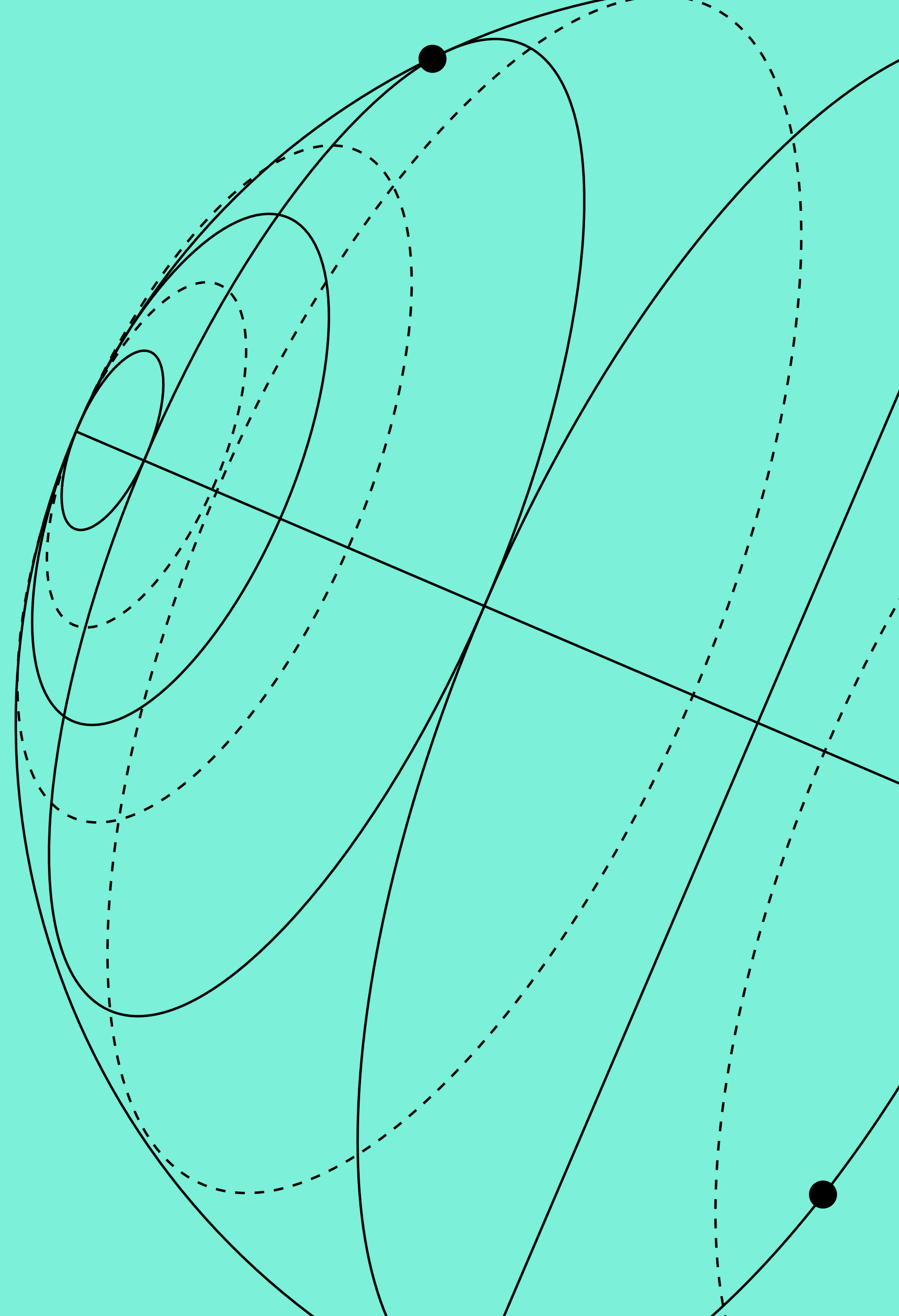
