

How to set the right tone for your brand?

Identifying your brand's personality.



Why is it important to use branded language?

By having a list of words or phrases that you commonly associate with your brand and using them consistently in your marketing, time and time again, people will start to associate these words with your business. They will learn that this is what your business is all about, what it stands for. They will start to know you, like you and trust you. They will begin to understand your business and what is important to you, they will learn to expect the kind of service and experience conjured up by these words.

There are several benefits to setting out your branding language:

1. **Professional** – Being consistent in your branding language, shows you care, and have a professional approach.
2. **Consistent** – There won't be any mixed, confused messaging.
3. **Recognisable** – When you use your branded language, people will know it's your business straight away.
4. **Memorable** – People will know that these words are associated with your brand.
5. **Trustworthy** – Your customers will start to know what your business is about
6. **Attention to detail** – by being careful and considered in your communication.
7. **Careful** – You are proud of your business and what it stands for.
8. **Measured** – You don't just think things up on the wing.

Branding Language Exercise

To identify the right words and phrases you should use when writing about your business, it is very helpful to ask your staff, or other people who know your brand and business well, what kinds of words describe the personality of your business and what impression you'd like people to have.

Simply print off the final sheet, one for each person and ask them to highlight 10 words they feel epitomises what your business is all about.

Brand Language Exercise.

Choose 10 - 12 words that you feel best describes the personality and ethos of **your business**

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|--------------|-------------|--------------|--------------|-------------|
| Able | Cheerful | Economic | Handsome | Likeable |
| Abrupt | Childlike | Educated | Handy | Literate |
| Absorbing | Chilly | Edgy | Happy | Little |
| Absurd | Chivalrous | Efficacious | Harmonious | Lively |
| Abundant | Chunky | Efficient | Harsh | Lonely |
| Acceptable | Classy | Elastic | Heady | Long-term |
| Accessible | Clean | Elated | Healthy | Loose |
| Accurate | Clear | Elderly | Heavenly | Lovely |
| Acidic | Clever | Electric | Heavy | Lucky |
| Acoustic | Coherent | Elite | Helpful | Lyrical |
| Ad hoc | Cold | Eminent | High | |
| Adaptable | Colourful | Enchanted | Hilarious | Macho |
| Adorable | Comfortable | Encouraging | Historical | Magical |
| Adventurous | Common | Endurable | Holistic | Magnificent |
| Aggressive | Complex | Elegant | Homely | Majestic |
| Agreeable | Cooling | Engaged | Honourable | Maniacal |
| Ahead | Cool | Entertaining | Hospitable | Massive |
| Alert | Cooperative | Enthusiastic | Humorous | Mature |
| Alive | Coordinated | Erratic | Hurried | Mean |
| Alluring | Courageous | Exciting | Hushed | Meaty |
| Amazing | Crabby | Exclusive | Hypnotic | Medical |
| Amusing | Crazy | Exotic | Honest | Mellow |
| Ambitious | Cuddly | Expensive | | Melodic |
| Approachable | Cultured | Exuberant | Icy | Melted |
| Angry | Curious | Experienced | Illustrious | Messy |
| Animated | Curly | Expert | Imaginary | Mighty |
| Aromatic | Curved | | Immense | Military |
| Arrogant | Curvy | Fabulous | Imminent | Miniature |
| Aspiring | Cute | Fair | Impartial | Mini |
| Astonishing | | Faithful | Important | Misty |
| Attractive | Daily | Familiar | Inconclusive | Mixed |
| Awake | Dangerous | Famous | Industrious | Modern |
| Aware | Dapper | Fancy | Incredible | Momentous |
| Awesome | Dark | Fantastic | Inexpensive | Murky |

