

Voice

Tone -

Kate's brand should be discussed using a third person narrative.

Human -

"A small reminder that Kate exists beyond a screen"

There should be a flow to her language which is natural and unscripted, keeping the voice and tone appropriately formal when necessary.

Passionate -

She talks about design as if it has its own identity, and use adjectives to create a full and vibrant description, specifically when talking about her brand.

Inclusive -

As a brand she will use words such as "we" and "together" to make the user feel like they have a place within her brand.

Formal -

Information about serious or controversial topics and or issues will be discussed in a formal tone always. She uses a formal tone when writing to clients or any other enquiries related to the brand.