The
Gladstone Way

how we communicate, all in one place.

Gladstone

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Culture

We obsess about our customers

We want our customers to be our biggest fans and keep coming back to Gladstone. Breaking down barriers & silos lets us get the best from our people & deliver the greatest value for our customers and Gladstone.

We take accountability to deliver

We make things happen and take responsibility for setting & delivering against actions. We take accountability for delivering the change we want to see.

We show care & respect

Our teams have the upmost respect for each other. We speak freely without fear or judgement but we always do so with care and respect for others. We trust our colleagues implicitly - we are here for the same purpose & we bring no ego to work.

We show initiative & try new things

We are creative in our thinking. We spot problems, see solutions and are empowered to have a go if we think it's the right thing to do. The biggest mistake we can make is not acting on something we feel needs action.

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Tone of voice

Our tone of voice is the way in which write and how we speak. We know what we say to our customers, now it's time to think about how we say it.

We're not asking you to be a robot. Nor are these a set of rules. Inject with your personality into these guidelines and voila! Your communications will sparkle.

	Description	Do	Don't
Friendly	We're friendly people & that's exactly how we come across when we speak to our customers.	Be personable & attentive. We're here to help and happy to do so.	Be intimidating, aloof or speak like a robot – there's shouldn't be a question if there's a human behind our messages.
Polite	We're always respectful & patient with our customers, even when dealing with the trickiest of situations.	Remember your pleases & thank-yous & apologise if customers are inconvenienced.	Don't take it personally or get defensive if customers are frustrated, we've all had a bad day at the office.
Professional	As a team of experts, we use our skills to support our customers through the ups & downs.	Be clear & concise, our customers appreciate transparency. Serious isn't the same as formal, you're not going to lose authority by writing simply & clearly.	Be too over-familiar or use internal jargon that confuses customers. Help people out who aren't familiar with the subject.

Tone of voice - in practice

We're friendly, polite and professional in all we say and write. Check out examples of how we can put this into practice on the right.

Friendly

A thank you goes a long way

✖ 'Your case has been logged.'

✔ 'thank you for logging a ticket with us'

Polite

Put yourself in a customer's shoes

✖ 'R&D are looking into the issue'

✔ 'I'm sorry for the inconvenience this is causing. Our Development Team are currently investigating, and I will update you as soon as I know more. Thank you for your patience'

Professional

Avoid jargon

✖ 'your ticket has been passed to R&D and has been logged in JIRA'
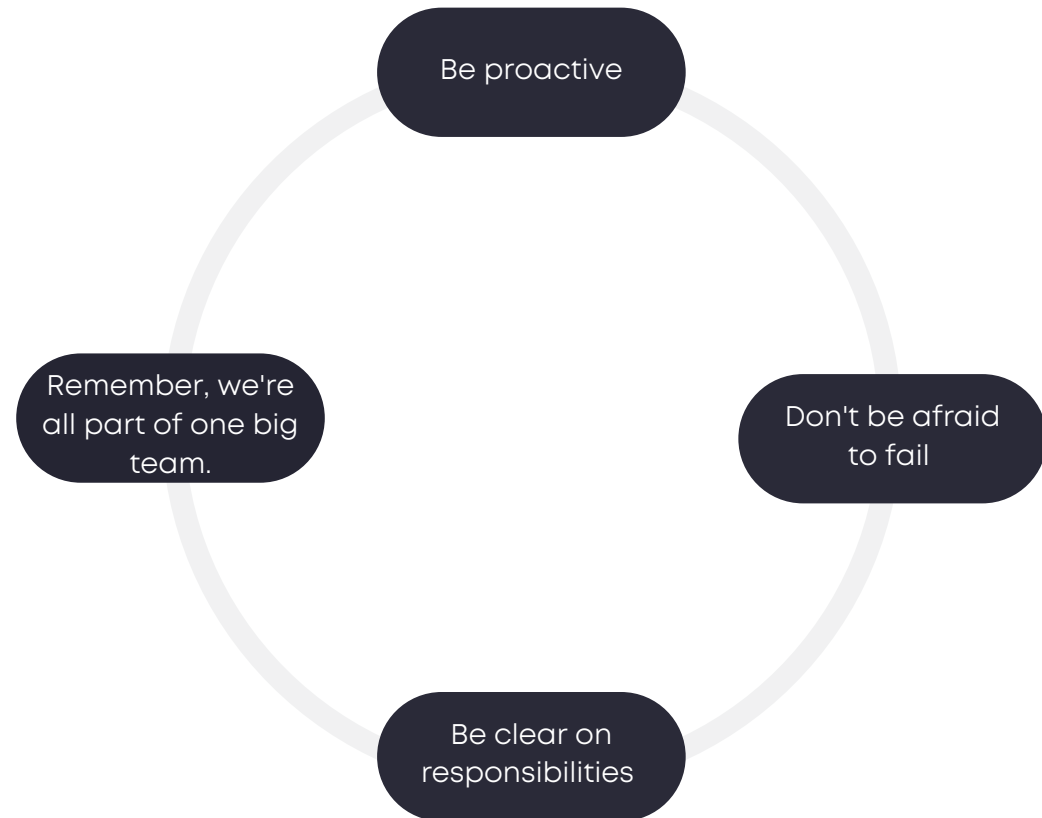
✔ "your ticket has now been allocated to our Development Team who have logged it in their own system'

Accountability

Without accountability, work becomes chaotic. Taking ownership of your tasks gets things done quicker and makes for happier customers.

Of course, passing questions and concerns over to different teams is an essential part of our work. But it's about sharing knowledge and skills rather than passing the buck.

We love a game here at Gladstone, but 'hot potato' isn't one of them. We take ownership for our mistakes and celebrate our successes which makes us continue to get better at what we do.

Be proactive

Don't be afraid to fail

Be clear on responsibilities

Remember, we're all part of one big team.

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Colours

Primary

Colour code	**C 13**
R 175	M 0
G 202	K 95
B 11	Y 21
#AFCA0B	

75%

50%

Primary Accent

#2A2A38

#252533

Secondary

Colour code	**C 84**
R 27	M 42
G 97	K 0
B 167	Y 35
#1B61A7	

75%

50%

#C4C4C4

#E6E7E8

#000000

#111111

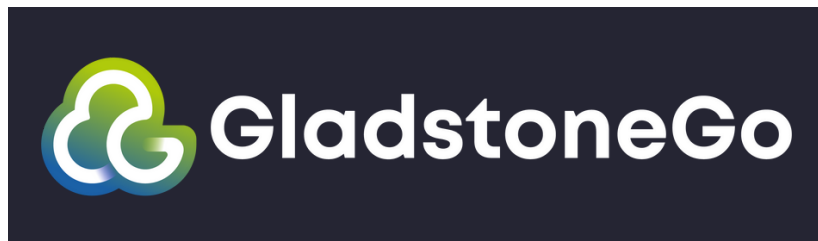Gladstone

Logos

Horizontal

Vertical

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GladstoneGo Logos

Horizontal

Vertical

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Fonts

Headings

Mont Book bold

Headings, Titles, Bold quotes

Sub-headings

Mont Regular

Footer, short descriptions

Paragraph

Segoe UI (Windows default font)

Body copy, paragraph copy

How-to guide   Download fonts

*Substitution
Use the default Windows font set Segoe or Open Sans - if Mont fonts are unavailable