



Editorial charter

2023



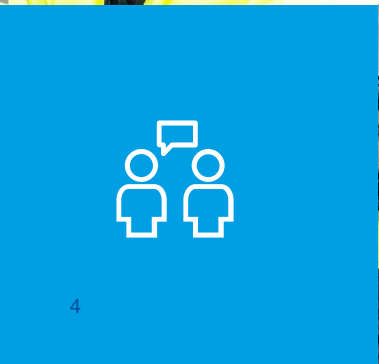
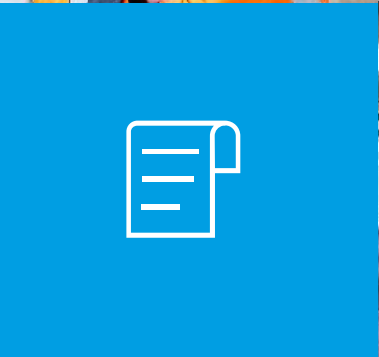
Summary

1. Introduction
2. Brand presentation
3. STEF's tone of voice
4. Putting it into action
5. Best pratiques



Introduction

Align our editorial practices



Speak with one voice

As a century-old company in the food supply chain, we occupy a unique position and our voice carries weight in the European landscape.

We have our own distinctive tone. Our language reflects our “raison d'être” and our commitments.

It is rigorous, committed, embodied and human.

We want to define STEF's tone, to ensure that we speak harmoniously to all our audiences.

Like a graphic charter, this guide to good editorial practice presents the fundamentals of effective writing.

It should help you to get to grips with STEF's tone and writing codes, because we are committed to building a strong, distinctive brand together.

We hope that this charter will give you a few keys and guide your day-to-day writing.

Happy reading!



Why an editorial charter?

It is essential for STEF to assert its personality through a specific posture, vocabulary, specific way of relating and character, which shine through in its writings.

Clarity

To homogenise communication and facilitate the appropriation of STEF's discourse by all our employees.

Greater consistency

Giving meaning to our speeches and positions on all the issues we deal with.

Greater precision

Be as accurate and specific as possible when talking about our business.

More quality

Reflect STEF's professionalism and expertise in everything we write

More impact

Maximise the effectiveness of our messages to all STEF Group contacts.



Brand presentation

Respect the use of our name and signature

Using the STEF name correctly

Our brand

The name **STEF** is no longer an acronym.
It needs nothing to be supported and must not be accompanied by a personal pronoun (we don't say "the STEF").

The brand is used without a signature in corporate communications, and always in capitals.

To refer to the company, it is generally referred to as the "**STEF Group**".



STEF's role

Our signature

The signature "Connecting Food Market Players" is **only used in English**.

It is **associated with the logo** in commercial communications.





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STEF's tone of voice

Embodying our values and our business

Raison d'être

A core mission: food supply

Our manifesto

Since the creation of STEF in 1920, we have been driven by a singular purpose: **to ensure that people have the food they need**. This purpose gives us an essential role, a central mission in service of all Europeans.

It reflects who we are, what makes us different and what drives us.

It expresses the **vision** and **ambition** of our Group.

It affirms the **economic and social role** embraced by our company.

It is the common denominator that underlies the **aspirations** of all employees, from managers to rank-and-file workers.





Our tone embodies our values

A reflection of the Group

Our approach is based on four fundamentals, unanimously shared within the STEF Group:

- **ENTHUSIASM**
- **RESPECT**
- **RIGUOUR**
- **PERFORMANCE**

These values permeate our posture, our vocabulary, our relationship with others and our character. How can we embody them in our writing? How do we convey them in our day-to-day messages?

