



Brand Afrika
CONSULTING

BRAND AFRIKA ACADEMY

Brand Voice Worksheet

Define how your brand sounds, so every message feels unmistakably like you.

TEMPLATE



WHY VOICE MATTERS

Your brand voice is how your personality comes through in words. A consistent voice makes you recognisable, builds trust, and means anyone on your team can write as 'you'. Work through the prompts below and keep this sheet where your team can see it.

1. If your brand were a person, who would it be?

Describe them in a sentence. Are they the wise mentor, the energetic friend, the trusted expert, the bold challenger?

2. Choose three words that describe your voice

For example: warm, confident, straightforward. These become your north star for every message.

3. And three words your voice is NOT

Just as important. For example: not stuffy, not pushy, not vague. This keeps you on track.

4. Define your voice on a few dials

Mark roughly where your brand sits on each. There is no right answer, only what fits you.

Formal	← where do you sit? →	Casual
Serious		Playful
Reserved		Bold
Traditional		Modern
Matter-of-fact		Emotional

5. Words and phrases we love

The language that feels like us. Include any local expressions that make us distinctive.

6. Words and phrases we avoid

Jargon, clichés or terms that do not fit our brand.

7. Voice in action

Write the same simple message (e.g. a welcome, or an out-of-stock note) in your defined voice. This becomes your reference example.



Keep it alive

A brand voice only works if it is used. Share this sheet with everyone who writes for your brand, from social posts to invoices, and revisit it once a year as you grow.