# Brand Voice & Style Guide Template

A plug-and-play framework to help in-house teams document, align, and maintain a consistent brand tone across all platforms and campaigns.

**Designed for:** Strategists / Advanced Marketers

MarketersClique

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Join Marketers*Clique* – the community for social media marketers who don't settle.

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# Welcome & How to Use This Planner

This style guide template is designed to help you:

- Define your brand personality and tone of voice
- Align marketing, design, and leadership teams
- Ensure consistency across channels and content

## Who it's for:

In-house marketers, content leads, or brand managers creating or updating a brand communication system.

## How to use it:

- Copy the Google Doc to your drive
- Replace the bracketed text with your brand's details
- Share with your internal team or agency collaborators

## About Marketers*Clique*

MarketersClique is a niche community built for social media marketers — freelancers, in-house pros, strategists, and agency teams.

**Inside you'll find:**

✅ Templates and docs like this one
✅ Branding discussions and expert reviews
✅ Access to feedback loops and content audits
✅ Private job leads and creative collabs

**Join 1000+ marketers improving their brand systems and marketing ops daily.**

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# Editable Brand Voice & Style Guide Structure

## Section 1

### Brand Overview

- **Brand Name**: [Your Brand Name]
- **Mission Statement**: [What do you stand for?]
- **Brand Pillars**: [e.g. Community, Innovation, Simplicity]
- **Target Audience**: [Who are you speaking to?]

## Section 2

Brand Personality & Voice

- **Voice Characteristics**: [e.g. Friendly, Confident, Expert, Playful]
- **Tone Adjustments by Context**:
  - **Social Media**: [Tone style here]
  - **Email**: [Tone style here]
  - **Product Copy**: [Tone style here]
- **Words We Use**: [e.g. Engage, Build, Elevate]
- **Words We Avoid**: [e.g. Cheap, Disrupt, Ninja]

📥 Link: **Click Here** 👆

## Section 3

### Visual Style Basics (Optional)

- **Logo Use**: [Link to logo pack or usage rules]
- **Color Palette:** [List hex codes or brand colors]
- **Font Guidelines**: [Primary + Secondary fonts]
- **Image Style**: [e.g. Clean, Minimal, Bold, Editorial]

## Section 4

### Examples in Action

- Good vs Bad Content Example (Social Post, Email, Ad)
- Before & After Rewrite Example
- Platform-specific tone examples (Instagram vs LinkedIn) 📄 Section 5: Team Notes & Updates

## Section 5

### Team Notes & Updates

- **Last Updated**: [Date]
- **Owned by**: [Person or Team]
- **Notes**: [Link to team Notion/Docs/Reference folder]

# Get the Template + Build With Pros

MarketersClique is more than a template vault.
It's where content managers, social leads, and brand builders:

- Share internal documents to learn faster
- Get direct feedback on tone, copy, and clarity
- Swap style guides and learn how top brands communicate

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