

# BRAND TONE OF VOICE (TOV) GUIDE

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Use this customizable style guide to create brand consistency in your communications.

CONTENT CONQUERED 



# TOV Guidelines

Our company exists to:

Creating a strong, consistent brand supports us in fulfilling our vision of:

This guidebook shares the communication rules we follow to uphold our brand standards, so that we can minimize the potential for brand dissonance and create a consistently positive brand experience.

# Brand Personality

Our brand personality defines the tone we aim for in all communications.

**WE ARE...**


**...BUT WE ARE NOT**


# Brand Values

Our brand values influence the topics we speak on and how we speak on them.

**BRAND VALUE**

What this value means to us:

**BRAND VALUE**

What this value means to us:

**BRAND VALUE**

What this value means to us:

**BRAND VALUE**

What this value means to us:

# Customer Personas

Our target customers inform the style and voice of our communications.

**PERSONA**

Name:

Description:

**PERSONA**

Name:

Description:

**PERSONA**

Name:

Description:



# Establishing a Strong Brand Through Common Language

The way we use language significantly contributes to how customers and other external stakeholders view our brand.

To that end, we use carefully-chosen, consistent language to continually reflect our company's values in our communications.

# General Tone

The following general tone standards guide our brand communications:



## THOUGHT LEADERSHIP

Those communicating on behalf of our company in any capacity should always strive to position the business as a thought leader in its space.



## AVOID JARGON

Our communications should reflect our expertise, but should not use jargon unnecessarily or give the perception of our company as being arrogant or elite.



## APPROPRIATE LANGUAGE

We recognize that those we communicate with have varying degrees of knowledge about our industry, yet we never talk down to or condescend to those without a background in our industry.



## STAY OBJECTIVE

We do not speak negatively of our competitors or other products on the market, preferring instead to offer objective guidance on these and other topics.

# Brand Specifications

Complete the following prompts based on your brand specifications:

- How should our brand name be written out and/or capitalized?
- Can our brand name be abbreviated after its first usage? If so, how?
- What is our preferred voice for content (“I”, “we”, etc.)?
- How should readers be addressed (“you”, “the customer”, etc.)?
- Do we prefer to use an active or passive voice?



# Language Standardization

Select the option that represents your brand's preferences:

- Our preferred paragraph length (by number of sentences):
- Do we use bulleted/unordered lists in our content?
- Do we use numbered/ordered lists in our content?
- Do we use bolded content in our content to highlight important points?
- Do we use italicized content in our content to highlight important points?
- What calls-to-action (CTA) should be used in our content?

# Language Formatting

Select the option that represents your brand's preferences:

- Do we spell out numbers in our content? If so, specify when and how.
- How do we format percentages?
- How do we format currency?
- How do we format dates?
- Do we use abbreviations in our content? If so, specify whether words/phrases should be spelled out at the first instance or if any industry-standard abbreviations do not need to be abbreviated.

# Grammar Preferences

Select the option that represents your brand's preferences:

- Do we use the Oxford comma?
- What is our preferred case for headings (title, sentence, etc.)?
- Do we use periods/full stops at the end of headers or subheadings?
- Do we use periods/full stops at the end of unordered/ordered list items?
- What is our preferred dash style for connecting clauses in sentences?
- Do we use contractions?
- Do we use exclamation marks?
- Do we use '&' in place of the word 'and'?

# Dos and Don'ts

## THINGS WE DO IN OUR COMMUNICATIONS

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## THINGS WE DON'T DO IN OUR COMMUNICATIONS

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# Common Language

## PREFERRED LANGUAGE

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**Created By:**

**Last Updated:**

*This guide is considered to be a living document, and will be updated as the company's ongoing communications reveal additional opportunities for branded language guidance.*

# NEED HELP PUTTING YOUR BRAND TOV GUIDE TOGETHER?

Content Conquered's Brand Voice Workshop is a guided, collaborative process that leads you through these and other questions to define your ideal brand voice. We'll even put your new guidelines into a custom-branded deck you can share with your whole team.

Ready to get started? Email [info@contentconquered.com](mailto:info@contentconquered.com) to arrange your personalized Brand Voice Workshop.

