

**Dear Vivace Community Member,**

I'm writing to offer updated guidance on how you can talk publicly about ACE and your membership of the Vivace community.

At ACE, the work we do together is transformational. It saves lives, protects the public, and contributes to the security, health, and prosperity of the UK. We're pleased to collaborate with you to achieve real mission impact, together.

Being part of our community comes with responsibility. While we want to be able to talk about as much of ACE's work as we can, not everything is suitable for public consumption. So, it's vital that we remain thoughtful and aligned about what we say, where.

Below, you'll find guidance on how to talk about ACE and your role within the Vivace community publicly, what you can highlight – and when to seek further guidance.



## Highlighting your membership

We encourage you to share your Vivace membership in your marketing, investor communications, and online platforms.

### Wording:

“[Company Name] is part of the Vivace community, providing expertise and capabilities to the Accelerated Capability Environment (ACE), a mission-led innovation unit within the Home Office’s Homeland Security Group.”

### How to share:

- ▶ Use this on your LinkedIn profile, website, and other materials.
- ▶ Use the banner on your email signature.
- ▶ Feel free to download and use our approved logos and community badges (see below).
- ▶ Follow ACE on LinkedIn to see (and like/share!) our latest updates: [ACE LinkedIn](#).

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## Badge/Banner downloads



[Banner](#)

[Badge](#)

# Communication guidelines



## Tone of voice

### DO:

- Be positive, authentic, and professional.
- Focus on the value and impact of our work together.
- Align with ACE's mission and values: innovation, collaboration, and impact.



### DON'T:

- Share unapproved details about projects or confidential information.
- Speak on behalf of ACE unless explicitly authorised.

## Public speaking and events

If referencing ACE in presentations or discussions:

- Use approved descriptions of your work with us.
- Notify ACE in advance so we can support with branded materials, if needed.

## Discussing specific commissions

To be able to mention work on specific commissions:

- 1. Approval is required:** seek approval from the ACE comms team (comms@vivace.tech) before sharing any details, whether through blogs, case studies, or social media.
- 2. What to include:** provide details of what you would like to share, the format (e.g., blog, presentation), and where it will appear (e.g., website, LinkedIn) to help us understand if there are any issues with what is proposed.

## Social Media

We encourage you to celebrate your Vivace membership on LinkedIn and beyond by:

**Badging:** use the badge we have provided.

**Tagging:** use ACE and Vivace tags for visibility.

**Hashtags:** use recommended hashtags such as #CommunityImpact #Collaboration #Innovation #MissionImpact

**Visuals:** use only approved logos and images.

### Example Post:



“[Company Name] is proud to be part of the Vivace community, contributing expertise to the Accelerated Capability Environment (#ACE), a mission-led innovation unit within the Home Office’s Homeland Security Group.”

Make this post a featured post on your company page to highlight the fact that you work with ACE as part of the Vivace Community. You can do this on your Company Profile Page on LinkedIn.

We are happy that you celebrate your work with us but always align your message with our values of innovation, collaboration, and impact. We encourage you to share the posts and case studies we publish on the ACE LinkedIn page – these are all fully permissioned and getting wider reach for them benefits us all.

## Case studies

We are keen to showcase our collective achievements, but case studies always require customer approval. Where possible, ACE will pull together a customer case study which we will seek approval on. Once we get approval, we will post on .Gov and on LinkedIn. Where relevant, we will tag the Community members who have worked on the commission.

If there is a case study that you would like to publish, work with us on it. Our advice? Start early and contact the ACE comms team to guide you through the process. Please do not publish any case study material without contacting us first.

We're very happy to support you as much as we can. Please contact [comms@vivace.tech](mailto:comms@vivace.tech) to discuss any communications you would like to share connected to your work with ACE.

## Why guidelines matter

By following these guidelines, you help maintain ACE's reputation and enhance the value of being part of the Vivace community. Together, we can share our success stories while upholding the security and confidentiality essential to our work.

Thank you for your continued collaboration, if you have any questions, please get in touch.

**Kate Shanks**

Head of Communications, ACE

For any questions, contact: [comms@vivace.tech](mailto:comms@vivace.tech)