THE ARIES SYSTEMS BRAND

The Aries brand is built from the from the inside out and is more than a promise or logo expressed in communications. Our brand connects strategy and evokes emotion. It represents who we are as a company, our purpose, our mission, and our values.

Whether it's our company website, our blog, our events, our marketing, or our interactions with customers, we always personify our core values. A customer should have a consistent experience across all platforms and people representing our company.

 "Define what your brand stands for, its core values and tone of voice, and then communicate consistently in those terms."
- SIMON MAINWARING

Writing in the Aries' voice, tone, and style helps to create a consistent experience across Aries (product, website, training, onboarding, etc) from your first interaction with us to use of our systems.

Here's how we define voice, tone, and style:

Voice: Who we are. Aries voice remains true to our values.

Tone: How we say it. Aries tone can change depending on audience and channel but always remains true to our voice and values.

Style: The specific choices we make as a brand around grammar and mechanics.

Our Name

Our Legal name is Aries Systems Corporation
- This is only used for legal purposes and for very formal pieces, such as press releases

Our common name is Aries Systems
- This is how we refer to ourselves in most marketing, on social channels, blogs, our website, etc.

Our informal name is Aries
- This can be used after the first use of "Aries Systems"

ARIES BRAND VOICE

Our brand voice is consistent and purposeful. Always use active voice.

The Aries brand voice is:

Clear: Have a full understanding of the topic. Use direct, concise sentences. Avoid overwriting and complex sentence structures.
- Simple language
- Avoids technical or internal only jargon
- Simplifies complex statements

Energetic: We are passionate about what we do and our voice should reflect that. We help our customers succeed through continuous innovation of our workflow solutions. In communications be helpful, positive, and welcoming.
- Positive and upbeat
- Demonstrates deep understanding of industry and community needs
- Helpful and supportive language
- Innovative, highlighting the benefits of our software

Honest: We say what we mean and mean what we say. We are always truthful in our communications and avoid using distracting or exaggerated language. We value the trust that our customers instill in us and communicate with them openly and honestly.
- Truthful and fact based
- Accurate information
- Credible
- Transparent
- Solution focused

Examples of off-brand voice:
X Overly technical
X Overly complex or verbose
X Too quirky or silly
X Informal, unprofessional
X Passive

How our voice applies to how we communicate with the customer:

Using Aries' brand voice when communicating with customers helps create a consistent perception of our brand which is an important part in creating an accurate understanding of who Aries is. Customer-centric is one of Aries core values. When our customers succeed, we succeed.

Example of a response to a customer inquiring about recent system outages:

On brand:

"Thank you for your email and for letting us know about the system slowness.

Our IT department is running an update which may be affecting the speed of reporting for a short time. In the meantime, please try logging out of the site completely, and then logging back in as this will start a new reporting session for you. If you are still seeing this issue, please do let me know.

Thank you, and I apologize for any inconveniences this may have caused".

This is conversational, not too formal, but is still professional and provides immediate actions to help.

Off brand:

"I've recently received word that IT is currently performing a fix on a bug. Since this is only for one bug, the work should be completed soon. I will send along an update as soon as I've gotten confirmation from IT. Sorry I did not send a warning sooner.

Thank you, and we apologize for the inconvenience".

This response is very reactive. Saying, "sorry I did not send a warning sooner" implies that this was scheduled work with known impact to the customer and Aries simply forgot to send notice. This response also points blame on the IT department and creates a perception that Aries is a siloed organization and does not have proper processes or communication strategies in place across departments. It is also very informal and lacks professionalism.

How our voice applies to our blog:

The Aries Systems blog is a platform that personifies who we are as a company. The tone is consistent with the company's clear, energetic, and honest voice, but the tone shifts based on the topics and writers. The goal of the blog is always to provide compelling post that inform, build credibility, and engage our community.

Brand voice application on our blog:

Do
- ✓ Be clear and use simplified thoughts.
- ✓ Be energetic. Use language that excites and appeals to our community
- ✓ Be innovative by exploring new ideas, topics, and information that enriches our community.
- ✓ Be concise and organized. Appeal to all audiences – skimmers, full readers, graphics, etc.

Don't
- **X** Be cheesy or punchy
- **X** Introduce projects, concepts, or ideas without full context or explanation
- **X** Be unclear or confusing

ARIES BRAND TONE

Tone is all about knowing your audience. We appropriately align our tone to the audience, medium, and situation while keeping true to our three voice principals. Our voice is what we say, while our tone is how we say it.

