resourceful. The CSDE is the expert diverse & minority suppliers need to achieve success like they never have before.

## Verbal Identity: Voice Attributes

The heart of CSDE's mission and vision is creating an ecosystem of equitable innovation and to advance opportunities for minority-owned supplier contribution, leading to immediate impact on communities and the economy, leading the definition of "economic inclusion."

Using a professional, strategic, intentional, and expert voice is paramount to building a brand businesses can trust.

EFFECTIVE

IMPACTFUL

SUBSTANTIVE

EXPERTLY

## Verbal Identity: **Voice Attributes**

# Voice Attributes

**An effective, impactful, substantive, and expert voice leaves businesses feeling:**

- **Helped**
- **Capable**
- **Assured**
- **Confident**
- **Grateful**
- **Seen**

**What professional and courteous is and is not:**

The CSDE voice is **EFFECTIVE, IMPACTFUL, SUBSTANTIVE, and EXPERTLY**, not confused, disdainful, callous, or unhelpful.

## Verbal Identity: Copywriting Tips

Invite the audience by using approachable, personal pronouns like “you” and “we.” Formal references create distance.

**DO WRITE:** Are you a diverse supplier looking to secure more contracts? The CSDE embodies the concept of “economic inclusion” and is here to help scale your business at your own pace!

**DON'T WRITE:** The CSDE offers quality entrepreneurship training.

## Verbal Identity: Copywriting Tips

Write to a 7th - 11th grade reading level to make the content appealing and understandable to business owners of all educational backgrounds.

**DO WRITE:** The educational and development resources at your fingertips in the CSDE Portal meets your business where it's at—and moves it forward to your loftiest goals.

**DON'T WRITE:** Business theory and application, along with other educational assets, can be found on Portal.

## Verbal Identity: Copywriting Tips

Make sure messaging is confident and helpful. Keep the audience involved by pointing them toward specific solutions to their business needs.

**DO WRITE:** Charlotte is a thriving place for diverse suppliers, and the Atrium CSDE is committed to helping them all grow and expand! While our center is currently closed, check out the plethora of resources available on our Portal.

**DON'T WRITE:** The CSDE is closed.

## Verbal Identity: Copywriting Tips

Employ a professional voice to make the audience feel confident about the CSDE's role in their business. Context is important here as some matters do require a more serious voice.

**DO WRITE:** Supply chain issues for local and national businesses is real. The CSDE is here to provide guidance and help you navigate ways to find inventive alternatives.

**DON'T WRITE:** Learn how to appropriately acquire business supplies.