



ELYTON INTERNATIONAL SCHOOL ♦ MAGADI ROAD, KAREN, NAIROBI

The Brand Voice Guide

VERSION 1.0 • SEPTEMBER 2026

How this book is organised

Twelve short sections. Read Section 1 once, in full. Use the rest as reference.

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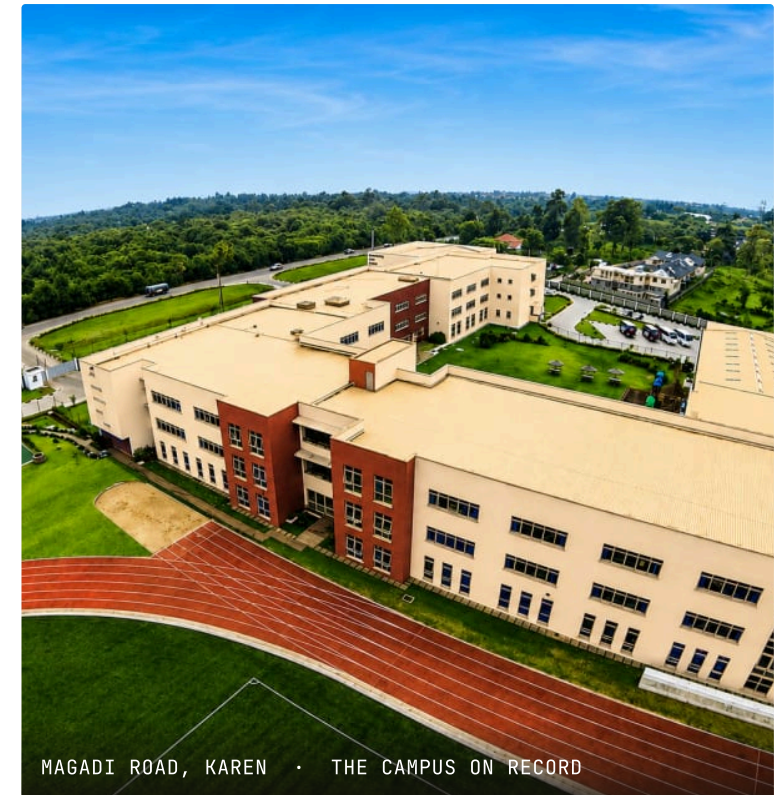
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Why voice is governed here

Elyton opened its Founding Open Day on 29 August 2026 with a purpose-built campus, an appointed teaching team, and a published fee schedule — and with zero pupils taught, zero results, zero alumni. Every other British-curriculum school competing for the same family in Karen can point backward at a decade of graduates. Elyton cannot. That single fact is the reason this document exists.

Write "we're excited to welcome families!" and a reader hears a business that hopes to be believed. Write "we will open with twenty-five children in each year group" and a reader hears a business that has already decided, priced and staffed the thing it is describing.

Language is design material here, governed with the same rigour as colour and grid.



The voice, in one page

Declarative. Unhurried. First-person plural. Specific.

WE WRITE

- ✓ We will open with twenty-five children in each year group.
- ✓ Fees are KES 350,000 per term for Years 1–6.
- ✓ The track is 400m, eight lanes, all-weather.
- ✓ Applications are open now for September 2026 and January 2027 entry.

WE DO NOT WRITE

- ✗ We're excited to welcome a small, close-knit cohort!
- ✗ Competitive fee structure — enquire today.
- ✗ World-class athletics facilities.
- ✗ Don't miss out — limited spots!

Five checks before anything ships

- No exclamation marks (one exception: a direct quotation).
- Every claim of quality has a number, name or date next to it.
- Sentences average under 22 words; paragraphs run four sentences or fewer.
- The verb names the outcome, not the mechanism.
- British spelling throughout.

Never used, anywhere

- world-class
- cutting-edge
- holistic
- unlock potential
- journey
- passionate
- excellence
- empower
- bespoke
- seamless
- vibrant
- dynamic
- future-ready
- unleash

Who we are writing to

One voice, three readers. The register doesn't change — the proof they need does.

The relocating family

Moving to Nairobi from the UK, the Gulf, or another posting. Needs continuity: which year group their child steps into, what "British National Curriculum" means outside Britain.

The Nairobi family

Already local, comparing Elyton against thirty-odd other options in the city. Price-literate and facility-literate.

The diplomatic / NGO family

Posted for a fixed term. Needs paperwork-literate answers fast — fee schedule in writing, transport routes, entry assessment.

None of these three readers wants to be flattered. All three are making a multi-year decision about their own child, and they read tone as a signal of how the school will behave once the fee is paid.

The tone spectrum

The voice does not change. How much of it shows up per sentence does.

CHANNEL	REGISTER	WHAT CHANGES
Website / forms	Coolest, most formal	Full sentences, complete claims, every number sourced — the reference version of the voice.
Email (admissions)	Warm-formal	First name in the greeting; body still declarative. One named person signs off, never "The Elyton Team."
Social captions	Warm, compressed	Shorter sentences, same restraint on adjectives. May open on a fact rather than a full sentence.
WhatsApp broadcast	Direct, brief	Two sentences maximum plus one link. Treated as a notification, not a newsletter.
Press & media	Coolest of all	Third person, quotes attributed by name and title, no adjectives outside a quotation.
Spoken / phone / in person	Warmest	The only channel where conversational warmth leads — same facts, same refusal to promise what isn't decided.