A warm character

Serving pleasure and taste

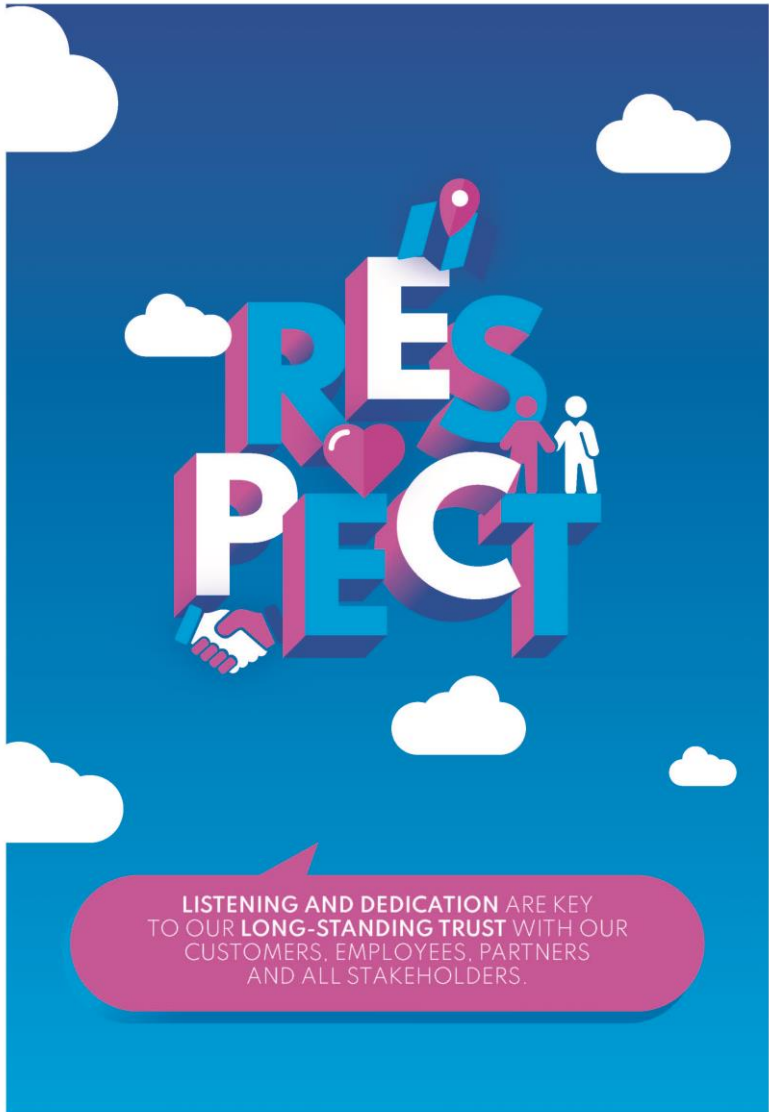
STEF's writing is dynamic, with no hesitation in using simple language and adding a touch of humour.

The aim is **to involve the reader** in our approach to serving everyone, and to share the positive spirit that drives us in our mission.

Rules

- A dynamic and rhythmic writing
- A positive spirit, lightness in touches
- An embodied message
- An enthusiastic tone





A respectful relationship

Dialogue at the heart of the relationship

STEF's tone of voice is one that includes the reader, creates **a warm relationship** and seeks to forge links, while respecting the reader and his or her needs.

Rules

- **Empathy**, to include the reader in the discourse
- Embodied wording, using "**we**" and "**you**".
- Emphasis on the **collective** ("at STEF, we...")
- **Clear** explanations that **everyone can understand**
- A **polite and pleasant way** of addressing others
- Writing that **includes everyone**, without using inclusive writing, which can be divisive and detract from readability.

An expert stance

The expression of unique expertise

STEF's tone of voice conveys our logistics know-how and inspires **confidence**. It is therefore necessary to be pedagogical and accessible, while maintaining perfect **rigour**.

Rules

- **Confident turns** of phrase, short, clear sentences in the active voice
- **Precise** and **concrete** terms, sometimes specialist but always explicit
- **Pedagogy**, without being preachy
- Systematic proofreading to ensure impeccable **spelling, grammar** and **syntax**





A powerful vocabulary

Effective wording for maximum impact

STEF's writing is straight to the point and **concise** enough to get the right messages across..

