How Famous Brands Define Their Voice

Most famous brands have a brand book that covers topics such as how the brand uses its logo, tagline, color palette, typography, and tone of voice. (When you chat live with customers, you'll want to write in your brand's tone of voice.)

Here's a list of 10 famous brands that have shared their brand books online. Take a look at each brand book and find the guidance it offers on the brand's tone of voice. Then, take a look at each brand's marketing, YouTube videos, posts in social media, and customer service writing. You might even try to chat live with a brand to see whether their customer service agents use the brand voice described in the guidelines when they chat to customers. Judge for yourself: does the brand follow its own advice about tone of voice?

- American Red Cross, "Brand identity at a glance": https://www.redcross.org/content/dam/redcross/atg/PDFs/BrandPoster.pdf. See page 2 for information on tone of voice.

- BC Hydro Brand Guidelines: https://www.bchydro.com/content/dam/BCHydro/customer-portal/documents/corporate/media/bchydro-brand-guidelines.pdf. See pages 9–10 for information on tone of voice.

- Boy Scouts of America Brand Guidelines: https://41zfam1pstr03my3b22ztkze-wpengine.netdna-ssl.com/wp-content/uploads/2019/08/310-132019-BSA-Brand_WEB_sm.pdf. See page 62 for information on tone of voice.

- Canvas Brand Guidelines: https://brandingstyleguides.com/wp-content/uploads/2019/08/2019_Brand-Guidelines_Canvas_compressed.pdf. See pages 20–25 for information on tone of voice and other writing guidelines.

- Royal Caribbean Brand Guidelines: http://www.creative.rccl.com/Sales/Royal/Come_Seek/18060480_2018_Trade_Brand_Guidelines_Interactive.pdf. See pages 10–18 for information on tone of voice and how to write headlines, etc.

- Shopify online brand guidelines on voice and tone: https://polaris.shopify.com/content/voice-and-tone#navigation. See the "Do" and "Don't" tone examples.

- Skype's brand book, "The World According to Skype": https://download.skype.com/share/blogskin/press/skype_brandbook.pdf. See page 26 for information on tone of voice.

- Tourism Ireland Guidelines: https://www.tourismireland.com/TourismIreland/media/Tourism-Ireland/Research/Tourism-Ireland-brand-guidelines-2019.pdf. See page 9 for information on tone of voice.

- Uber online brand guidelines include a detailed section on tone of voice: https://brand.uber.com/guide#tone_of_voice-overview.

- Walmart: The Brand Guide: https://one.walmart.com/content/dam/px/associate_brand_center/all-company-brand-guidelines/Walmart_Brand_Guidelines.pdf. See pages 24–25 for information on tone of voice.