

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

A photograph of a makeup palette and several brushes. The palette is open, showing five different shades of eyeshadow in a warm-toned palette. There are four solid eyeshadow swatches in shades of brown, tan, and peach, and one shimmery pink and gold highlighter. Below the palette, several makeup brushes are scattered. One brush has a white handle and a light-colored, fluffy brush head. Another has a dark brown handle and a darker, more densely packed brush head. A third brush is partially visible with a light-colored handle and a light-colored brush head.

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