

Nissan Global Copy Guidelines

Best practice · UX writing principles

The role of copy

Why do we need it?

Copy is fundamental to the success of the user experience. UX does not work without copy.

We use these guidelines to create a consistent language that customers can learn to recognise.

Good UX copy makes the experience easy, efficient and satisfying for the user. Great UX copy also expresses brand values and builds user confidence in the brand.

Who is this guide for?

Authors of any kind — not just UX writers and content designers, but also UX/UI designers and anyone collaborating on creating an experience for Nissan. All designers should apply these rules to the copy used in their work.

UX writing principles set the standard for creating best-in-class user-focussed copy for Nissan.

UX writing principles

Our writing must always be:

Empathetic

Conversational

Specific

Positive

Scannable

Transparent

Empathetic

We make the user feel like we're talking to them, whoever they are. When we write copy, we always put ourselves in the user's shoes.

We think about:

- How much they know at this part of the journey, and need to learn before they move on.
- Their goals and how we'll meet them.
- Their state of mind. Do they need to feel reassured? Encouraged?

Copy always starts with the user-benefit.

DO

"Concerned about your account? Don't worry, we're here to help."

DON'T

"The customer relations service is available for all queries."

Specific

Our copy must always be clear and direct. The user needs to understand exactly what's being asked of them. We give them contextual, accurate instructions, in the right order, to help manage their expectations.

- We never use ambiguous words including 'right'.
- Use 'please' carefully — it suggests the user has a choice.
- Generic CTAs including 'read more' should never be used.
- Never use the same CTA for different destinations on the same page.

DO

"To see colours, swipe right"

DON'T

"Swipe right to find out more"

Scannable

Copy should be as short and concise as possible so the user understands the message instantly.

- We only share what the user needs to know, not everything we know.
- Sentences should have fewer than 20 words with no unnecessary words or repetition.
- Signpost copy carefully with headings and subheadings.
- Use lists and bullet points — they offer a good user experience, and search engines like them too.

DO

"Enter address"

DON'T

"Enter your full address here"

Conversational

We speak to the user. To be human-centred and empathetic we think about how we'd talk to a customer.

This means:

- Sounding informal and friendly (but not overfamiliar).
- Talking in the active voice: 'We'll send you an email' not 'You'll get an email'.
- Legal copy should be easy to understand, so the user reads it and adheres to the rules.

DO

"We'll send you an email"

DON'T

"You will receive an email from Nissan"

Positive

We want the user to feel confident and happy, so our communication is always positive.

- If we need to ask for sensitive information, we explain why we're asking for it.
- If they've made a mistake, we don't make the user feel bad — we gently explain how they should do things instead.
- We never use words that sound threatening, like 'illegal', 'prohibited', or 'forbidden'.

DO

"Please confirm your age, so we know you're over 18."

DON'T

"This event is forbidden for under-18s. Verify your age first."

DO

"Sorry, we didn't get that. Please check your spelling and try again."

DON'T

"Field incorrectly completed. Input correct name to proceed."

Transparent

It's important to be honest. If there's a problem we explain what's happened and how we'll fix it. If we're at fault, we own it. If we can't fix it, we don't suggest that we can.

We are open, to reassure the user and reduce fear and doubt in the experience.

DO

"We're improving Nissan.com right now, so you can't log in. Please try again in two hours."

DON'T

"The website is down, try again later."

Our voice

The way we speak to our customers allows us to show a consistent brand personality. It helps us shape how the user is feeling about the experience.

When we write, we consider:

- Our brand personality

- Our characteristics

- Our voice values

Our personality

Nissan's brand personality is formed by a group of human traits that consumers can relate to. It informs the way the brand speaks and behaves, so users can always recognise it.

Bold

A challenger breaking conventions in an inspiring way.
Not loud or attention-seeking.

Energising

Designing our cars — and experiences — to create
uplifting moments.

Human

Bringing humanity to tech that makes users feel alive.
Not overly sentimental or cute.

Techy

Innovating to enhance drivers' abilities. Sophisticated
but not overly complex.

Our characteristics

When we speak, we are:

Warm

not overfamiliar

Confident

not arrogant

Moving

not sentimental

Clever

not silly

Intelligent

not superior

Assertive

not aggressive

Honest

not exaggerating or overpromising

Authentic

not superficial

Humble

not overstated

Encouraging

not pushy

Shows tech in an encouraging

not intimidating way

Neutral and respectful

not opinionated

Our voice values

Our four voice values shape the way we speak to the user. These values communicate:

Excitement

Intelligence

Inspiration

Empowerment

Voice values in detail

Excitement

FEELS LIKE

The user feels energised and motivated to discover more. Excited about owning a Nissan and the power of movement.

SOUNDS LIKE

Active and dynamic. We communicate our enthusiasm with bold statements.

