

# TONE OF VOICE

Die-hard women's football fan? This spot's for you.

Never kicked ball in your life? You know what – this spot's for you too.

Focusing on the space and how it caters to a community, our tone is all about creating a sense of belonging whilst being playful. It's a social club dedicated to all things women's sports, where you can celebrate victories with your teammates, change the game entirely or just soak up the vibe and post it for everyone who didn't make it out. It was born out of the need to give a home to women's sports so it speaks the language of the pitch.

## Pioneering

Megan Rapinoe once said: 'we can't build houses that weren't made for us. We have to burn them down and start again'. We couldn't have put it better ourselves. We, and our audience, need to claim a place in sports culture. So guess what – we built our own. It takes grit to go it alone, which is why we're always going to speak with conviction. We're proud to be doing something new, so we will act accordingly by embodying momentum, forward progress and a fresh perspective.

## Down for the cause

Demonstrating diversity is our core DNA but that can come in many forms. From being explicit in our open door environment to representative imagery, we'll always go above and beyond to showcase equality. We show clear support for the Queer, Trans and non-binary community along with allies of women's sports.

## Play Full

Yes, there's a lot of work to be done to level the playing field, and we're committed to making it happen. But we don't take ourselves seriously all the time. We can champion change and still belly laugh at something funny. We're human and multifaceted – just like we would be with friends and family. The notion of play is bigger than just on the pitch. It shows in what we say and how we design.

# DO'S & DON'TS

## WE AREN'T

### Mirroring masculine football culture

Aggy, competitive language, swears, chants, too much alcohol... We, and our audience, prefer to steer well clear of all that. We're proud to be a space that's safe and inclusive for trans and cis women, men and especially children – and our tone reflects this. Leave the smack talk for the pitches.

- Don't reference drinking too much as our space isn't just about drinking culture
- Avoid blokey phrases like 'have it' 'get in' and 'bants' because, well, we're not blokes and don't need to mimic the culture. We want to create our own
- Keep swearwords to a minimum

### Exclusionary

We shouldn't need to say it but we will: any pejorative comments get an automatic red card. We don't tolerate prejudice, trolling or bashing and we hold ourselves up to the same standards. We're here to create a safe space and we will speak up when things aren't right.

- No stereotyping or antagonistic language
- No phobia or abuse
- Zero tolerance approach to the above on our socials and environments
- No man-bashing. The love is open

# DO'S & DON'TS

## WE AREN'T

### Too buttoned up

Relax – this is sports, not ballet. Keep the newspeak and 10-dollar words to a minimum. Even when writing something informative, we can still keep the language relatable and digestible.

- Don't use a long word if a short one will do the job
- Don't use long-form words – use contractions like 'they're', 'aren't', and 'didn't'.
- Don't forget punctuation – they allow the user to take a mental breath
- Don't overuse commas. If you need more than one, your sentence is too long.