



# BRAND IDENTITY

## *Voice Guidelines*

# YOUR BRAND'S VOICE & TONE

Developing your brand's voice means to determine your brand's personality, establish consistency and trust, and connect with your target audience. The tone of your voice can shift depending on the type of content you are generating and the platform you are using, but should align to voice characteristics, or attributes.

## VOICE DESCRIPTION

Describe the voice that your brand uses. Explain how it accomplishes your goals using language, and talk about the words, conventions or grammar used to evoke particular emotions or portray core values.

## VOICE ATTRIBUTES

Attributes are characteristics of a voice and what it means to have them.

Attribute			
Description			

## WRITING STYLE

In order to accomplish a consistent voice that displays these attributes, the writing style should follow a specified linguistic schema, including syntax/sentence structure, punctuation, word choice, and person/point of view.

The following are the do's and don'ts for your brand's written style:

- **Sentence Length & Structure:** *Long/short sentences, post length*
- **Grammar, punctuation & emoji use:** *How you will portray emotion*
- **Word choice, exclusions & prohibitions:** *What words not to use*
- **Person/point of View:** *First or third person, singular or plural*

## ADDITIONAL VOICE NOTES

## MARKETING PILLARS

Marketing pillars outline the focus areas for the goals of your brand. Ideally, all of the posts and content communicated to your audience aligns with one of these 3-4 pillars.

Pillar				
Goals				

## TONE & CONTENT GUIDELINES

**Social Media posts:** *Post frequency, types of visuals (photos/graphics)*

**Hashtags & Mentions:** *Quantity, target audience, target reach*

**Blogs, Email Newsletters, Other Communications:** *Length, frequency, tone*

# BRAND VOICE SUMMARY

## GENERAL SUMMARY

Now using your brand voice, summarize the main goals and personality of your brand.

## SAMPLE EMAIL NEWSLETTER OR BLOG

An excerpt from a possible email announcement or blog post.

## SAMPLE SOCIAL MEDIA POST

An example of a visual, post, and hashtags or mentions.