

Pam Georgiana

Brand Strategist and Content Marketing Services

Brand Voice

The unique and consistent style, tone, and language in which a brand communicates, including vocabulary, sentence structure, and overall writing style.

Tone includes the emotional quality and attitude expressed in communication, from formal and professional to casual and conversational. This can change slightly depending on the target audience and communication channel.

However, overall voice should never change and should always reflect and enhance brand personality.

Examples



*Simple, sophisticated,
minimalist, and visionary language.*

GRUBHUB

*Friendly, approachable, conversational,
and customer-centric tone.*

Now it's your turn.

If your brand was a person, what would they say?
What kinds of words would they use?

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Our Brand Voice

Because we value	Our personality is	So, our voice is
Example: Service to Others	Example: Loving Generous	Example: Empathetic Encouraging Compassionate