



TONE OF VOICE

Colourful Tone of Voice

Words alone can make a brand recognisable and will determine levels of audience engagement. But it's not just what you say that matters. Brand personality comes from the language you choose to use. Is your brand serious, fun, or sophisticated? A peer or a mentor? A brand that celebrates, questions, or makes your audience smile? We deliver practical guides for everyone who writes for the brand to ensure a consistent personality across channels and through time.

STEP ONE: DEFINE

Our first step is to define your brand as if it was a person. Guided by your 'brand platform' we imagine a character and identify 4-5 personality traits to be used as principles to keep your words on track.

This step will cover:

- Brand personality descriptor
- Tone of voice principles

STEP TWO: DEMONSTRATE

Next, we draft exemplars of the tone of voice in practice based on an agreed selection of messages. We cover a range of channels, from signage to print and social media. For each of the examples, we show clearly how the 'tone of voice' principles have been applied and include a checklist of 'do's and 'don't's.

This step will cover:

- Exemplar copy
- Do and Don't checklist

STEP THREE: DELIVER

Our final stage is to deliver a tone of voice guidelines pdf document and run a workshop with the core team responsible for writing for the brand. The session will include a presentation along with practical tips and exercises. It will help your team to understand and be inspired by the tone of voice strategy.

This step will cover:

- Tone of voice guidelines
- Training session