Vocabulary – always and never

SITUATION	ALWAYS	NEVER
The school and the pupil	✓ "we," "your child"	✗ "parents!," "families!" as direct address
Pupils, EYFS–KS1	✓ "children"	✗ "learners," "scholars," "young people"
Pupils, KS2 upward	✓ "pupils"	✗ "kids," "students" as a default
Curriculum	✓ "British National Curriculum"	✗ "the British system," "world curriculum"
Maths	✓ "maths"	✗ "math"
School year	✓ "Year 3 (ages 7–8)"	✗ "Grade 3"
The Open Day	✓ "took place," "has now taken place"	✗ Present or future tense after the fact

Superlatives are not banned — they are gated. "Best," "leading," "premier," "top" do not appear because no independent body has ranked Elyton against anything yet. The moment one does, the claim becomes checkable, sourced and dated.

Numbers, dates, currency, names

This is what makes the brand read as international rather than local-with-ambition.

ELEMENT	CORRECT FORM	NEVER
Date	✓ Saturday 29 August 2026	✗ 29/08/26 29th August
Time, virtual event	✓ 09:00–15:00 EAT (UTC+3)	✗ 9am–3pm , no timezone
Currency	✓ KES 350,000	✗ Ksh 350,000 350,000/-
Currency, international reader	✓ KES 350,000 (approx. USD 2,700, dated)	✗ An undated, unlabelled estimate
Phone	✓ +254 721 122 403	✗ 0721 122 403 as the only form
Names	✓ Full name plus role, first appearance	✗ First name only for staff
Numerals	✓ Spell one to nine; figures from 10	✗ Mixed within one sentence

Sentence construction – six rewrites

The fastest way to learn the voice: the same idea, twice.

~~We're thrilled to be opening our doors to an exceptional group of founding families!~~

We open to our first children in 2026. Founding places are limited by a class cap of twenty-five.

~~Our world class facilities include a stunning athletics track and beautiful grounds.~~

The campus has a 400-metre, eight-lane, all-weather athletics track and outdoor playing fields.

~~We believe every child deserves to unlock their full potential in a nurturing environment.~~

Classes are capped at twenty-five so a teacher can hear every child read in a week.

~~Enquire today to secure your place at our exceptional new school!~~

Applications are open now for September 2026 and January 2027 entry. Submitting one is free.

The Verb Law and the CTA library

A control names the outcome a click produces, not the mechanism of clicking. Once a flow starts with a verb, every later step keeps it.

WRITE	NOT
✓ Reserve a place	✗ Submit
✓ Book a private tour	✗ Learn more
✓ Start an application	✗ Get started
✓ Send enquiry	✗ Send

The chain, worked through

Button reads "Book a private tour" → confirmation heading "Tour booked" → email subject "Your Elyton campus tour is booked." Four surfaces, one verb. Breaking the chain is the single most common voice defect on a form flow.

"Learn more" must never appear anywhere — on the site, in an email, or in an ad. Name the thing being learned instead.

Proof points – what we can say, and why

CLAIM	PROOF IT STANDS ON
Small classes	Hard cap of 25 pupils per class, applies from the first day.
Appointed, experienced faculty	Founding teaching team hired before admissions opened — ask any one of them where they taught before.
Full British National Curriculum	EYFS through Key Stage 2, progress reported against national expectations from the first term.
Real campus, not a rendering	Purpose-built, Magadi Road — 400m all-weather track, playing fields, library, hall with a stage, smart classrooms.
Transparent fees	Full 2026/27 schedule published with source PDFs — not "enquire for pricing."

What we do not yet have proof for — so we do not claim it: enrolment numbers, nationality counts, exam results, league table position, alumni, accreditation by any named body, a pool (until confirmed operational), a science block, an indoor arena.

Channel playbooks

Website & forms. The reference register. One primary action per page, stated as an outcome, no claim of quality unpaired from proof.

Social captions. Open on a fact, not a greeting. One idea per post. At most one functional emoji, never as punctuation for excitement.

Email. Subject lines state the content, not a tease. Every email signed by one named person with a title.

WhatsApp & broadcast. Two sentences and a link, maximum — a notification, not a newsletter.

Press & media. Third person. Every quote attributed by full name and role. No adjective outside a direct quotation. Partner and host names follow the current sign-off restraint recorded internally — never assume a name is clear to publish without checking.

Spoken — phone, tours, admissions conversations. The one channel where warmth leads. What doesn't change: no promise of a date, place or outcome that hasn't actually been confirmed, and no comparison that disparages a named competitor school.

Print & signage. Same word law, no exceptions for space. A flyer that can't fit a claim with its proof should carry a shorter claim, not a naked one.

Failure, emptiness, success

Interface copy is still the brand talking. The rules here are stricter, not looser.

SITUATION	COPY
Invalid field	"Enter a date of birth between 2019 and 2024."
Submission failed	"We couldn't send your enquiry. Check your connection and try again, or call +254 721 122 403."
Empty list	"No news yet. The first Elyton bulletin publishes in September 2026."
Success	"Place reserved. A confirmation is on its way."

Never, in a system message: "Oops," "Uh oh," "Something went wrong," "Please try again later," or "Sorry." State what happened and what to do next.

Common mistakes, corrected

THE INSTINCT	WHY IT FAILS	THE FIX
"State-of-the-art smart classrooms"	Unpaired superlative — banned outright.	"Interactive smart classrooms"
"We can't wait to meet your family!"	Exclamation mark; addresses feeling, not fact.	"Book a private tour and meet the teacher who would take your child's class."
"Now enrolling — spaces filling fast!"	Manufactured urgency, no checkable number.	"Applications are open now. Classes close when they reach twenty-five."
"A truly holistic education"	"Holistic" is banned; unfalsifiable as written.	Name the specific thing meant — "specialist teaching in science, music, computing and sport."



ELYTON INTERNATIONAL SCHOOL

*"Credibility is manufactured from evidence, not
from adjectives."*

JUNCTA JUVANT — TOGETHER WE STRIVE