| | | | | |
|-------------|--------------|------------|---------------|---------------|
| Bashful | Dashing | Fast | Infamous | Mysterious |
| Beautiful | Dazzling | Fearless | Innate | Measured |
| Beneficial | Deadpan | Female | Innocent | |
| Best | Deafening | Festive | Inquisitive | Obedient |
| Better | Debonair | Fierce | Inclusive | Observant |
| Big | Decisive | Fine | Informal | Obtainable |
| Bitesize | Decorous | Fixed | Innovative | Odd |
| Bizarre | Deep | Flexible | Intelligent | Offbeat |
| Bold | Defiant | Formal | Instinctive | Old |
| Boiling | Delicate | Fragile | Interesting | Old-fashioned |
| Boorish | Delicious | Free | Invincible | Open |
| Bouncy | Delightful | Functional | | Optimal |
| Boundless | Delirious | Funny | Jagged | Ordinary |
| Brainy | Demanding | Futuristic | Jazzy | Organic |
| Brash | Dependent | Friendly | Joly | Outgoing |
| Brave | Descriptive | Fun | Joyous | Outrageous |
| Brawny | Detailed | | Judicious | Outstanding |
| Breezy | Determined | Gainful | Juicy | Overconfident |
| Brief | Devilish | Gaudy | Jumpy | Overjoyed |
| Bight | Different | Gentle | Juvenile | Overt |
| Broad | Diligent | Gigantic | | |
| Bustling | Dirty | Glamorous | Keen | Painstaking |
| Busy | Disagreeable | Gleaming | Kind | Panoramic |
| | Discreet | Glistening | Kind-hearted | Peaceful |
| Calculating | Distinct | Glorious | Kindly | Perfect |
| Calm | Divergent | Glossy | Knotty | Permissible |
| Capable | Dizzy | Goofy | Knowledgeable | Perpetual |
| Careful | Draconian | Gorgeous | | Petite |
| Caring | Dry | Graceful | Large | Physical |
| Cautious | Dusty | Grandiose | Lavish | Placid |
| Ceaseless | Dynamic | Grateful | Lean | Plain |
| Certain | | Great | Loud | Playful |
| Changeable | Eager | Generous | Learned | Plastic |
| Charming | Earthy | Greedy | Lethal | Plausible |
| Cheap | Easy | Growing | Level | Poised |
| | Eatable | Groovy | Light | |

| | | | | |
|--------------|---------------|---------------|--------------|-------------|
| Polite | Regular | Surprising | Square | Traditional |
| Political | Remarkable | Shallow | Squealing | Tough |
| Possible | Resolute | Sharp | Statuesque | Tranquil |
| Powerful | Resonant | Shiny | Straight | Tremendous |
| Precious | Reactive | Shocking | Strange | Truculent |
| Premium | Righteous | Short | Striped | True |
| Present | Rigid | Shrill | Substantial | Truthful |
| Pretty | Ripe | Shy | Successful | Typical |
| Prickly | Ritzy | Silent | Supreme | |
| Private | Robust | Simple | Swanky | Ubiquitous |
| Probable | Roasted | Simplistic | Sweet | Ultra |
| Productive | Rough | Sincere | Swift | Unbiased |
| Profuse | Rude | Skilful | | Uncovered |
| Protective | Royal | Skinny | Taboo | Unequaled |
| Proud | Rustic | Slippery | Tacky | Unique |
| public | Ruthless | Slow | Talented | Unknown |
| Perceptive | romantic | Small | Tall | Unruly |
| Playful | Reserved | Smart | Tame | Unwritten |
| Precise | Responsible | Smiling | Tangible | Upbeat |
| Pressured | Reticent | Smooth | Tangy | Used |
| Proactive | Risk-taking | Sneaky | Tarty | Useful |
| Professional | | Snobbish | Tasteful | Utopian |
| | Sad | Soft | Tasteless | |
| Quaint | Safe | Solid | Tasty | Vague |
| Quick | Salty | Sombre | Teeny-tiny | Valuable |
| Questioning | Sassy | Sophisticated | Telling | Vast |
| Quiet | Satisfying | Sour | Temporary | Vigorous |
| Quirky | Savoury | Sparkling | Tender tense | Vivacious |
| | Scarce | Special | Therapeutic | Voracious |
| Ragged | Scientific | Spicy | Thirsty | |
| Rampant | Scintillating | Spiky | Thoughtful | Warm |
| Rapid | Secretive | Spiritual | Threatening | Well-made |
| Rare | Sedate | Splendid | Thundering | Wild |
| Rebel | Serious | Spooky | Tidy | Wise |
| Receptive | Stable | Spotless | Thoughtful | Youthful |
| Reflective | Supportive | Spotted | Timid | |