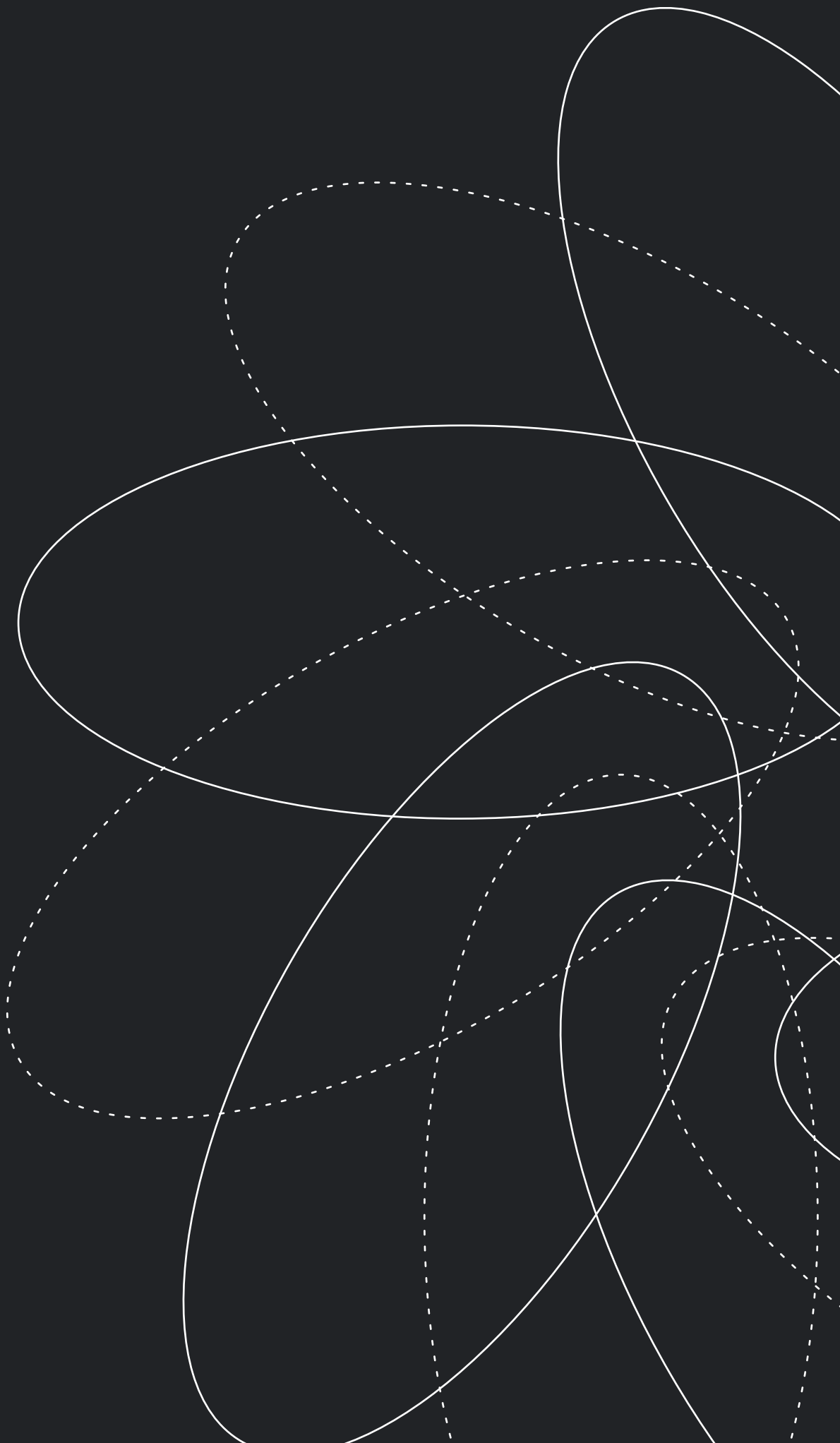