ARIES TAGLINE

Aries Systems' tagline "Publish faster. Publish smarter." is designed reinforce for our brand. Aim to use the Aries tagline immediately before or after "Aries Systems" when written, though there are some applications where it can be used as a stand-alone statement.

Examples:
- "Publish faster, publish smarter, with Aries Systems."
- "Aries Systems. Publish faster. Publish smarter."

Common Applications:
- Social media profile bios/descriptions
- Conference sponsor/exhibitor bio/descriptions
- Conclusion sequence in Aries videos
- Main title slide in the Aries PowerPoint presentations

COMPANY AND SOLUTION DESCRIPTIONS

Aries Systems Description (<50 words)
Aries Systems transforms and revolutionizes the delivery of high-value content to the world. We are committed to providing highly customizable, flexible, and innovative workflow solutions designed to help enhance the discovery and dissemination of human knowledge.

Editorial Manager Description (<50 words)
Editorial Manager® (EM) is the leading cloud-based manuscript submission and peer review tracking system for scholarly journals, reference works, books, and other publications. This highly configurable workflow management system is designed to streamline the editorial processes and communication while managing metadata, files, and workflow steps.

GRAMMAR AND MECHANICS
Following certain rules of grammar and mechanics helps to keep our messaging clear and consistent.

THE BASICS

Be concise. Use short purposeful words and sentences. Be specific and avoid unnecessary language.

Stay focused. Focus your message and lead with the most content.

Content for all. Write with all readers in mind – group related content, use descriptive headers and sub-headers. Use styling to help organize information.

Abbreviations and acronyms

Abbreviations of words or titles should be spelt out the first time it is mentioned, immediately followed by the abbreviation or acronym in parenthesis.

Example:
First use: Editorial Manager (EM)
Second use: EM

Copyright and Trademarks
Formal copyright, registered, and trademark symbols should be used for Aries or third-party titles as appropriate. These symbols are only to be used when the title is first mentioned, and is not to be repeated for subsequent mentions.

Example:
First Use: Editorial Manager®
Second Use: Editorial Manager or EM

Appropriate applications for Aries solutions:
Editorial Manager®
ProduXion Manager®
LiXuid Manuscript™

Capitalization
We use different forms of capitalization.

When referring to our audience or role titles capitalize the following; Authors, Reviewers, Editors. The term "publisher" should NOT be capitalized, as it is not a formal role title in our systems.

Dashes and Hyphens
Use a hyphen (-) without spaces on either side to link words into single phrase, or to indicate a span or range.
first-time user

Use an em dash (—) without spaces on either side to offset an aside.

Ampersands
When writing, do not use ampersands unless one is part of a company or brand name.

Ampersands can be used in titles of PowerPoint presentations, website, product sheets, etc.

Oxford Comma
We use the oxford comma or serial comma. It's the final comma that precedes the "and" or "or" — Editorial Manager, ProduXion Manager, and LiXuid Manuscript.

Names and Titles
The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name.

Capitalize the names of departments and teams (but not the word "team" or "department").

Example: Marketing team

Time
Time with the use of am or pm, with NO space in between.
Use minutes for on the hour time.

- 7:00am
- 9:30am

Use a hyphen between times.
- 7:00am–9:00am

Time Zones
Specify time zones. Abbreviate time zones.
- Eastern time: ET
- Central time: CT
- Mountain time: MT
- Pacific time: PT
- GMT

Call to Action (CTA)
Demo
For more information and a free demo, visit ariessys.com.

Use descriptive links
Links should provide information on the action or destination. URLs should be hyperlinked and not written out in full in all applications. When possible, avoid "click here" or "learn more." Instead try, "to learn more, request a free demo."

Pronouns
When possible, avoid using pronouns such as "you/your", "us/we", "he/she" for formal or general pieces, such as blog posts, press releases, and flyers. Instead, aim to use names and titles for a more professional tone. It is acceptable to use "us" or "we" when referring to Aries Systems as a whole, but only after our company name was used.

- **X** "**We** have released a new feature to help connect **you** with the tools needed to enhance **your** workflow."
- ✓ "**Aries** has released a new feature to help connect **publishers** with the tools needed to enhance the **editorial** workflow."

For personal communications (e.g. 1:1 customer emails via CS team), it is acceptable to use informal "you/your" pronouns when addressing a specific individual or group.