

The 3-Layer Brand-Voice Checklist

A practical guide to building and
maintaining a consistent brand voice

Introduction

A strong, consistent brand voice is the foundation of every memorable brand. This checklist will help your team define, apply, and maintain your unique voice—across every channel, every time.

WORKSHEET

Layer One: Tone & Personality

Define Your Brand's Personality

Select 3–5 adjectives that best describe your brand's tone (e.g., bold, friendly, expert, playful, trustworthy, witty, approachable).

Layer One: Tone & Personality

Our Brand's Tone Adjectives:

If our brand were a person, they would sound like:

Sample phrases that capture our voice:

Example: Adjectives: Friendly, expert, witty

Sample phrase: "Let's make this simple—no jargon, just results."

Layer Two: Do's & Don'ts

Turn Tone Into Action. Use this table to clarify what's on-brand and what's not.

| Do (On-Brand) ✓ | Don't (Off-Brand) |
|-----------------------------|---------------------------|
| Use everyday language ✓ | Use jargon or buzzwords |
| Be direct and clear ✓ | Be vague or overly formal |
| Show personality ✓ | Sound robotic or generic |
| Use our signature phrases ✓ | Use inconsistent taglines |

Real-World Scenarios

| Scenarios | Do ✓ | Don't |
|------------------|-------------------------------|---|
| Website headline | Get started in minutes ✓ | Leverage synergistic solutions for robust transformation. |
| Email Greeting | Hi there, ready to dive in? ✓ | Dear valued customer, we are pleased to inform you... |

Your Team's Examples:

| On-brand ✓ | Off-brand |
|------------|-----------|
| | |

Layer Three: Approval Workflow & Consistency Maintenance

Build Your Review Process

| | |
|--------------------------------|--|
| Who reviews content for voice? | |
| What criteria do they use? | |
| Use our signature phrases | |

Sample Approval Checklist

- Does this sound like us? ☐
 - Is the tone consistent with our guidelines? ☐
 - Are banned words avoided? ☐
 - Are key messages included? ☐
 - Has a second pair of eyes reviewed this? ☐
-

Quality Control Tips

- Schedule regular brand voice check-ins (monthly or quarterly).
- Update your checklist as your brand evolves.
- Keep a log of common issues and how you resolved them.

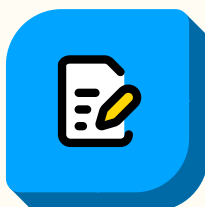
Quick Reference Page

The 3-Layer Brand-Voice Checklist (At a Glance)

- 1 Define your tone and personality
- 2 List do's and don'ts with real examples
- 3 Set up an approval workflow and regular reviews

Add this page to your Brand for easy access!

Ready to take your brand voice to the next level?



Join the Euryka Community

Get access to more resources, or sign up for our newsletter for monthly tips and templates.