

# Voice

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## **Tone.**

The tone of Kate's brand is relaxed and spoken in first 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. She uses a formal tone when writing to clients or any other enquiries related to the brand.