



Brand Tone of Voice

INSTRUCTIONS

1. Make a copy of this doc or print it out so you can use it as you like and write, circle, and scribble all over it. You will need to click File > Make a copy, and then you can edit!
2. Go through the following list and narrow it down to your top 5
3. Now pick the 2 or 3 strongest.

Absurd	Authoritative	Comic
Accusatory	Awestruck	Compassionate
Acerbic	Belligerent	Complex
Admiring	Benevolent	Compliant
Aggressive	Bitter	Concerned
Aggrieved	Callous	Conciliatory
Ambivalent	Candid	Condescending
Amused	Caring	Confused
Angry	Casual	Conservative
Animated	Caustic	Contemptuous
Apathetic	Cautionary	Conversational
Apologetic	Celebratory	Critical
Appreciative	Chatty	Cruel
Ardent	Cheerful	Curious
Arrogant	Coarse	Cynical
Assertive	Colloquial	Defensive

Defiant	Gentle	Narcissistic
Demeaning	Ghoulish	Nasty
Depressing	Grim	Naïve
Derisive	Gullible	Negative
Detached	Hard	Nostalgic
Dignified	Humble	Objective
Diplomatic	Humorous	Obsequious
Direct	Hypercritical	Optimistic
Disappointed	Impartial	Outraged
Disapproving	Impassioned	Outspoken
Disheartening	Imploring	Passionate
Disparaging	Impressionable	Pathetic
Dispassionate	Inane	Patronizing
Distressing	Incensed	Pensive
Docile	Incredulous	Persuasive
Dry	Indignant	Pessimistic
Earnest	Informative	Philosophical
Edgy	Inspirational	Playful
Egotistical	Intense	Pragmatic
Empathetic	Intimate	Pretentious
Encouraging	Ironic	Professional
Enthusiastic	Irreverent	Provocative
Evasive	Jaded	Quirky
Excited	Joyful	Regretful
Facetious	Judgmental	Resentful
Farcical	Laudatory	Resigned
Flippant	Light-Hearted	Respectful
Forceful	Loving	Restrained
Formal	Macabre	Reverent
Frank	Malicious	Righteous
Friendly	Matter-of-fact	Romantic
Frustrated	Mean-Spirited	Sarcastic
Fun	Mocking	Satirical
Funny	Mourning	Scathing

Skeptical
Scornful
Sensationalistic
Sentimental
Serious
Sincere
Smart
Snarky
Solemn
Subjective

Submissive
Sulking
Sympathetic
Thoughtful
Tolerant
Tragic
Trendy
Trustworthy
Unapologetic
Unassuming

Uneasy
Upbeat
Urgent
Vindictive
Virtuous
Whimsical
Witty
Wonder
World-Weary
Worried
Wretched