

# Brand voice and tone

Tone of Voice Framework

Goals (what to convey to our audiences)

Pioneering

In Control

Trustworthy

Cool

Brand Attributes

Bold  
Nimble

Leader  
Driven

Expert  
Intelligent

Ahead of the  
trend

Attitude

Daring

Confident

Direct

Effortless

Tonal Attribute

**Motivating**

**Sharp, Quick  
Witted**

**Friendly,  
Conversational**

**Irreverent,  
Original**

## Brand Identity: Tonal Attributes

Nimble

Pioneering

Inventive

Intelligent

Diverse

Original

Driven

Disruptive

Relevant

Confident

Innovative

Empathetic

Tonal Attribute

# Motivating

We pioneer when we push things forward and champion those who boldly break through.

→ Brand Positioning Attributes

*Bold*

*Nimble*

→ Attitude

*Daring, Confident*

We use

- Active verbs
- Unconventional ways to articulate messaging

We avoid

- Sounding pushy or over eager
- Sounding fake or overly positive

Tonal Attribute

# Sharp, Quick Witted

We have the power to make new, better things happen now.

→ Brand Positioning Attributes  
*Leader*  
*Driven*

→ Attitude  
*Proactive*

We use

- Short, concise language
- Inventive humor
- Present-time themed language, such as “Now, “Demand” or “Here”

We avoid

- Sounding arrogant
- Being vague and inarticulate

Tonal Attribute

# Friendly, Conversational

We want to everyone to feel that our content is relatable, but elevated.

→ Brand Positioning Attributes

*Expert*  
*Intelligent*

→ Attitude

*Direct*

We use

- Easy to understand language that still sounds intelligent
- A relaxed, warm tone

We avoid

- Being overly familiar
- Slang-heavy language

Tonal Attribute

# Irreverent, Original

Not your average snoozefest B2B programming.  
We're here to crank up the attitude—be  
provocative and edgy, while never trying too hard.

→ Brand Positioning Attributes  
*Ahead of the trend*

→ Attitude  
*Effortless*

We use

- Tempered language to express emotion or enthusiasm
- Subtle humor

We avoid

- Being disrespectful & rude
- Sounding overly sarcastic

## Tone of Voice Examples

From:

Thoughtfully designed with the future in mind, Pio can be set up exactly how you want to fit your business size and needs. It adapts as you grow.

To:

*The P100 is the ultimate warehouse machine. This ultra-compact, robot-powered modern marvel is the key to delivering the best possible customer experience, and your most successful year yet.*

Additional examples:

**The ultimate warehouse machine.**

**Better than humanly possible.**

**Stop losing customers.**

**Order mix-ups are no joke.**