

# BRAND

## tone checklist

AVLIER

# INTRODUCTION

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Your brand is the visual representation of your company's values and promises to your customers. Every aspect of your brand, from your logo to your color palette, creates your brand's tone. This tone influences your customers on a conscious and subconscious level. This means each inconsistency in your brand's tone chips away and erodes the strength of your brand.

Brand consistency isn't a myth or some type of marketing jargon. It is vital to your marketing efforts and directly impacts your ability to generate revenue. In fact, the average revenue increase for companies who achieve brand consistency is 23%<sup>1</sup>.

In order to craft a consistent brand, you first need to ensure the tone of your brand is being properly expressed. This document guides you through the process we use during our Brand Roadmap sessions to help clients identify and align the tone of their brand.

Make sure to give your brand the attention it needs. Your brand is a powerful tool that can drastically improve your ability to attract and retain customers. Don't let it go to waste.



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<sup>1</sup>The Impact of Brand Consistency - <https://www.lucidpress.com/pages/resources/report/the-impact-of-brand-consistency?source=blog>

# TONE CHECKLIST

## STEP 1: CHOOSE YOUR TONE WORDS

Choose five (5) tone words you want your brand to emulate (not what it currently emulates) to your customers.

Bold	Feminine	Playful
Bright	Flourishing	Positive
Calming	Gentle	Powerful
Classic	Honest	Prosperous
Clean	Joyful	Pure
Confident	Luxurious	Reliable
Creative	Modern	Respectable
Dynamic	Neutral	Sleek
Elegant	Organic	Soft
Energetic	Passionate	Trusting

## STEP 2: REFINE YOUR TONE WORDS

Choose two (2) of the tone words you selected in **Step 1** you most want to represent your brand. These two words will be your primary tone words, while the remaining three you selected will be your secondary tone words.

### Primary Tone Words

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### Secondary Tone Words

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# tone checklist

## STEP 3: COLORS

Check any colors that match your primary tone words from **Step 2**. These are the primary color(s) your brand should utilize in order to consistently project your tone to your customers.

**NOTE:** These are only guidelines. It's okay to pick different colors, but in doing so you may send mixed signals to your customers.

### Red

- Passionate
- Powerful
- Dynamic

### Orange

- Energetic
- Playful
- Confident

### Yellow

- Joyful
- Positive
- Bright

### Green

- Prosperous
- Organic
- Flourishing

### Blue

- Trusting
- Calming
- Reliable

### Purple

- Respectable
- Luxurious
- Creative

### Pink

- Gentle
- Soft
- Feminine

### Black

- Classic
- Bold
- Elegant

### Gray

- Modern
- Neutral
- Sleek

### White

- Pure
- Clean
- Honest

# tone checklist

## STEP 4: TYPOGRAPHY

Check any typography styles that match your primary tone words from **Step 2**. These are the typography style your brand should utilize in order to consistently project your tone to your customers.

**NOTE:** Not all tone words have typography styles associated with them. So, if your primary tone words do not have a typography style associated with them use your secondary tone words.

### Serif

- Classic
- Honest
- Luxurious
- Prosperous
- Reliable
- Trusting

### Serif Examples

Times New Roman  
Georgia  
PT Serif

### Sans Serif

- Clean
- Creative
- Neutral
- Positive
- Pure
- Sleek

### Sans Serif Examples

Arial  
Montserrat  
Raleway

### Slab Serif

- Bold
- Confident
- Modern
- Powerful
- Respectable

### Slab Serif Examples

Josefin Slab  
Maxwell Slab  
PT Mono

### Script

- Calming
- Elegant
- Feminine
- Flourishing
- Gentle
- Organic
- Playful
- Soft

### Script Examples

*Yellowtail*  
*Marana*  
*Hugoboa*

# NEXT STEPS

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## STEP 1: REQUEST A FREE QUICK-LOOK BRAND AUDIT

As you completed this document you may have noticed your choices in colors and typography style don't match your current brand.

If you have a mismatch it's time to make some hard decisions about your brand. Remember inconsistencies in the tone of your brand will erode its power.

You may have questions such as:

- Do we change our colors and typography style?
- If so, what's the best way to accomplish that transition?
- What's at stake if we don't make a change?

Making changes to a brand is never easy and there can be a lot at stake. Before you make any changes we recommend getting a complimentary Quick-Look Brand Audit. This audit will help you identify what changes, if any, you should be making.

[REQUEST A BRAND AUDIT](#)

## STEP 2: SCHEDULE A FREE 30 MINUTE CONSULTATION

Once your Quick-Look Brand Audit has identified where you need to make changes, you need a gameplan for executing those changes.

A free 30 minute consultation is the perfect opportunity to receive personalized suggestions on how to improve your brand. We'll send out an invitation to schedule your consultation after you receive your Quick-Look Brand Audit.



**For more branding resources:**

[www.avlier.com/resources](http://www.avlier.com/resources)