

An Example of a brand Voice Chart

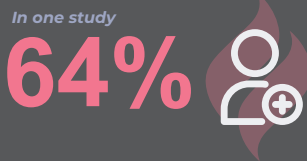
Voice Characteristic	Description	Do	Don't
 Passionate	We're passionate about changing the way the world works.	Use strong verbs, Be championsfor (industry), Be cheerleaders.	Be lukewarm, wishy-washy, use passive voice.
 Quirky	We're not afraid to challenge the status quo and be ourselves.	Use unexpected examples, Take the contrarian viewpoint, express yourself.	Use too much slag or too many obscure references, use jargon, overplay examples, lose sight of the audience and core message.
 Irreverent <small>(Secondary characteristic of quirky)</small>	We take our own product seriously; we dont take ourselves too seriously.	Be playful, use colorful illustrations or examples.	Be too casual, use too many obscure, pop culture examples.
 Authentic	we're going to give you the tools and insight you need to make your job easier. that may not always be through our product.	Be honest and direct, own any issues or mistakes, and show how you will address them, stick to your word.	Use marketing jargon or superlatives, overpromis, oversell the product's capabilities.

Why does your company need A tone of voice?



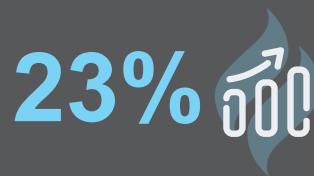
It builds connection

Of customers say that they're emotionally connected to a brand that makes them feel liek the company cares about them.



It builds trust

Of customers sited that shared values is the primary reason to trust a company, among those who said they have a brand relationship.



It increases your company's revenue

the surveys show that the average revenue increases by 23%, when a brandis always presented consistently.



It creates a memorable image of your brand.

Perception of your brand' is not just based on the language used - Key colors improve brand regnition by 80%.