

## Guidelines

Following are some guidelines and suggestions to send the right message and create the right tone to best communicate Diebold and its brand promise. Getting the message and tone right will be the measure between the success and failure of each communication.

Audiences must understand the benefits – the points of differentiation – that come from partnering with Diebold versus working with the competition.

Above all, you should strive to use the points of differentiation that uniquely position Diebold in the hearts and minds of our customers, partners and other key audiences.

- **Obtain approval.** All ads, literature and other external marketing communication materials must be reviewed and approved by Corporate Communications before they are completed.
- **Be human.** Images should relate to benefits and, therefore, be human, rather than product-oriented. Base the message in humanity and the human experience, not in technical gobbledegook.
- **Be impactful.** Find arresting images to capture the readers' attention immediately. Stock photography sites can be used, such as: [gettyimages](#), [corbis](#) and [photonica](#). Also check for new Diebold-owned images on our branded resources system, located at [www.dieboldimages.com](#).
- **Be confident.** Quietly. Our message should be understated, subtle, not boastful. Our voice is one of partner, not seller. This is not about making claims; it's about who we are.
- **Be understated.** The dramatic understatement of under promising and over delivering is the tone to strive for. Find it.
- **Be clean and crisp.** Use elegant, simple but effective communication. Visually and verbally, less is more.
- **Be conversational.** The message should speak with people, not talk at them. Diebold is their partner, share our message with them.
- **Be respectful and non-promotional.** Engage the reader by speaking in a common language. No chest-beating or competitor-bashing. Avoid jargon.
- **Be benefit-driven.** How does this product or service enhance people's lives? Talk about the benefit.
- **Be global.** We are a global company — and need to act like one. Do not use metaphors or sports analogies. Consider translations and image selection with a worldview in mind.
- **Be sensitive.** Not all cultures in the global village share the same values. For example, subtle humor is a wonderful tool to use but humor "here" isn't necessarily humor "there." Also consider facial expressions and body language in the images you select.
- **Be sure.** Test the visual and verbal content with the audience to be sure that you are communicating what you want to communicate.
- Above all, review [Diebold's Vision, Mission and Values statements \(p.6\)](#) —which are summarized by two words: "Innovation Delivered"— and make sure its message is conveyed in every Diebold communication that goes out the door. Every copy direction, every visual cue should do double duty – both fulfilling the goal of each assignment as well as communicating the brand promise. If it isn't building brand value, then it is stealing from it. There is no neutral position on the brand value scale!