



Strategy-powered words that sparkle and convert

Brand Voice Worksheet

Voice, tone, and guardrails your team can actually use

Free guide · Brand voice guidelines

<https://www.thecreativecopywriters.com>

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Contents

1	Why voice matters	2
2	1. Brand in three adjectives	2
3	2. Contrasts (we are / we are not)	2
4	3. Reader relationship	2
5	4. Tone by context	2
6	5. Lexicon	2
7	6. Grammar & formatting house rules	2
8	7. Before / after snaps	3
9	8. Approvers	3

1 Why voice matters

Voice is how people **recognise** you when the logo is cropped out. This worksheet complements formal **brand strategy** and **brand voice guidelines** projects—use it in workshops or as a draft before a fuller playbook.

2 1. Brand in three adjectives

Pick exactly three (no synonyms sneaking in): _____

3 2. Contrasts (we are / we are not)

We sound like this	We never sound like this

4 3. Reader relationship

Choose the closest fit and refine: mentor · peer · host · expert witness · challenger.

Our relationship to the reader: _____

5 4. Tone by context

Context	Tone knob (cool ... warm / formal ... playful)
Sales / pricing	
Support / error messages	
Thought leadership	
Social	

6 5. Lexicon

Words and phrases we embrace: _____

Banned or tired clichés: _____

7 6. Grammar & formatting house rules

Examples: Oxford comma (yes/no); numerals; capitalisation of product names; emoji policy.

8 7. Before / after snaps

Before (off-brand): _____

After (on-brand): _____

Before: _____

After: _____

9 8. Approvers

Brand owner: _____

Content lead: _____

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