

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

Tone Guidelines

- **Human:** Talk to the audience directly. Use “you” and “we.”
 - **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

- “Let’s discover the best solution together.”
- “You’re all set! Here’s what happens next.”

Don't

- “Our proprietary process synergizes dynamic deliverables.”
- “Please be advised that your request is being processed.”

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 brand’s core personality intact.

Review & Approval

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