

# 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]

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## 2. Brand Personality

- [Adjective 1] â€” e.g., Friendly
  - [Adjective 2] â€” e.g., Innovative
  - [Adjective 3] â€” e.g., Reliable
  - [Adjective 4] â€” e.g., Approachable
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## 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]
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## 4. Key Messages

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

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## 6. Sample Messaging

**Elevator Pitch:** [Brief brand summary]  
**Social Post:** [Example post reflecting your brand voice]  
**Ad Headline:** [Sample advertisement tagline]