



DÜMMEN
ORANGE®

BRAND VOICE

As vibrant and evocative as our signature color and our exceptional blooms, our voice reflects the distinctive personality of our brand and our commitment to Empowering Expression through our language, tone and messaging.

Our Language

- When speaking about Dümmen Orange, we use first person, because that makes it personable
- Uses empowering words that inspire readers to think, feel and act
- Focuses and distills each sentence to get to the essence of the message (we love flowers—not flowery language)
- Uses real, relatable terms—not industry jargon

Our Tone

- Instills confidence by exuding confidence—never arrogance
- Radiates a warmth and energy that draws readers in
- Can be playful and witty, but never brash or irreverent, or too casual

Our Messages

- Tell stories, not just facts
- Are always tailored to our audiences
- Are persuasive and powerful without sacrificing honesty or sincerity (i.e. never exaggerated or sales-like)

LANGUAGE EXAMPLES

These words reflect the Dümmen Orange brand personality and used to create strong headlines, call-outs, etc. When exploring words keep in mind the brand guardrails on pages 12-13. Examples include:

Driven By Our Culture

- Transparent
- Honest/Trusted
- Personal
- Proud/Strong
- Responsible/Sustainable
- Leading
- Global
- Inspirational
- Boundless
- Desirable

What We Do

- Create/Grow
- Connecting
- Blooming
- Caring
- Achieve
- Love
- Breed
- Support/Encourage
- Provide/Serving
- Innovate/Elevate

The following words should never be used for the Dümmen Orange brand:

- Dream
- Daring
- Glowing
- Flair
- Attractive
- Dynamic
- Fun
- Dashing
- Adventurous
- Courage
- Valiant
- Alluring
- Tempting
- Sensational
- Magnificent
- Marvelous

WE ARE:

