



BRAND VOICE WORKSHEET

EVERY BUSINESS NEEDS A VOICE. Like your marketing, your brand voice should be a harmonious balance of long-term vision and short-term flexibility. Developing some simple guidelines will help keep your creative team (or yourself!) consistent with the tone, verbiage and style of your brand voice - elevating your business' recognition in the community.

Brand Personality

If my business were a person, its name would be: _____

Write 10-12 descriptive words that best describe the personality of your business. **Remember, you are still thinking of your business as a person.**

Voice Attribute	Define	Do's	Don'ts