

Brand voice chart:

Voice Characteristic	Description	Do	Don't
Playful/funny	We're an institution that knows how to have fun. Use it to connect to users in a way that shows we think of them. Look at "Basement Student Bar" on FB	*Cater to Generation Z humor *Emojis *Positive energy	*Childish humor *Unprofessional humor
Tolerance /inclusive	We are open to all nationalities, personalities, sexualities and religions. Everyone is welcome.	*Be more or less politically correct *Show that everyone is of equal value	*SJW *Post about controversial topics
Motivational / Inspirational	Happy, fun, creative. We're dealing with people who are explorative and creative. We want to make them feel like BAAA is a place they can unfold their potential.	*High in energy *Opportunistic *Demonstration in BAAA potential, e.g. borrowable equipment, cinema room, school architecture etc.	*Unrealistic expectations *Idealization