Rules

- **Clear** writing that sets out **the most important** elements at the beginning before going into detail
- **Short** sentences (eliminating unnecessary words and adverbs)
- **Substance** over form
- **Action** verbs
- **Emphasis on results**, benefits and other factual elements - not to boast, but to illustrate our actions

Business Terms

Explain technical vocabulary

The STEF language

The world of food delivery is a technical one: our language can sometimes be a little complex.

To call a spade a spade without risking losing our interlocutor, the technical terms used must be explained. Let's use terms that everyone can understand. We're proud of our expertise: let's show it, without ever forgetting that those who read us are not necessarily specialists. When first used, an acronym should be broken down and defined, a technical term should be explained in layman's terms, and any ambiguity about the meaning of an expression should be removed.

...



4

Putting it into action

Making our writing more concrete

Clear communication in all circumstances

Message, target and channel

Effective language adapts to its target and the channel through which it is transmitted.

We need to adopt **clear language** from the very first sentences of the message, and be able to answer these 3 questions:

WHAT

What is the **key message** I want to get across?

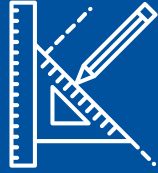
WHO

Who is it aimed at and what are the challenges facing my **target audience**?

HOW

In what **context** and on what channel will it be broadcast?

To help you, here are a few characteristics we've identified in the way we communicate with our contacts.



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Good practices

Write rigorously and effectively, whatever the context

Writing techniques

A non-exhaustive list of tips for strengthening your writing



How to give rhythm to a text

Principles to bear in mind

Writing is not an exact science, but a few tricks are sometimes all it takes to make things flow more smoothly. Here are a few of them - feel free to add your own observations and experiences.

1

Adopt **the rule of 1**:

- one message per sentence ;
- one idea per paragraph ;
- one subject per text.

2

Figures of speech

(metaphors, similes, etc.)
weigh down the text. It's best to avoid them

3

Short, simple, direct words are preferable..

4

Alternate short and long sentences **to create a rhythm..**

5

Be specific: if there is a **specific term** for our business, don't hesitate to use it.

How to give rhythm to a text

How to give rhythm to a text

6

Avoid using terms in a **foreign language** if there is an identical, commonly used expression in your own language.

7

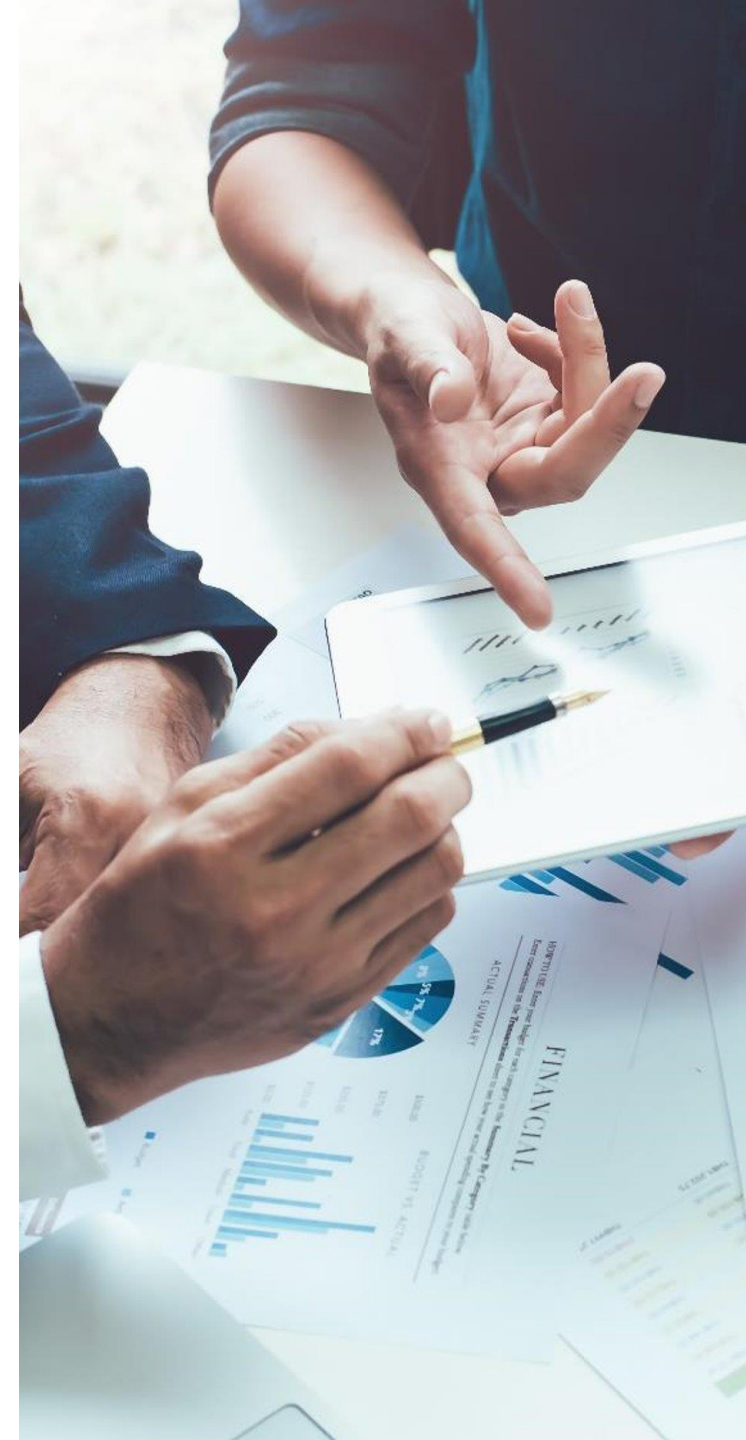
Use the **active voice** (ex : "the STEF Group takes this into account" rather than "this is taken into account by the STEF Group").