Copper TOV Guide



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How we want to sound

Copper is clear on its value and confident in where it's going. Calm in how it expresses itself. Distinct enough to stand out, but disciplined enough to stay credible.

We're writing for an audience that's smart, sceptical and short on time. They don't need theatre. They don't need over-explanation. They need clear thinking, grounded confidence and language that helps them understand the opportunity.

That means Copper's tone should feel:

- Clear and intelligent
- Quietly confident
- Active and forward-moving
- Commercially aware
- Technically fluent, but still human.

It should never feel overhyped, defensive, vague or emotionally flat.

"Copper knows exactly what it's doing, knows where the market is going, and can help institutions move into that future with confidence."

Clear.
Confident.
Active.



The three core tone principles

1 Clear and Intelligent

Copper writes in a way that’s precise, plain-spoken and easy to follow.

We explain complex products and market dynamics clearly, without dumbing them down or disappearing into technical fog. We respect the reader’s intelligence, but we don’t make them work harder than they need to.

This means:

- Clear sentence construction
- Precise language
- Straightforward explanations
- Useful context where needed
- Logic that holds up under scrutiny

It shouldn’t become vague, overly conceptual or full of jargon that hides the real value.

2 Quietly confident

Copper sounds assured, credible and in control.

We don’t overplay our hand. We don’t rely on hype. We don’t write like a platform with something to prove. Our confidence comes from clarity, substance and a strong understanding of the market.

This means:

- Calm authority
- Measured confidence
- Positive, grounded framing
- No drama
- No exaggerated promises
- No crypto theatrics

It’s important that this doesn’t become boring or overly restrained. Quiet confidence should still feel modern, persuasive and commercially strong.

3 Active and forward-moving

Copper should sound like it’s building, improving and moving finance forward.

We use language with momentum. We favour verbs. We focus on what becomes possible, what moves, what improves, what connects.

This means:

- Active voice
- Purposeful verbs
- Outcome-led phrasing
- Opportunity-led framing
- A sense of movement and progress

It shouldn’t tip into drama, pressure or fear-based messaging. The energy should come from possibility, not threat.



“We’re building infrastructure for the future of finance, making collateral movement clearer, more efficient and more controlled in always-on markets.”



Audience-led tone

What stays consistent across all personas?

- For institutional investors, trust comes from institutional credibility, proof and control.
- For trading firms and market makers, trust comes from precision, fluency and directness.
- For banks and traditional institutions, trust comes from clarity, reassurance and practical framing.

No matter who Copper is speaking to, the voice should always feel:

- Clear
- Credible
- Calm
- Active
- Commercially aware
- Grounded in reality

Persona	What matters most	What to emphasise	What to avoid
Institutional investors	Trust, resilience, institutional credibility	Control, clarity, confidence, proof	Hype, vague claims, crypto clichés
Trading firms and market makers	Speed, performance, precision	Efficiency, movement, technical fluency	Fluff, over-explaining, generic messaging
Banks and traditional institutions	Clarity, reassurance, governance	Simplicity, credibility, practical value	Jargon, disruption language, overconfidence



The confidence line

Too low-confidence sounds safe, generic and overly traditional.

Too high-confidence sounds inflated, salesy and hard to trust.

The right Copper tone has more ambition than standard financial services copy, but more discipline than most blockchain messaging.

The sweet spot sits in the middle: confident, modern and commercially aware, but still measured, credible and grounded.

It should feel:

- More modern than traditional infrastructure copy
- More positive than warning-led messaging
- More outcome-led than feature-led
- More credible than attention-seeking

"In always-on markets, you shouldn't have to choose between speed and control. Copper helps you move collateral with both."



Active voice

- Use we.../our teams... when taking responsibility.
- Use you / your... when showing impact.

Pro tip:

Passive voice often creates distance, caution or corporate tone.

A sentence is usually passive if it:

- Uses is / was / are / were + a verb
- Focuses on what happened, not who did it
- Sounds cautious or vague.

Passive example:

"Institutions are enabled to move collateral across blockchain markets."

Active example:

"We help you move collateral across blockchain markets with more clarity, control and confidence."



Get to the point early

Copper’s audience scans first. We shouldn’t make them dig through generic setup lines to find the message.

The first line should carry real meaning, so the reader can quickly grasp one of the following:

- What Copper helps them do
- What changes or improves
- Why this matters now
- What makes Copper relevant in this market

A good Copper opening gives the reader something concrete to hold onto. It starts with meaning, not preamble.

