

BRAND VOICE TEMPLATE

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QUESTIONS

How do you want your brand to make people feel?	
What other brand has a similar voice?	
What voice would not appeal to your target audience?	
Who would your brand be if it were a celebrity?	
What makes your voice different from your competition?	
What type of language do you want to use in your messaging?	

Top 4 Adjectives to Describe Your Brand Voice

1		2	
3		4	

BRAND VOICE CHART

ADJECTIVE / BRAND TRAIT	DESCRIPTION	DO 	DON'T 

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