

BRAND VOICE

The brand's voice defines the tone and personality that your brand will project across all communications. It will determine how your audience perceives the brand!

What the Brand Voice Manual should include:

Brand Overview: A brief introduction to the brand, its values, and target audience.

Personality: The personality that the brand conveys. For example, is it youthful, traditional, informal, enthusiastic, energetic, calm, or reliable? This tone of voice should be consistent across all communication channels.

Vocabulary: Specific vocabulary to use or avoid.

Specific Phrases: The phrases that will define the brand's voice. Whether they are short and impactful, longer and descriptive, or include the use of humour or metaphors.

✔ Brand Overview

Personality ✔

BRAND
VOICE

✔ Vocabulary

Specific Phrases ✔