

Brand Voice & Messaging Guidelines

1. Brand Overview

Brand Name: [Your Brand Here]

Mission: [State your guiding purpose or mission statement.]

Vision: [Describe your future aspiration or vision.]

Core Values: [List main brand values, e.g., Integrity, Innovation, Simplicity]

2. Brand Voice

Our brand voice should always feel:

- **Approachable:** Friendly and inviting, never distant.
- **Confident:** Clear, concise, and knowledgeable.
- **Authentic:** Honest and transparent communication.

3. Brand Tone

Tone may change slightly by context, but usually:

- Conversational, but professional.
- Positive and encouraging.
- Empathetic where needed.

4. Messaging Pillars

- **Quality:** We deliver reliable products/services our customers can trust.
- **Customer-centric:** Our customersâ€™ needs guide everything we do.
- **Innovation:** We continuously improve and lead with new ideas.

5. Message Examples

Do:

- â€œWeâ€™re here to help you every step of the way.â€
- â€œOur team is always working to create a better experience.â€

Donâ€™t:

- â€œThatâ€™s not our problem.â€
- â€œYou should have read the manual.â€

6. Words We Use

- Simple
- Helpful
- Trusted
- Innovative

7. Words We Avoid

- Complicated jargon or buzzwords
- Negative language
- Over-promising phrases

8. Visual Consistency

All written content should complement our visual brand by maintaining clarity, simplicity, and consistency across all platforms.