

 **yearn** speaks

the future of finance won't belong to anybody, but everybody



The world is tired of brand speak.

Slick. Polished. Empty.

And finance brands are the worst offenders.

Scared to say anything, they instead say nothing.

Yearn has something to say, and the confidence to say it.

We shape our voice not with the soulless precision edge scalpel of the surgeon, but with the expressive brush of the artist.

The tone commandments

A tone of voice guide to help shape how Yearn speaks,
and why we believe what we believe.

Commandment One

Write code, talk human.

Yearn is not lacking in giga brains.

And while the code we write is bleeding edge, the way we talk must be human.

In other words, let the robots rocket tokens around cyber space at the speed of light - but let the humans do the communicating.



Write code, talk human.

In practice.

Clarity over complexity

We operate in a complex and technical space.

The greatest way to onboard the next 100,000 users is to help them understand what we do.

Clear copy is good copy.

Speak with a social first mindset

This is not your Dad's boomer hedge fund. We grew up on the internet, and we speak like it.

Corporate speech is a dying tongue, social conversations are up only.

Talk like a human, not CorporateAiBotv2.

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Commandment Two

Embrace culture, shape culture.

Building an alternative financial system would be a lonely experience without friends. Luckily crypto culture is incredibly vibrant, open, and unique. We are active cultural participants, and leaders in the space; letting it shape us and in return shaping it.

We know where we came from.

We love the culture.

We are contributors, never leeches.

Embrace culture, shape culture.

In practice.

A finely tuned cultural antenna

Awareness of the wider space, trends and cultural issues always inform our work and communications.

Crypto native and proud

We're not shy to embrace our crypto native ethos. At times this shapes our language, either directly or as a knowing nod.

Leaders never follow

Yearn is a leader in the DeFi culture. We have a responsibility to shape conversations and lead the culture. This translates to confidence and leadership in how we communicate. We speak with the confidence of a leading voice.

Money lego is not a single player game

Web2 was zero sum, web3 will not be. We are collaborative, aware of our role in the wider DeFi ecosystem. We are part of something bigger than ourselves. We are the first to praise the others building with us.



Commandment Three

Money, the ultimate meme.

What we build is serious.

Why we're building it is serious too.

But who decided that serious things need to be spoken about seriously?

We believe in the power of memes (in the broadest sense), and our tone reflects it. We utilize this power to form strong bonds with our community and the wider ecosystem.

Money, the ultimate meme.

In practice.

Humor is a superpower

Humor is a powerful tool. It can build brand love, help onboard, and aid understanding of complex subjects. Communication is about connection, and who wants to communicate with someone dry, boring, and humorless?

Seize the memes of production

Memes are shared cultural moments. They are another way to signal to the space we are a part of, and onboard newcomers to our culture. In other words, we like the memes.

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Commandment Four

Weirdos welcome.

Yearn runs on weird. It's one of the things that makes us unique.
Welcoming of all and judgmental of none.

A respect for creativity, divergent thinkers and individuality
should shine through in how we speak. After all, we cannot build
new things with minds that think the same as everyone else.

Weirdos welcome.

In practice.

We don't judge

Our tone should always be open, and accepting of all, not just those we agree with.

We embrace difference

We are not afraid to embrace different points of views, even if they go against consensus and the status quo.

Seriously

We don't take ourselves too seriously.



Commandment Five

Truth + transparency = trust

Every brand sets out with the intention to be truthful. But somewhere along the way, this is usually compromised. Not wanting to offend, be controversial or talk about difficult subjects can dilute what's said to point of nothingness.

Building the future of finance requires difficult conversations, it risks offense and perhaps even controversy.

Speak truth, the world needs it

In practice.

We stand up for what we stand for

We believe that the future of finance will belong to everybody.

This mission and philosophy permeates all we do, and how we talk about it.

Truth to power

Speaking truth in an empty room is easy, anyone can do it.

It becomes challenging to be honest, and principled in the face of power.

But that's when we need to step up more than ever.

Good cop(y) bad cop(y)

Some examples that put all our principles into action.



Good copy, bad copy

Example: Product launch

Bad Copy

We are proud to announce that we are launching new v3 Vaults.

V3 offers significant technical improvements such as auto harvesting, solidity, and ERC-4626 token standards.

Good Copy

Introducing Yearn v3 vaults, grand bazaars of wonder floating in cyberspace.

Setting new standards, while pushing the same great yield. Read on to learn more.

The 'bad copy' is soulless, corporate, and has no CTA (meaning the reader has no incentive to take further action).

The 'good copy' builds intrigue, and has a CTA pushing the reader to find out more.

Good copy, bad copy

Example: RT'ing another project

Bad Copy

Congrats to the folks at XXX protocol on this launch.

Good Copy

Friends with buidlfits. Awesome work from the team at XXX protocol.

The 'bad copy' is bland and generic.

The 'good copy' attempts to inject some wit and nods towards a higher goal (builders in this space recognize and lift each other up).

Good copy, bad copy

Example: Press Release, transparent budgets

Bad Copy

We have made the decision to make all our budgets public and transparent.
We believe this will improve the financial health of the DAO and increase accountability.

Good Copy

The future of work should not look like the past. Yearn is more than just smart contracts and tokens, it's an entirely new way for humans to collaborate, create, and build together.
In this spirit of innovation and testing, we have made the decision to move to a transparent budget system. This is more than just improving our financial health or increased accountability - it's about discovering new and better ways of organizational structure that didn't sprout from a Big 4 consultancy deck.

The 'bad copy' is factual but stunted.

The 'good copy' ladders up to a higher purpose - it's not just about budgets, it's about something bigger and more inspiring; the future of work.

Thank you, and good luck writers.

