

Building Your Brand Voice

Use this exercise to better define your brand voice and map out the tones you want to use across marketing channels.

Brand Voice

Voice: is the overarching personality and core character of your brand.

Tone: is the way your brand expresses itself in different contexts/communications.

Highlight which of Nielsen Norman Group's four dimensions of voice your brand falls (or should fall) into:

- | | |
|-----------------------------------|-------------------------------------------------|
| 1. funny or serious | 2. respectful or irreverent |
| 3. formal or casual | 4. enthusiastic or matter-of-fact |

What four words would you use (one for each category) to define your brand voice?

- | | |
|----|----|
| 1. | 2. |
| 3. | 4. |

Tone

List out your different marketing channels or touchpoints. Then determine if there are different tones you'd like to take on them. For example, you decide to lean into a more serious tone on your website, but on social you'd like to have a more casual tone.

Website

LinkedIn

Facebook

Instagram

Email Marketing

Etc. This list is yours to define!