Inspiration

FEELS LIKE

Users feel in control of their experiences and have a sense of partnership — they know that we care.

SOUNDS LIKE

Reassuring and encouraging. We are always positive and our glass is always half-full.

Intelligence

FEELS LIKE

Users feel confident in our expertise and knowledge, and confident in any experience with Nissan.

SOUNDS LIKE

Confident but accessible. We break down complex technical information in a way that's authentic and easy to digest.

Empowerment

FEELS LIKE

We put the user in control. They feel respected, reassured, guided, and confident in our brand.

SOUNDS LIKE

Warm, empathetic and welcoming. We use everyday words and familiar expressions so every user feels enabled.

Our tone of voice

Different parts of the experience call for a different tone of voice. We adapt our tone of voice to help guide the user, depending on where they are on their journey.

To get the tone of voice right, we think about the user's mindset and how they might be feeling about whatever they are trying to do, or are being asked to do.

Support

Discovery

Error states

Shopping

Transactions

Legal copy

Applying tone of voice

Support

FEELS LIKE We need the user to feel reassured and empowered when they need help.

SOUNDS LIKE Approachable, warm, natural and welcoming. We're considerate and adapt our tone to the user's mindset.

DO: "You can count on us to help you out, 24/7."

DON'T: "Our customer services team is available for support services, all day Monday–Sunday."

Discovery

FEELS LIKE The user should feel intrigued, confident and excited about exploring our experiences.

SOUNDS LIKE We use bold, benefits-first statements to engage the user and build their confidence.

DO: "Technology that lifts your everyday drive."

DON'T: "Our new tech enhances performance."

Error states & shopping

Error state — ours

The user should feel valued and confident in our ability to fix the error.

Transparent and empathetic. We own our mistakes, apologise, explain what happened and how we'll fix it.

DO: "We're working to improve the site right now. Please try again in an hour."

DON'T: "System down for maintenance."

Error state — user's

They feel understood and enlightened. We never make the user feel guilty.

Empathetic, sensitive and positive. We gently tell the user why and how to correct their mistake.

DO: "We didn't catch that, please type your name again."

DON'T: "This spelling is incorrect. Input name again."

Shopping

They feel empowered and curious about what we can offer them.

Enthusiastic but not overzealous, about the benefits and range of our products.

DO: "Pick the colour that's right for you"

DON'T: "Colour options"

Transactions & legal copy

Transactions

FEELS LIKE They feel valued and encouraged at all stages of the transaction.

SOUNDS LIKE We present decisions in an empowering way, from the user's point of view. We personalise copy wherever we can.

DO: "Send to my address"

DON'T: "Deliver to an address"

Legal copy

FEELS LIKE We need the user to be engaged and not intimidated by legal copy, so they actually read and follow regulations.

SOUNDS LIKE Complex information is communicated as simply as possible, so the user can easily understand it.

DO: Use the C1.0D Data Disclaimer Component — an asterisk in text opens a tooltip with the disclaimer.

DON'T: Where legally mandated, use C1.0C — Disclaimer — listed at the bottom of the page.

Our stylebook

Why do we need it?

We format our language in a consistent way so users can recognise it across all Nissan experiences. If we use the same style for everything — from punctuation and grammar to numbers — it makes the journey easier and more engaging.

Who's who: pronouns & voice

We / us / our

Nissan

You / your

The customer, when we're speaking to them

I

The customer when they are taking an action — e.g. 'Send me news'

Where the user needs to take action, write the CTA in the first person. Always use the active voice to be engaging.

DO

"You've added the car"

DON'T

"The car was added"

Grammar & punctuation

Abbreviations

Only used if they are standard, or after they've been spelt in full.

Capitals

We use sentence case everywhere, even in titles. Only capitalise: people's names, brand names (Nissan products and services), days and months, countries and cities, public or religious holidays, and items in a list.

Full stops

We don't use full stops on page titles. We do use them on body copy, and at the end of a paragraph.

Ampersands

Only use ampersands if they're part of a brand name.

Exclamation marks

We never use exclamation marks. We also steer clear of humour. Your joke isn't funny if you need an exclamation mark.

Tense

We always use the present tense, unless there's a good reason. It keeps copy dynamic and engaging.

Formal vs informal & numerals

Too formal: write like you'd speak

Our copy needs to sound human, to put the user at ease. Always use language you'd use in conversation.

DO

"See"

DON'T

"View"

DO

"Call us 24/7"

DON'T

"Contact our customer service team 24/7"

Moments in time

Use the 24-hour clock in most markets. Include a leading zero for the first 9 hours and minutes. DO: 07:00 | 19:30 | 23:00
DON'T: 7am | 7.30pm | 23:00pm Time ranges: 14:00–20:00 not '14 to 20:00'

Numerals

All Nissan numerical displays follow the International System of Units guidelines.

