

Brand Voice & Tone Guide Sample

Brand Overview

Brand Name: [Your Brand]

Mission: [Insert short mission statement here]

Core Values: [List 2-3 core brand values]

Voice Principles

- **Friendly** â€” Communicate with warmth and approachability.
- **Clear** â€” Use straightforward and concise language.
- **Confident** â€” Express ideas with certainty and poise.
- **Helpful** â€” Aim to inform and guide.

Tone Guidelines

- **Human:** Talk to the audience directly. Use â€œyouâ€ and â€œwe.â€
 - **Positive:** Emphasize the solution, not the problem.
 - **Respectful:** Value different perspectives. Avoid slang or jargon.
 - **Simple:** Avoid overly complex sentences or filler words.
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Sample Do's & Don'ts

Do

- â€œLetâ€™s discover the best solution together.â€
- â€œYouâ€™re all set! Hereâ€™s what happens next.â€

Don't

- â€œOur proprietary process synergizes dynamic deliverables.â€
- â€œPlease be advised that your request is being processed.â€

Voice Consistency

Maintain the same voice and tone across all platforms, including website, social media, and emails. Adapt the tone slightly for each audience, but keep the brandâ€™s core personality intact.

Review & Approval

Before publishing, have content reviewed by the editorial team to ensure consistency and alignment with the guidelines.