

Brand TOV Development

Nail the voice. This worksheet will help hone in on the thing that makes your company or YOU... well, you.

It's your editorial team at the 'arb. This worksheet will help hone in on the thing that makes your company or YOU... well, you. In the words of our Creative Director of Editorial, Jessica Kulick:

"A brand's tone of voice is important because it establishes a point of view. That "personality" will permeate every point of contact you have with your customers, allowing them to develop first affinity, then loyalty to your products or services. Tiffany & Co. was founded in 1837, and perhaps needless to say, but their brand TOV has been carefully refined over time, much like their diamonds themselves. Successful brands stay true to their core, but also allow for evolution."

Step 1: Discovery (5 minutes)

Instructions:

1. Open a new tab in your browser.
2. Spend 5 minutes browsing social media, websites, or any other content that catches your eye. If you want to extend this process over the course of the week, that's also a great idea!
3. Find 3-5 pieces of content (posts, product descriptions, etc.) that resonate with how you want your brand to sound.
4. Copy and paste these examples into the table below.

Link to Piece	Channel/Medium (FB, Insta, etc)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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Step 2: Distillation (3 minutes)

Instructions:

1. Look at each piece of content you've collected.
2. Based on your observations in the second step, identify what you did and didn't like about each brand's tone of voice.

⚡ Example from Jessica: Loved the emojis? Great, not only will emojis in and of themselves become part of your brand's lexicon, but you can also go a step further and consider exactly which ones, ultimately adding them to your brand bible. For example, is orange an important pop of color in your logo? The orange heart 🧡 might be a sweet way to sign off your posts. I worked with a client that had the word "mango" in their company name and yes, we started using the 🥭 emoji on their social channels.

3. Don't overthink it – focus on your first reactions.

Content Example

Source (e.g., Instagram, website)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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Step 3: Synthesis (5 minutes)

Instructions:

1. Review your TOV notes from Step 2.
2. Identify common themes or elements you like.
3. List 3-5 key characteristics you want for your brand's voice.
4. For each characteristic, provide a brief description and potential use case.

Tones	Descriptions	Use Cases
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

