

# BRAND PERSONA & VOICE GUIDE

## BRAND NAME: GLOWNEST

GLOWNEST IS A SKINCARE BRAND THAT OFFERS NATURAL AND AFFORDABLE PRODUCTS TO HELP PEOPLE ACHIEVE HEALTHY, GLOWING SKIN. THE BRAND FOCUSES ON SIMPLE SKINCARE ROUTINES AND PROMOTES SELF-CARE AND CONFIDENCE.





# TARGET AUDIENCE



**Age:** 18–35 years

**Gender:** Mainly women

**Location:** Urban India

**Interests:** Skincare, beauty, self-care, wellness

**Buying Behavior:** Prefers affordable, natural, and trusted skincare products





# Brand Persona

## **Brand Personality**

Friendly

Caring

Trustworthy

Modern

## **Brand Values**

Natural ingredients

Affordable quality

Skin confidence

Self-care and positivity

# Brand Voice (Tone)

## **Tone of Voice**

- Friendly and conversational
- Simple and easy to understand
- Positive and encouraging
- Helpful and informative

## **Voice Example:**

“Healthy skin starts with simple care.”

# Do's and Don'ts

## **Do's**

- Use simple and friendly language
- Focus on product benefits
- Encourage self-care and confidence
- Keep communication positive

## **Don'ts**

- Don't use complicated medical terms
- Don't make false or unrealistic promises
- Don't sound too formal or robotic
- Don't use negative or harsh words