Avoid openings that do too much warming up.

Lines often get weaker when they begin with broad, familiar statements that delay the real point.

✗ Too generic

“In today’s rapidly evolving financial landscape, institutions are increasingly looking for ways to navigate blockchain markets more effectively.”

Why it misses

This takes too long to say something useful. It sounds like default industry copy and could belong to almost anyone. The reader still doesn’t know what Copper does or why they should care.

✓ Better

“Always-on markets need infrastructure that can keep up.”

Why it misses

This gets to the point immediately and frames the market reality in a way that feels commercially relevant. It creates momentum, sets up Copper’s value clearly and avoids generic industry padding.



Be positive and opportunity-driven

Copper doesn't need to lean on fear, missed chances or high-stakes pressure to create urgency.

We always emphasise what the platform enables, unlocks or improves. The tone should feel constructive and future-facing, not negative or dramatic.

So rather than writing about what clients are losing, missing or failing to do, we focus on:

- What they can unlock
- What becomes more efficient
- What becomes easier to move
- What becomes more connected
- What becomes more possible

That means being careful with phrases built around:

- Capital sitting idle
- Missed opportunities
- "Redefining the future"
- "Next-gen rails"
- "Capital freedom"
- Category clichés that sound bold but say very little

Copper copy is stronger when it explains what the platform enables, not just what it is. That means writing about benefits:

- Movement
- Control
- Efficiency
- Opportunity
- Confidence
- Always-on access
- Infrastructure for evolving markets

✕ Instead of

"Outdated infrastructure leaves institutions exposed to missed opportunities."

✓ Write

"Copper gives teams the infrastructure to move collateral with more clarity, control and efficiency."

Why it works

This version avoids fear-based framing and focuses on the practical value Copper brings. It sounds more confident because it doesn't need drama to make the point.



Be credible, not boring

The sweet spot is copy that feels intelligent, well-judged and alive. It should sound like people who know the market deeply and can explain it without defaulting to either jargon or theatre.

Too boring

"Copper offers a secure and efficient platform for participants seeking to optimise digital asset operations."

Too hyped

"Copper unlocks a frictionless future where institutions can finally move at the speed of innovation."



Better

"Copper helps institutions move faster and more securely in markets that never switch off."

Why it works

This sentence has life in it. It reflects the reality of the market, gets to the value quickly and keeps the tone controlled. It sounds like a company with a point of view.



Be human, not cold

We shouldn't confuse authority with stiffness. Contractions help here because they stop the writing from becoming too formal or overly corporate.

We use them to:

- Make the tone feel human
- Reduce unnecessary formality
- Keep sentences flowing
- Help maintain authority without sounding legalistic.

Use:

- We're
- It's
- Doesn't
- Won't
- Can't

Rather than:

- We are
- It is
- Does not
- Will not
- Cannot



✕ Too formal

"It is important that institutions can operate with clarity and control in these markets."

✓ More human

"It's important that institutions can operate with clarity and control in these markets."

Why it works

The formal version sounds distant and robotic. The contraction makes the sentence flow more naturally and feel more alive. It still sounds credible, but less corporate.

Use proof to reinforce confidence

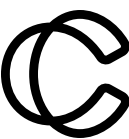
A confident line can open the door, but the next line should help the reader trust it. That means strong claims should be followed by something that grounds them.

Confidence lands best when the next sentence shows what it's built on.

That proof might come through:

- Testimonials
- Case studies
- Supporting explanation
- Product specifics
- Operational detail
- Calm, factual follow-through after a strong opening claim

We are ambitious, but the substance needs to be there behind it.



✓ Strong opening claim

"We help institutions move quickly without compromising on care."

✓ Proof-led follow-through:

"That means giving teams the control, visibility and operational structure needed to act with confidence."

Why it works

This is a good example of proof through logic. It explains what sits behind the claim, which makes the tone feel thoughtful and credible.

Keep it clear, not simplistic

We shouldn't flatten complex ideas so much that the writing loses credibility. But we also shouldn't bury value under specialist phrasing that makes the message harder to grasp.

