

INTRODUCTION TO BRAND VOICE

A warm-up. A quick win. A doorway into clarity.



By Imaginary Friends design studios

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INTRODUCING BRAND VOICE

This guide will help you understand the personality behind your communication and take your first steps toward a voice that feels true, confident, and consistent.

Whether you run a small business, manage a nonprofit, or are building something new, your brand voice helps people understand who you are before you ever meet them. This workbook will help you start shaping that voice with clarity and purpose.

Let's get started.

to do list
- brainstorm
- research
- sketch



WHAT IS BRAND VOICE

And Why Does It Matter?

Your brand voice is the personality of your communication. It is how you speak to your audience in writing, online, and in person through your messaging.

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A Strong Brand Voice Helps You

- Build Trust
- Stand Out From Competitors
- Sound Clear and Intentional
- Stay Consistent Across Platforms
- Make Writing Faster and Easier
- Attract the Right Audience

Your visuals show people who you are. Your voice tells them.

EXERCISE: Warm-Up Reflection

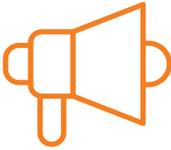
Write a short sentence answering each.

1. How would you describe your current communication style?

2. What does your audience need most from your communication?

3. When people interact with your brand, what feeling do you hope they walk away with?

VOICE VS TONE



Voice

This is your personality.
It should stay the same.



Tone

Your attitude in a specific moment.
It adjusts based on the situation.

For Example

Your **voice** may be warm and knowledgeable.

Your **tone** may shift to be more **encouraging** during a fundraising campaign or more **direct** during instructions.

EXERCISE: Warm-Up Reflection

Write a short message in two different tones.

PROMPT: You are announcing new hours.

Friendly Tone:

More Formal Tone:

This shows your voice stays the same while tone adjusts.

BRAND VOICE STARTER PROMPTS

Choose the options that feel closest to your ideal voice.

How Do You WANT To Sound?

Circle all that apply

Warm	Helpful	Clear
Professional	Bold	Approachable
Friendly	Calm	Energetic
Confident	Inspiring	Reassuring

How Do You NOT Want to Sound?

Circle all that apply

Cold	Robotic
Generic	Salesy
Confusing	Casual
Passive	Overly Formal

Top Three Words for Your Ideal Brand Voice

- _____
- _____
- _____

How Should Your Audience Feel When They Read Your Message?

Circle all that apply

Seen	Understood
Supported	Energized
Motivated	Hopeful
Safe	Ready to Act

EXERCISE: "Sounds Like / Does Not Sound Like"

Fill in a few examples for your voice.

My Brand Sounds Like:

- The friend who gives great advice

- _____
- _____
- _____

My Brand Does Not Sound Like

- A corporate voicemail

- _____
- _____
- _____

This helps you clarify boundaries.

MID-WORKBOOK CHECK-IN

You have already made progress that most small businesses never take the time to do. You have started defining who you want to be, how you want to sound, and what your audience needs from you. That clarity will support everything you write moving forward.

Take a breath. You are doing great.

If any of this feels overwhelming or you want help moving from ideas to action, you do not have to figure it out alone. You can schedule a complimentary discovery meeting with Imaginary Friends and we will guide you through the next steps together.

Book Your Session



neversee.me

You deserve a brand voice that feels right. We are here to help you build it.

THE DO & DON'T LIST FOR MESSAGING (Mini Edition)

Do:

- Write like a person, not a brochure
- Speak directly to your audience
- Keep it simple and readable
- Use active language
- Focus on benefits, not features

Do Not:

- Write long paragraphs with no point
- Speak directly to your audience
- Keep it simple and readable
- Use active language
- Focus on benefits, not features

EXERCISE: Rewrite for Clarity

Rewrite each sentence in a clearer, more human way.

1. "Our organization strives to provide impactful solutions for stakeholders."

Rewrite: _____

2. "We are committed to excellence in all areas of customer service."

Rewrite: _____

These will help you build confidence quickly.

BEFORE-AND-AFTER

Examples

Sometimes seeing the transformation makes everything click.

Sometimes Seeing the Transformation Makes Everything Click.

BEFORE:

"We utilize advanced techniques to optimize your business needs."

AFTER:

"We help you solve real problems with tools that make your work easier."

BEFORE:

"Our mission is to be the top provider in the region."

AFTER:

"We show up to help you succeed, not to chase titles."

EXERCISE: Try One Yourself

Rewrite this message using your emerging brand voice.

"Please be advised that our office will be closed next Friday due to staff training."

Your Rewrite:

QUICK ALIGNMENT CHECK

Answer These Honestly

1. Does your writing sound like the personality of your organization?

YES NO

2. Would your audience recognize your voice without seeing your logo?

YES NO

3. Does your message stay consistent across platforms? YES NO

4. Does your voice attract the right people? YES NO

If you answered “no” to more than one, you are ready for deeper voice work.



FINAL THOUGHTS

You have taken an important step by exploring how your brand sounds and how you want people to feel when they interact with you. Every strong voice begins with curiosity and small moments of clarity. The work you have done here will make your communication more natural, more confident, and more aligned with who you are.

If you feel excited to keep going, the full Brand Voice Master Workbook will help you build a complete voice system with deeper lessons, guided exercises, and real-world examples you can rely on for years.

If you feel unsure about anything you discovered, we would be happy to walk through it with you. You are welcome to schedule a complimentary discovery meeting with Imaginary Friends. Together, we will help you shape a voice that fits, supports your goals, and feels like the truest version of your brand.

**You do not have to build your brand voice alone.
You have an Imaginary Friend for that.**

BOOK YOUR SESSION

Let's Create Something Amazing Together!



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Scan the Code & Start Today!

ABOUT US

Imaginary Friends design studios is a creative strategy and design studio focused on helping businesses and organizations find clarity, confidence, and direction in how they show up in the world. For more than twenty years, Imaginary Friends has guided clients through brand identity, digital presence, and strategic engagement with a steady, mentor-first approach.

Often referred to as **iF**, the studio is known for blending thoughtful strategy with approachable creativity. The work is grounded in real-world problem solving, clear communication, and tools that are meant to be used, not admired from a distance. iF believes strong brands are built when identity, presence, and engagement work together and when people feel supported through the process, not overwhelmed by it.

From local startups and nonprofits to regional and national organizations, **Imaginary Friends** partners with clients who want more than surface-level design. The studio's role is to help untangle complexity, shape ideas into systems, and give teams the confidence to move forward with intention.

At its core, **iF** exists to steady the chaos, simplify the path, and help brands grow in ways that feel aligned and sustainable.

You have an Imaginary Friend for that.



