



Creators of Captivating Communication



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ACTIVITY SHEETS | Brand Voice

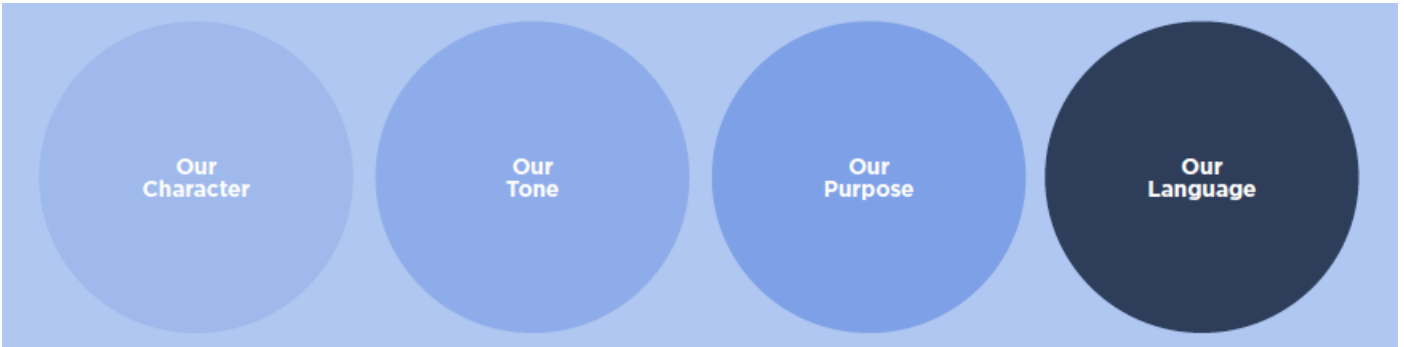
Choose 2-3 words that describe your brand voice.

Character: What attributes fit with what you want your brand to sound like?

Tone: What is the general vibe of your brand?

Purpose: Why are you communicating in the first place?

Language: What kind of words do you use in your conversations?



Character	Tone	Purpose	Language