Quick check:

- Have we made this easier to understand, or just more generic?
- Is the key value still visible?
- Does this sound credible to someone who knows the market?
- Are we using technical language because it helps, or because it sounds impressive?

✗ Avoid burying the point in technical phrasing

"Copper delivers institutional-grade infrastructure for the optimisation of collateral mobility across always-on digital asset environments."

This sounds dense and over-engineered. It may be technically adjacent to the truth, but the phrasing gets in the way of understanding. The reader has to work too hard to pull out the value.

✓ Better

"Copper gives teams a clearer, more efficient way to move collateral in always-on markets."

This keeps the meaning, but makes it easier to absorb. It sounds intelligent and commercially aware without becoming hard to read.



What would never be us

1

We won't overhype what we do

Copper should never sound like it's trying to manufacture excitement through inflated claims.

Avoid:

- Overclaiming
- Sweeping future-of-finance rhetoric without substance
- Exaggerated transformation language
- Grand statements that outrun proof

2

We won't use high-risk, high-return language

Copper should sound commercially valuable, not financially reckless.

Avoid:

- Language around wild returns
- Language that glamorises risk
- Speculative framing
- High-risk, high-reward rhetoric
- Unsolicited financial advice

3

We won't write like a platform with something to prove

Copper doesn't need to posture. desperate to sound disruptive. Confidence should feel earned, not performed.

Avoid:

- Defensive
- Over-eager
- Boastful
- Attention-seeking

4

We won't confuse seriousness with stiffness

Copper operates in a serious space, but that doesn't mean the writing should be lifeless.

Avoid:

- Cold
- Overly formal
- Legalistic in everyday brand contexts
- Emotionally flat
- Too cautious to say anything memorable



Summary

Copper’s tone is clear, intelligent and quietly confident. It’s active, outcome-led and commercially aware, with enough ambition to stand out and enough control to stay credible. We don’t overhype. We don’t hide behind jargon. We don’t confuse seriousness with stiffness. We write with clarity, momentum and quiet authority...

It can sound:

- Direct and commercial
- Thoughtful and strategic
- Technically credible
- Calm and reassuring
- Ambitious and forward-looking

But across all of those, the voice stays consistent. It doesn’t become hypey, vague, cold or stiff.

1. “Always-on markets need infrastructure that can keep up.”

This is short, direct and grounded in a real market condition. It doesn’t over-explain or overperform. It creates momentum straight away and sounds commercially aware without slipping into drama. It also sets up Copper’s value clearly without needing hype.

3. “In always-on markets, you shouldn’t have to choose between speed and control. Copper helps you move collateral with both.”

This is a good example of a more human, principle-led tone. It sounds thoughtful and confident, with a clear belief behind it. It also communicates value.

5. Copper gives you a clearer, more effective way to move through always-on markets.

This is a strong example of quiet authority. It has a clear point of view, but it doesn’t sound dramatic or overblown. The sentence feels intelligent and future-facing, with enough ambition to sound distinctive.

2. “We make collateral movement clearer, more efficient and more controlled in markets that don’t switch off.”

This sounds calm, capable and useful. “We make” gives it quiet assurance, and the rest of the sentence stays practical and grounded. It’s a good example of how Copper can sound confident without sounding like it’s trying to dominate the conversation.

4. “We’re building for the future of finance, making collateral movement clearer, more efficient and more controlled in always-on markets.”

This is a strong example of quiet authority. It has a clear point of view, but it doesn’t sound dramatic or overblown. The sentence feels intelligent and future-facing, with enough ambition to sound distinctive.



These examples demonstrate the broader characteristics of the voice:

- Clear & intelligent
- Quietly confident
- Forward-moving.



Before signing off a piece of Copper copy, ask:

- Is this clear on first read?
- Does it sound credible without sounding dull?
- Is the framing positive and opportunity-led?
- Does it feel calm, not dramatic?
- Is there momentum in the language?
- Have we avoided hype, risk-heavy phrasing and jargon?
- Does this sound like a business with quiet authority, or like one trying to prove itself?

