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## 5 steps to building a strong brand voice

By [Mike Reed](#) published September 27, 2019

Brand voice is about more than just tone. Here's what you need to know to craft your own brand language.



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Brand voice can be a synonym for design-speak. If you open a set of brand guidelines and find the 'brand voice' or 'tone of voice' section (if there is one), chances are, you're looking at one or two pages of broad, abstract principles – things like, 'We are HUMAN, STRAIGHTFORWARD, OPTIMISTIC and AUTHORITATIVE'.

Each principle probably has a brief explanation. There may be some 'We are/We are not' lists. Perhaps even a few short examples of 'correct' copy. And usually, that's about it. (If you want to see how it's done properly, then make sure to check our favourite [style guides](#).)

Now – do you have what you need to apply that tone of voice? Is it clear what sort of 'HUMAN' we mean? How to capture 'OPTIMISTIC' in words?