



How to use your

## Brand Tone of Voice Kit

Instructions on how to use your kit and make the most of it.



**FORGE**  
BY LEMNOS

# What's in it?

## Online Canva whiteboard link with:

- Brand tone of voice sheet with “ARE” and “ARE NOT” brainstorm areas.
- 20 Adjective Cards. Each card represents a unique tone of voice trait.
- 4 Blank Cards to fill in these cards with adjectives that precisely reflect the and communication style of your brand.

# Why do we use Canva for our online toolkit links?

- **Cost-Free Access:** Canva is free for all the tools you need to use the kits, making it an accessible platform for everyone. Beyond our toolkit, explore a wide array of features without any financial barriers.
- **User-Friendly Interface:** Canva's intuitive interface makes it easy for users, regardless of their technical proficiency, to engage with the toolkit effortlessly.
- **Collaborative Capabilities:** Canva supports real-time collaboration, enabling teams to work seamlessly together, provide feedback, and make edits concurrently.
- **Versatility:** Canva's diverse range of design tools and features empowers you to go beyond traditional offline templates and kits. Infuse creativity into your strategy sessions with visuals, icons, and more.
- **Cloud-Based Access:** Canva operates in the cloud, ensuring your work is accessible from any device with an internet connection. This flexibility is invaluable for dynamic and remote teams.
- **Integrated Tools:** Canva offers a suite of integrated tools, simplifying tasks like adding text, shapes, and images. This integration enhances the overall user experience and productivity.

By choosing Canva, Forge by Lemnos ensures that your online experience is not just practical but enjoyable, fostering a collaborative and creative environment for developing exceptional products and services.

How to use the kit

# Brand Tone of Voice Kit

Starting a collaboration can be overwhelming, but it's important to gather all the key people you would like to have input from before you begin. Once you have everyone, be sure to consider the following:

1. **Select Predominant Adjectives:** Review the preset adjective cards and choose those that align most closely with your brand's personality. Consider the emotions and reactions you want to evoke in your audience.
2. **Personalize with Blank Cards:** Utilize the blank cards to introduce adjectives that are specific to your brand. This customization ensures that your tone of voice is not only distinct but also authentically reflective of your brand identity.
3. **Create Tone Guidelines:** Compile a set of guidelines based on the selected adjectives. Clearly articulate how these adjectives should manifest in your written and verbal communication, ensuring consistency across all channels.
4. **Train Your Team:** Share the Brand Tone of Voice Kit with your team. Train them on the chosen adjectives and guidelines, fostering a cohesive understanding of how to communicate in a manner that resonates with your audience.
5. **Apply Across Touchpoints:** Implement your defined tone of voice consistently across all brand touchpoints, from social media posts to customer support interactions. Ensure that your brand communicates with a unified voice, strengthening its identity in the minds of your audience.