

# Voice + Tone

Dog people are good people. They're friendly, outgoing – boisterous, even. They're listeners as much as they are talkers. They are part of a community of intelligent, loyal, kind individuals. Our community. Our lives. Our dogs.

Picture a dog, tongue hanging out, panting slightly, looking at you for its next ball to fetch or park to explore. Good day or bad, our dogs are just *there*. They are accepting, loving, sincere. And this is waggle – a voice that speaks more than just words.

*"Dogs are not our whole life, but they make our lives whole."*

– Roger Caras

waggle's voice is playful, but well-spoken. It is kind, friendly and open. waggle is confident in forming connections – always looking to engage and start conversations with our members.

Copy should be earnest and to the point – with personality. Imagery and copy should be tightly bound; each complimenting the other to form a cohesive feeling. Dog people are always on the go, and waggle's copy should be easily consumable.

A pleasure to experience, like a good scratch behind the ears.