- Add a space between the numerical value and the unit — except for degrees (3°), feet (6'), inches (3") and percentages (100%).
- Don't use plural units: 50 cm not 50 cms.
- Don't use periods in units: 130 kW not 130 k.W.
- Examples: kWh · MPG · CO₂ · g/km

Writing about Nissan

Brand terms

The names of Nissan products, services and technologies need to always be spelt the same way everywhere. We need to educate the user in our brand terms before we use them. Always give context if you're not sure if the user will understand the brand term.

Nissan brand names

Nissan model names

Write: Headline style: Nissan must appear before the model name, and version follows — Nissan Juke NISMO. In body copy: Juke NISMO. NISMO always in upper case.

NISMO

Write: Always written all-caps. Nissan Motorsports International Co., Ltd.
Introduce: The embodiment of ultimate Nissan performance, inspired by the race track.

e-4ORCE

Write: e-4ORCE — written exactly as shown.
Introduce: The "e" in e-4ORCE stands for Nissan's 100% electric motor drive system.

Nissan Intelligent Mobility

Write: Nissan Intelligent Mobility. Use the NIM acronym only when the user knows it.
Introduce: Represent Nissan as a tech-forward company while emphasising the human, real-world benefits.

NissanConnect

Write: NissanConnect — always capitalise both words.
Introduce: The NissanConnect Services app redefines your relationship with your car by allowing you to connect and control it remotely with your smartphone.

Nissan Next

Write: Nissan Next — without 'the'.
Introduce: A space to explore events and stories about Nissan's innovation, product launches, and heritage.

Nissan technologies

These Nissan-branded terms should always be title case:

- ProPILOT with Navi-link / Remote Park / Park
- EZ Flex Seating System
- Rear Automatic Braking
- Automatic Brake Hold
- Traffic Sign Recognition
- High Beam Assist
- Rear Cross Traffic Alert
- Easy Ride
- Lane departure warning
- Seamless Autonomous Mobility (SAM)
- e-Pedal
- Blind Spot Warning
- Emergency Assist for Pedal Misapplication
- Autonomous Emergency Steering System
- Direct Adaptive Steering
- Smart Auto Headlights
- Front & Rear Wide View Monitors
- Intelligent Around View Monitor
- Intelligent Blind Spot Intervention (I-BSI)
- Intelligent Back-up Intervention
- Intelligent Lane Intervention (LI)
- Intelligent Trace Control
- Intelligent Driver Alertness
- Intelligent Ride Control
- Intelligent Engine Brake
- Intelligent Rearview Mirror
- Intelligent Park Assist
- Intelligent Emergency Braking
- Intelligent Auto Headlights

Rules for content areas

We use our language to shape the way the user feels, depending on where they are in the experience. Here's our guide to how we want the user to feel in several key areas, and how we do it.

Choosing my vehicle

Confident that they're choosing a vehicle that fits their life. Achieved via vehicle landing pages, Compare Versions and the Configurator.

Managing my drive on-the-go

Help the customer experience a better daily drive through access to vehicle telemetry information, data and/or services.

Onboarding to ownership

Discover, understand and connect their vehicle to their life through vehicle landing pages, track-and-receive, and 1st-time device set-up.

Making confident financial decisions

Supported and in control of financial decisions, via starting price, finance options, finance calculator and trade-in value calculator.

Getting aftersales service

Value, book, shop and pay for the best products and services. Via the Aftersales Landing Page with service booking online.

Experiencing a seamless test drive

Empowered and enthusiastic — with a simple, frictionless booking and test drive process.

Writing for elements

The words we use in UX elements are crucial to the user experience. We may have less space for expressing the brand, but the words we do use are essential for guiding the user in an easy and intuitive way.

Elements: accordion, action strip & badges

Accordion

WHEN: Use when there is a large amount of content across several subjects, or when the user needs to see two pieces of information at the same time. Don't use for content that all users need to see.

HOW: Create a clear label. Break down content into logical paragraphs with headings. Start with the most important content. Create titles that communicate what's in the body copy. Use first person to engage and empower the user.

Action strip

WHEN: Presents a clear call to action alongside one or more related buttons. Works best following content-based components.

HOW: Make sure copy in the buttons answers the CTA. Format buttons the same way and make them a similar length. Write from the user's perspective.

Badges

WHEN: Use to highlight a special feature of an item, make it more prominent, or alert users to a key piece of information.

HOW: Only add a badge if it's relevant. Keep to 1–3 words maximum. Use to flag up positive information or to encourage the user to take action. Don't create badges for features that apply to all products, are boring, or are generic.

