

Brand Voice & Messaging Framework

1. Brand Overview

Brand Name: [Your Brand Here]

Mission: [Enter your mission statement]

Vision: [Enter your vision statement]

Values: [List your core values]

2. Brand Personality

- [Adjective 1] e.g., Friendly
- [Adjective 2] e.g., Innovative
- [Adjective 3] e.g., Reliable
- [Adjective 4] e.g., Approachable

3. Voice Characteristics

1. **Tone:** [e.g., Conversational, Confident, Empathetic]
2. **Language:** [e.g., Simple, Inclusive, Jargon-free]
3. **Style:** [e.g., Short sentences, Action-oriented]

4. Key Messages

1. **Primary Message:**
[Your main value proposition or tagline]
2. **Supporting Messages:**
 - [Supporting message 1]
 - [Supporting message 2]
 - [Supporting message 3]

5. Example Do's & Don'ts

Do: Speak positively, use inclusive language, stay on brand.

Don't: Use industry jargon, make unsubstantiated claims, adopt an inconsistent tone.

6. Sample Messaging

Elevator Pitch: [Brief brand summary]

Social Post: [Example post reflecting your brand voice]

Ad Headline: [Sample advertisement tagline]