Tone of Voice

Resource List

Examples:

B2C

https://creative.starbucks.com/voice/

https://styleguide.mailchimp.com/voice-and-tone/

https://www.audi.com/ci/en/intro/basics/tone-of-voice.html

https://edac.ca/wp-content/uploads/gravity_forms/13-c679d41cedee6e04e8b1e9ec6fe2b743/2018/07/TH_BrandStyleGuide_FINAL.pdf

https://www.theguardian.com/guardian-observer-style-guide-a

https://www.economist.com/news/2024/01/25/shock-horror-the-economist-has-updated-its-guide-to-good-writing

https://polaris.shopify.com/content/voice-and-tone

B2B

https://atlassian.design/content/voice-and-tone-principles

https://www.lightningdesignsystem.com/assets/downloads/salesforce-voice-and-tone.pdf

https://garden.zendesk.com/content/voice-and-tone

https://www.ibm.com/design/language/

https://brandingstyleguides.com/

Learning:

https://www.nngroup.com/articles/tone-voice-users/

https://www.nngroup.com/articles/ux-writing-study-guide/

https://learn.microsoft.com/en-us/style-guide/welcome/

https://www.grammarly.com/business/learn/brand-voice-guidelines/

https://contentmarketinginstitute.com/articles/define-brand-voice/

https://blog.hubspot.com/marketing/brand-voice

https://www.domestika.org/en/courses/3158-brand-voice-strategy-developing-tone-and-personality

https://www.verbalidentity.com/chapter-8-tesla-and-googles-brand-narratives-from-strong-language-the-1-best-selling-tone-of-voice-book/