



Developing a clear brand voice has become a necessity in such a crowded marketplace.

VOICE:

Your company's consistent and unchanging personality of your brand identity through verbal language.

TONE:

The emotional expression applied to your voice. It adjusts to what's suitable for a particular message.

While your voice remains consistent, tone may change according to the context of your messaging. For example, a social media post about a fun event would have a more light-hearted tone than one breaking news about a company crisis.