

# FINDING

— YOUR —

*Tone of Voice*

# BRAND IDENTITY



## INTANGIBLE

Vision  
Mission  
Values  
Personality  
Tone of Voice

## TANGIBLE

Logos  
Color Palette  
Typeface  
Look, Tone, Feel  
Experience

# BRAND IDENTITY

## INTANGIBLE

|               |       |                            |
|---------------|-------|----------------------------|
| Vision        | ..... | What you want to achieve   |
| Mission       | ..... | How you will achieve it    |
| Values        | ..... | Why you want to achieve it |
| Personality   | ..... | Who you are                |
| Tone of Voice | ..... | How you talk               |

# BRAND

## Tone of Voice

### HOW YOU TALK

Your Brand Tone of Voice  
will come from your  
values and personality

### DIMENSIONS

Begin here.  
Define the 4 dimensions  
of voice for your brand.

### DEPTH

Explore the depths  
of each dimension  
To find your unique voice.

WHAT ARE

*the 4 dimensions*

F O R M A L .....

V S

..... C A S U A L

F U N N Y .....

V S

..... S E R I O U S

R E S P E C T F U L .....

V S

..... I R R E V E R A N T

E N T H U S I A S T I C .....

V S

..... M A T T E R   O F   F A C T

# HOW TO

## determine depth

Once you have the dimensions, it's time to explore the nuance, shade, subtle flavours to refine the tone of voice.

F U N N Y .....

R I D I C U L O U S

D E A D P A N / D R Y

S A R C A S T I C

E D G Y

S E L F - D E P R E C I A T I N G

D A R K

W O R D P L A Y / P U N S

W I T T Y

I R O N I C

EXPLORE TONAL

*variations*

Use all the previous work  
to pre-define variations  
as per medium, target  
audience, mood, etc.

TEST  
EXPLORE  
AND DON'T FORGET  
TO HAVE FUN!

HOPE THIS WAS HELPFUL

---

*Good Luck!*