ClearCopyWorks

Brand Voice Worksheet

Brand Discovery Questions:

1.What are our business values?

2.What are our long-term goals?

3.Who is our audience? Do we have multiple audiences?

4.What is our purpose? Do we educate, engage, inform, enable, sell, delight or amplify?

5.How do we stand out from the competition? What makes us different?

High Level Brand Voice/Persona:

Funny	Neutral	Serious
Casual	Neutral	Formal
Irreverent	Neutral	Respectful
Enthusiastic	Neutral	Matter-of-Fact

ClearCopyWorks

Brand Voice Worksheet

Brand Voice Characteristics:

What do the high-level characteristics mean for our brand? *Brainstorm as many as you need and narrow down to 2-3. This is your brand voice.*

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

Brand Language:

Is our language complex, simple, jargon-filled, savvy, fun, serious, etc.?

ON BRAND Words/Phrases

OFF BRAND Words/Phrases

ClearCopyWorks

Brand Voice Worksheet

Brand Tone of Voice:

Voice Characteristic:	We are:	We are not:

Brand Voice Overview:

_____ is _____, _____, and _____.
(Brand Name) (Voice Adjective 1) (Voice Adjective 2) (Voice Adjective 3)

We are _____ and _____ but never _____.

We say things like_____ and _____ but never

_____ or _____.

Brand Voice Adjectives

Adventurous
Affectionate
Agile
Agreeable
Alert
Altruistic
Ambitious
Analytical
Argumentative
Artistic
Assertive
Aspirational
Astute
Balanced
Bold
Brave
Calm
Candid
Capable
Caring
Careless
Cautious
Charasmatic
Charming
Chatty
Chic
Child-like
Classy
Clean
Clever
Coherent
Compassionate
Competent
Competitive
Confident
Conservative
Consistent
Controlling
Cooperative
Courageous
Crafty
Crazy
Creative
Critical
Curious
Deep
Defiant
Delicate
Determined
Devoted
Diligent
Diplomatic
Disciplined
Discrete
Disruptive
Dramatic
Eager
Easy-going
Eccentric
Efficient
Emotional
Empathetic
Energetic
Enterprising
Enthusiastic
Exuberant
Fashionable
Fearless
Feminine
Fervent
Fiery
Flashy
Flirtatious
Formal
Frank
Friendly
Fun
Funny
Futuristic
Generous
Gentle
Grumpy
Handsome
Happy
Hard-working
Helpful
Hip
Humble
Idealistic
Impetuous
Impulsive
Incisive
Inclusive
Independent
Indiscrete
Ingenious
Innocent
Innovative
Insightful
Insipiring
Intellectual
Interesting
Intimate
Irreverent
Joyful
Keen
Kind
Knowledgeable
Laid-back
Liberal
Lively
Local
Logical
Loud
Loyal
Masculine
Maternal
Matter-of-Fact
Mature
Methodical
Meticulous
Mischevious
Modern
Modest
Motivated
Mysterious
Natural
Naughty
Neat
Nostalgic
Nosy
Nurturing
Obstinate
Old-fashioned
Optimistic
Outgoing
Outspoken
Passionate
Paternal
Patient
Patriotic
Peaceful
Pensive
Picky
Playful
Polite
Popular
Practical
Precise
Proactive
Proficient
Profound
Proud
Provinicial
Prudent
Punctual
Reassuring
Rebellious
Refined
Reliable
Religious
Reserved
Resolute
Resourceful
Respectful
Responsible
Restless
Rowdy
Rugged
Safe
Sarcastic
Sassy
Scientific
Sensitive
Serene
Serious
Sexy
Sharp
Silly
Sincere
Sloppy
Smart
Snobby
Sociable
Solemn
Sophisticated
Soulful
Stable
Strong
Studious
Subtle
Systematic
Tactful
Talented
Thoughtful
Tidy
Traditional
Trustworthy
Unassuming
Unconventional
Urban
Versatile
Warm-hearted
Watchful
Wealthy
Wise
Witty
Young
Zany
Zealous

ClearCopyWorks