



Brand Voice and Tone Questionnaire

Have you ever thought about how you want your brand to ‘sound’ across all of your content—website, social media, and written media? Or have you noticed how a brand may appear one way on its website but much different on its social media platforms?

This document will help you describe how your brand talks and acts across all media so that you are consistent and reliable, building trust with your audience.

What is Brand Voice?

Brand voice is how your brand sounds when it talks. It's like your brand's personality. Just like people have their own way of talking, your brand should, too. This voice stays the same no matter where you use it - on your website, in emails, or on social media.

What is Brand Tone?

Brand tone is how you change your voice for different situations. Your voice stays the same, but your tone can change. For example, you might sound fun on social media but more serious in a news article. It's like how you talk differently to your friends and your teacher, but you're still you.



Brand Personality

Describe your brand's personality using 3-5 adjectives:

- 1.
- 2.
- 3.
- 4.
- 5.

Target Audience

Briefly describe your target audience:

Brand Voice Characteristics

Rate your brand voice on the following scales:

- Formal Casual
Serious Humorous
Respectful Irreverent
Matter-of-fact Enthusiastic

Tone Variations

Describe how your tone might change in different situations:

- Customer service interactions:
- Social media posts:
- Marketing materials:
- Internal communications:

Language and Vocabulary

List 5-10 words or phrases that embody your brand voice:

- 1.
- 2.
- 3.
- 4.
- 5.

Words to Avoid

List words or phrases that don't align with your brand voice:

- 1.
- 2.
- 3.
- 4.
- 5.

Social Media Interaction Guidelines

Describe how to respond to:

- Positive comments:
- Negative feedback:
- Customer inquiries:
- Controversial topics:

Content Types

Provide brief examples of your brand voice in different content types:

- Blog post title:
- Social media post:
- Email subject line:
- Product description:

Competitor Comparison

How does your brand voice differ from your competitors?

Brand Voice Do's and Don'ts

List 3 do's and 3 don'ts for your brand voice:

Do's:

- 1.
- 2.
- 3.

Don'ts:

- 1.
- 2.
- 3.

Emoji and Punctuation Usage

Describe your brand's approach to using emojis and punctuation:

Brand Story

Provide a brief brand story that exemplifies your voice and tone: