

STEP 3

Set Voice, Style, and Values

Background. Voice, style, and values describe what your brand sounds, looks, and acts like. Collectively, these are brand attributes.

Directions. From the list of attributes on the next page, select two attributes for voice, two attributes for style, and two attributes for values.

Tips. Remember your archetypes. The attributes you choose here should seem like potential ways to describe them.

Remember your personas. The attributes you choose here should appeal to them.

Consider selecting attributes that, in some sense, exist in tension (for example, "elegant" and "natural"). These will be more generative.

Voice:

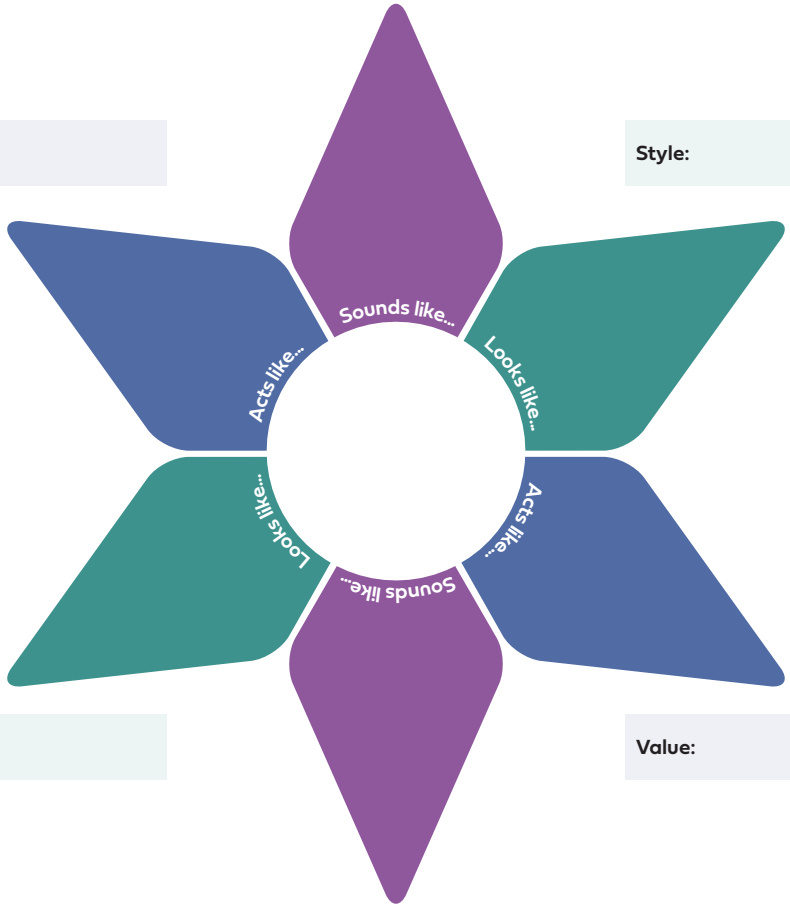
Style:

Value:

Style:

Value:

Voice:



List of Attributes

Absentminded	Debonair	Gentle	Meticulous	Radiant	Steadfast
Accessible	Decent	Genuine	Moderate	Rational	Steady
Active	Decisive	Glamorous	Modern	Realistic	Stoic
Adaptable	Dedicated	Good-natured	Modest	Rebellious	Strict
Admirable	Delicate	Gracious	Mystical	Reflective	Strong
Adventurous	Determined	Hardworking	Natural	Relaxing	Stubborn
Agreeable	Dignified	Healthy	Neat	Reliable	Studious
Aggressive	Disciplined	Hearty	Neutral	Reserved	Stylish
Alert	Discreet	Helpful	Noncommittal	Resourceful	Suave
Allocentric	Dramatic	Heroic	Noncompetitive	Respectful	Subtle
Ambitious	Dreamy	High-minded	Nostalgic	Responsible	Surprising
Amiable	Dutiful	Hilarious	Objective	Responsive	Sweet
Amusing	Dynamic	Historic	Observant	Restrained	Sympathetic
Appreciative	Eager	Honest	Open	Retro	Systematic
Articulate	Earnest	Honorable	Optimistic	Reverential	Tasteful
Artistic	Earthy	Humble	Orderly	Romantic	Teacherly
Aspiring	Ebullient	Humorous	Ordinary	Rustic	Thorough
Athletic	Eccentric	Idealistic	Organized	Sage	Tidy
Attractive	Educated	Imaginative	Original	Sane	Tolerant
Authentic	Efficient	Impactful	Outspoken	Sarcastic	Tough
Balanced	Elegant	Impressive	Painstaking	Scholarly	Tractable
Benevolent	Eloquent	Impressionable	Passionate	Scrupulous	Trustworthy
Bold	Empathetic	Incisive	Patient	Secure	Unaggressive
Brave	Emotional	Incorruptible	Patriotic	Selfless	Unambitious
Breezy	Enchanting	Independent	Peaceful	Self-critical	Unceremonious
Brilliant	Endearing	Individualistic	Perceptive	Self-defacing	Unchanging
Busy	Energetic	Informal	Perfectionist	Self-denying	Uncomplaining
Calm	Enigmatic	Innovative	Personable	Self-reliant	Unconventional
Capable	Enthusiastic	Inoffensive	Persuasive	Self-sufficient	Undemanding
Captivating	Esthetic	Insightful	Physical	Sensitive	Understanding
Caring	Exciting	Insouciant	Placid	Sensual	Unfathomable
Casual	Experimental	Inspiring	Playful	Sentimental	Undogmatic
Challenging	Extraordinary	Intelligent	Plucky	Seraphic	Unhurried
Charismatic	Fabulous	Intense	Polished	Serious	Uninhibited
Charming	Fair	Intentional	Political	Sexy	Unique
Cheerful	Faithful	Intuitive	Popular	Sharing	Unpredictable
Clean	Familial	Inviting	Powerful	Shrewd	Upbeat
Clear-headed	Familiar	Invulnerable	Practical	Silly	Upright
Clever	Farsighted	Irreverent	Precise	Simple	Urbane
Colorful	Festive	Jolly	Predictable	Sincere	Venturesome
Companionly	Firm	Joyous	Principled	Skeptical	Versatile
Compassionate	Flexible	Kind	Private	Skillful	Vintage
Conciliatory	Flirty	Knowledgeable	Professional	Sleek	Vivacious
Confident	Focused	Leaderly	Profound	Smart	Warm
Conscientious	Folksy	Leisurely	Progressive	Smooth	Well-read
Considerate	Forgiving	Liberal	Protean	Sober	Well-rounded
Constant	Formal	Logical	Protective	Sociable	Whimsical
Contemplative	Forthright	Lovable	Proud	Soft	Wild
Cooperative	Freethinking	Loyal	Providential	Solid	Winning
Courageous	Fresh	Lyrical	Prudent	Solemn	Wise
Courteous	Friendly	Magnanimous	Punctual	Sophisticated	Wistful
Creative	Fun-loving	Majestic	Purposeful	Spontaneous	Witty
Cultured	Funny	Mature	Questioning	Sporting	Youthful
Curious	Gallant	Mellow	Quiet	Stable	Zany
Daring	Generous	Methodical	Quirky	Staid	

STEP 4

Establish Guidelines

Background. Guidelines are rules that help brands stay consistent in their voice, style, and values.

Directions. For each attribute chosen in Step 3, establish 3 dos and 3 don'ts that might bring that attribute to life.

Tips. Voice guidelines should consider copy, or the words and tone your brand might use in marketing collateral. Style guidelines should consider visuals, including photography and illustration styles, typefaces, and color scheme. Value guidelines should consider experience, or how your brand interacts with its audience in campaigns, products, or services.

Attribute
(Voice)

DO:

DON'T:

DO:

DON'T:

DO:

DON'T:

Attribute
(Voice)

DO:

DON'T:

DO:

DON'T:

DO:

DON'T:

Attribute (Style)	DO:	DON'T:
	DO:	DON'T:
	DO:	DON'T:

Attribute (Style)	DO:	DON'T:
	DO:	DON'T:
	DO:	DON'T:

Attribute (Value)	DO:	DON'T:
	DO:	DON'T:
	DO:	DON'T:

Attribute (Value)	DO:	DON'T:
	DO:	DON'T:
	DO:	DON'T:

STEP 5

Create a Mood Board

Background. A visual tool to help inspire and articulate your brand's voice, style, and values, as well as your brand guidelines.

Directions. Find and curate examples of copy, typefaces, photography, illustrations, color schemes, decor, interactions, and more that express your voice, style, and values and reflect your brand guidelines.

Tips. Consider using a digital bulletin board like Pinterest or Miro to curate your finds.

Google image search and design websites like 99Designs, Behance, Dribbble, Pinterest are great places to find inspiration. Use your attributes to search. For example, if you chose "happy" as a brand attribute, search "happy brand," "happy visuals," or "happy color scheme."