Tone /Voice Guide

Fill out 3 to 5 attributes that apply to your brand by editing the light blue blocks in each table (delete unused tables).

|  |  |
| --- | --- |
| Your voice is… | *(personality trait or attribute)* |
| Write like this… | Not like this… | Why? |
| *(write an accurate example of how this attribute will be used to create your content)* | *(write a counter-example of content that should not be used)* | *(explain why this attribute is important to your brand and identity)* |

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