

Steve Pitt.com

GRAPHIC DESIGN

Finding your Visual Tone of Voice

> What is Visual Tone of Voice?

Some definitions of tone of voice...

A musical or vocal sound with reference to its pitch, quality, and strength: *eg they were speaking in hushed tones, the piano tone appears lacking in warmth*

A modulation of the voice expressing a particular feeling or mood: *eg a firm tone of voice*

The general character or attitude of a place, piece of writing, situation, etc. *eg: trust her to lower the tone of the conversation*

An atmosphere of respectability or class: *eg they don't feel he gives the place tone*

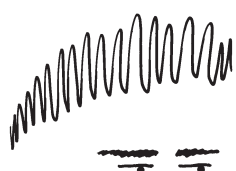
Tone of voice isn't what we say but how we say it. It's the language we use, the way we construct sentences, the sound of our words and the personality we communicate. It is to writing what logo, colour and typeface are to branding.

When we speak to others in person, our non-verbal communication says more than the words themselves.

Non-verbal communication consists of facial expressions, tone, cues, gestures and pitch. Online, we lose of all of these except tone. We can imbue our branding with a tone that is distinct, clear, consistent and relevant to the target audience.

And the visual tone of voice plays a big role in this by doing the following:

- **Differentiating you from competitors**
- **Showing your personality**
- **Helping you gain and retain customers**



So you need to ask...

If your brand was a person, what kind of personality would it have?

If your brand was a person, what's their relationship to the consumer?
(a coach, friend, teacher, dad, etc)

Describe in adjectives what your company's personality is *not*.

Are there any companies that have a similar personality to yours? Why are they similar?

How do you want your customers to think about your company?

Like any type of marketing, the way you speak to your audience will have a significant impact on the way they perceive you.

"Brand personality is a set of emotional and associative characteristics connected to a company or brand name. These things shape how people feel about and interact with a company. Often a brand's personality mirrors that of the target customer base."

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