Elements: buttons, dropdowns & input fields

Buttons

Keep short and accurate — ideally 2–3 words for mobile. Write CTAs from the user's point of view (try 'I want to...' before the CTA). Use conversational language: 'buy' not 'purchase'. Avoid jargon, slang, ambiguous or overly complex words. Never use generic CTAs like 'read more'. Add urgency words like 'now', 'today' or 'free' for limited offers. Use keywords for SEO and accessibility.

Dropdowns

Give the dropdown a clear and descriptive label. Also use a contextual label inside the top of the menu (e.g. 'Select city'). Format options the same length and structure. Start with the most relevant option if few; use alphabetical order if many. Use autocomplete for long lists.

Input fields

All input fields need a clear title. Keep labels short and clear. Titles should be human and warm — 'What's your number?' rather than 'Submit number'. Write labels in sentence case. Use hint text in the field to guide the user and show the correct format.

Elements: links, notifications, search, selectors, sliders, tabs & tooltips

Links

Never use 'click here' or 'read here'. Link only relevant keywords, not a full sentence. Make it clear if a link takes the user outside the website.

Don't link preceding articles (a, an, the). Don't put different links too close together. Don't link punctuation marks.

Search

Create a title that addresses the user — e.g. 'What are you looking for?' — and placeholder text that gives context or suggestions for their search.

Sliders

Don't use for very large or small ranges. Labels should show the lowest and highest limits available. Show lower value on the left, higher on the right.

Tooltips

Use only to show lengthy, non-essential copy such as disclaimers. Make them clear with a title and body copy. Don't use tooltips to repeat copy that already shows in the UI.

Notifications

Use to tell users instantly if something has changed or to share important information. Copy should always be clear and informative. Avoid creating notifications that could be seen as intrusive.

Selectors

Options should answer the question, be formatted the same way, and be ordered by frequency of use. Use first person to create engagement — 'Deliver to my address' not 'Deliver to an address'. Include hint text with extra information including pricing and timings.

Tabs

Put the most important information in the first tab. Keep tab headers clear and concise — ideally no more than two words. If you need many tabs, consider an accordion instead.

Structuring the page

We use UX copy to structure the page to make it as easy and intuitive as possible to navigate.

Make the page fit the content

We create a page to accommodate the content we need to share. Functional and transactional pages tend to be shorter, while discovery and e-commerce pages need more space as they show more images.

Use signposting

Most users only scan content. Use headings to structure content and communicate the page content in the right order. Headings help users with cognitive disabilities and screen readers. Include keywords and don't use bold instead of headings.

Keep copy short

To keep the user's attention, copy needs to be as concise as possible. Create a hierarchy starting with the most important benefit. Split content into bite-sized sections or paragraphs — ideally no more than six sentences. Guide the user through with headings, subheadings and CTAs.

Always educate

Think about what the user already knows and what they might need. Make the benefits very clear to them. Where possible, test and use research to establish what information they need at each stage. Answer questions they're likely to ask in an FAQ section.

Localisation

We create content that can be transcreated and used in different markets, with different languages.

Font size

PACE sites use more than 30 different languages and several non-Latin alphabets. Many languages require a larger minimum font size than Latin (10–20% larger). Avoid small font sizes: use 14px minimum for legible text, 16px recommended for body copy.

Japan uses a custom font combining Latin and Japanese characters. All other non-Latin markets use a combination of Nissan's brand font (Latin characters) with a system default font for non-Latin characters.

Extended glyphs

Markets that need extended glyph options (e.g. Hungarian) use an extended version of the Nissan brand font for characters not available in most Latin languages. This extended version is not used as standard because of its file size, but should be enabled for new templates.

Right to Left (RTL)

Arabic sites on PACE require flipped (mirrored) layouts. Layouts and directional elements such as arrows are mirrored. Icons and assets (images) are not flipped, but their position in the overall layout will be mirrored.

Designers don't always need to create new RTL designs for development as the flip should be controlled globally in the code.

Accessibility

All users should be able to understand and use our digital experiences, regardless of their education, cognitive ability or how they are accessing the experience.

How the copy is consumed

- Can the user scan the page and instantly understand what we're telling them and what we're asking them to do?
- Can users of any cognitive capability understand what we're saying?
- Can anyone read this, on any device?
- When communicated by a screen reader, will it make sense?
- Create labels for forms, CTAs and error messages that make sense on their own.

How the copy is understood

- Write in short, clear sentences and paragraphs.
- Avoid jargon, slang, phrases, idioms or complex expressions that can't be understood by everyone.
- Explain acronyms when you introduce them — e.g. Nissan Intelligent Mobility (NIM).
- Instead of 'view' and 'see', use neutral words like 'explore', 'display' or 'browse'.
- Every user must feel like we're talking to them, regardless of gender, race, age, education, religion or cultural background.



Thank you

Nissan Global Copy Guidelines

Prepared by Nissan Customer Experience