



BRAND VOICE TEMPLATE

FILL IN THE BLANKS:

My brand should make people feel _____ Write 3 adjectives.

Ex. Comforted, secure, valued

_____ **makes me feel this same way.** This can be a person or a brand. Ex. Jackie from work, Godiva

I want people to _____ **when they come across my brand.** Ex. Light up, be entertained

My brand should have a similar voice to _____ Choose a brand or two (famous or not) that you want to emulate. Ex. ASOS, Arby's, Dollar Shave Club

Brands that sound like _____ **would not resonate with my target audience.** Write 3 adjectives. Ex. Technical, confident, serious

Interacting with my audience feels like _____ Ex. Feels like I'm an authority, makes me feel creative, confident, etc.

LIST 3 ADJECTIVES (OR "TRAITS") THAT YOU WANT TO DESCRIBE YOUR BRAND VOICE:

1. _____
2. _____
3. _____

BRAND VOICE TRAITS TEMPLATE

For each trait that you identified, describe how you use it to communicate.

Include specific examples under the “do’s” and “don’ts”.

Example: Traits: Funny, helpful, friendly

BRAND VOICE CHART

	Description	Do	Don't
Funny	My content/copy isn't afraid to be bold in order to get people laughing	Use humor	Sacrifice professionalism just to get a laugh
Helpful	We're here to solve problems and my voice should reflect that	Provide reassurance; be genuine when giving advice	Sound condescending or infantilize the reader
Friendly	My tone should remind readers of the girl next door.	Be down-to-earth, come off as accessible	Apologize, use jargon

BRAND VOICE CHART

	Description	Do	Don't