8

Work on your **titles and hooks** : some people read them out loud to hear if they "sound good"

9

Emotion is a powerful vector of preference and memorisation: let's use this power in our writing. Rather than writing "We're saving CO2", "Let's leave a healthy planet to our children"...



A closer look at some formats

Web pages and social networks

On your web pages

Taking care of your text content (1/2)

Speak correctly

- Do not use nominal or adverbial sentences
- Make sentences that are grammatically correct and sound in content
- Use imperatives and infinitives consistently

Keep it simple

- Avoid long sentences and metaphors
- Get straight to the point, without being heavy-handed
- Use explicit Calls To Action

Humanise the message

- Include the reader in the message
- Don't overuse the word "we"
- Use storytelling to create warmth

On your web pages

Taking care of your text content (2/2)

Adopt an active stance

- Add enthusiasm to titles
- Pace sentences with semi-colons, hyphens, brackets, etc.
- Use the active voice

Put evidence before words

- Emphasize figures, testimonials and concrete feedback
- Make sure that form does not take precedence over content

On a conversion page

Achieving the objective of every good landing page

Get a visitor to fill in a form as quickly as possible and in complete confidence.

On a conversion page

Guide the user to the desired action

✓ A good landing page is...

- ✓ User-centric
- ✓ Airy
- ✓ Well-organised
- ✓ Tailored to customer needs
- ✓ Efficient for guiding decision-making (only one possible action)
- ✓ Well formatted (bold, visuals, bulleted lists, etc.)
- ✓ Built around a simple promise

✗ A bad landing page is...

- ✗ Self-centred
- ✗ Information overload
- ✗ Carries messages that are irrelevant to the target
- ✗ Confusing and incoherent
- ✗ A source of distraction and exit opportunities (navigation banner, multiple call-to-actions, etc.)
- ✗ Dense (in text or images)
- ✗ Has several objectives at once.

On a LinkedIn post

The ingredients of a good publication

- A short, catchy heading to capture attention from the very first lines.
- A structure, such as AIDA (Attention, Interest, Desire, Action) - or another of your choice - to put your ideas in order and lead the reader to the expected action.
- A quick call to action, engagement or comment.
- A mention of the people involved (and only those people) in the publication.
- A carefully chosen visual that is consistent with our graphic charter to catch the eye and support the message.

Do you have any questions? Find out about all the best practices to adopt in this Guide to Social Networks.

Good writing!





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www.stef.com

