CAPITAL CFO+

CAPITAL CFO+ FREE RESOURCE

BRAND VOICE & TONE

Define how your brand speaks, connects, and builds trust.

Brand Voice & Tone Worksheet

Define how your brand speaks, connects, and builds trust.
Use this worksheet to help guide your communication across social media, your website, emails, and more.

1. Brand Personality (3–5 Traits)

What human qualities would your brand have if it were a person?

Examples: Friendly, Professional, Witty, Empathetic, Bold, Reliable

My brand is:
1.
2.
3.

2. Voice vs. Tone

Your brand voice is consistent, but your tone can shift slightly depending on the situation (like
speaking to a new client vs. resolving a complaint).

Fill out this chart:

Situation	What is the tone?	Sample phrase you might say

The Company That Cares.

3. Words to Use / Words to Avoid

Create a list of go-to phrases and ones that feel off-brand.

We like to say:

We avoid saying:

4. Brand Statement Prompt

Use this formula to write a quick brand voice statement:

"We are a [adjective], [adjective], and [adjective] brand. We speak to our audience like a

[relationship type: friend, coach, expert, etc.] because we want them to feel [emotion or action]."

Our brand voice statement:

5. Sample Rewrite

Take this bland sentence and rewrite it in your brand voice:

Original:
"We are launching a new service and hope you'll check it out."

Your version: