

Now that you know what each **Brand's Tone of Voice** entails, on the chart below, row by row, enter an "X" in the column that resonates most with your brand.

Casual	Neutral	Formal
		X
Funny	Neutral	Serious
X		
Irreverent	Neutral	Respectful
		X
Enthusiastic	Neutral	Matter of Fact
		X

BRAND VOICE CHART

Because We Value	Our Voice Is	This Means Our Communication Is	This Means We Are Not
Responsibility	Intentional	Thoughtful Clear	Evasive Careless
Action Oriented	Encouraging	Proactive Energetic	Discouraging Apathetic
Positive Risk Taking	Bold	Enthusiastic Inspiring	Passive Dismissive
Collaboration	Inclusive	Empathetic Collaborative	Exclusive Divisive
Conscientious and Aware	Attentive	Purposeful Caring	Negligent Impulsive

BRAND TONE PROFILE

Voice Characteristics	Description	Do	Don't	Example
Intentional	We ensure that our messages are well-planned, strategic, and aligned with our objectives.	Craft messages that are concise, well-organized, and focused on the intended outcome.	Use vague or ambiguous statements that may confuse or mislead your audience.	"Through work-based learning and real-world experiences, we prepare our students to become confident leaders who embrace change and shape the future."
Encouraging	Our messaging inspires, motivates, and uplifts others. It conveys positivity, support, and a genuine belief in the abilities and potential of individuals.	Use positive and uplifting language that instills confidence and motivation.	Make false or exaggerated claims that could undermine trust and credibility.	"We believe in our students' potential, and together, we celebrate every milestone, big or small."
Bold	We encourage creative thinking, action, and a mindset that embraces change.	Encourage individuals to explore their potential and take calculated risks.	Make reckless or impulsive claims without careful consideration.	"Our dynamic curriculum is designed to inspire creativity and critical thinking, empowering students to tackle complex challenges head-on."

Inclusive	We foster a sense of community, create a safe space for everyone's perspectives, and actively strive to make everyone feel valued and included.	Use inclusive language that recognizes and respects diverse identities and backgrounds.	Use language or terminology that could be exclusive, offensive, or disrespectful to any individual or group.	"We celebrate the rich diversity of our students, staff, and community members, recognizing that it is our differences that make us stronger."
Attentive	We pay close attention to providing accurate information, addressing concerns, and ensuring a positive experience for all.	Show empathy and understanding by acknowledging the concerns or questions of your audience.	Provide incomplete information that may confuse or mislead readers.	"We understand that each individual is unique and may have different questions, concerns, or aspirations. That's why we make it a priority to actively listen and provide the necessary support and resources."