

*How To Craft Your
Brand Voice*

Branding Mini-Guide

THETTCAGENCY.COM

01.

Define Your Brand Core

YOUR BRAND STARTS WITH CLARITY, NOT
COLORS.
BEFORE ANYTHING VISUAL,

answer these:

- What do you do - and why does it matter?
- Who are you here to serve? (Get specific.)
- What transformation do you offer?
- What values guide how you show up?

Example:

*I help first-time entrepreneurs launch confidently
online by creating clean, strategy-backed websites
that convert.*

02.

Craft Your Brand Voice

YOUR VOICE IS HOW YOUR BRAND FEELS WHEN
SOMEONE READS OR

hears from you.

- Are you bold and direct or warm and conversational?
- Do you use slang, storytelling, or keep it strictly professional?

*Tip: Choose 3 words to guide your voice.
(e.g., Empowering. Clear. Magnetic.)*

02.

Clarify Your Visual Identity

YOUR VISUALS SHOULD BE CONSISTENT
ACROSS PLATFORMS - NOT JUST PRETTY,
but purposeful.

- Logo: Keep it simple, scalable, and legible
- Color Palette: Choose 3-5 brand colors
- Typography: Select 1-2 fonts (a headline and body font)
- Imagery: What type of photos or graphics reflect your brand vibe?

Pro Tip: Canva has brand kits where you can save your colors, fonts, and logos in one place.

04.

Build Brand Consistency

HERE'S WHERE IT ALL COMES

together:

- Use the same logo, fonts, and colors everywhere -website, IG, email, etc.
- Create template graphics for social and marketing content
- Repeat your mission + key messaging often so people remember what you stand for

Consistency builds trust. Repetition builds recognition.

05.

Use These Free Tools

HERE ARE SOME TOOLS TO HELP YOU BUILD
WITH CLARITY

and style:

- [Coolors.co](#) - to create a color palette
- [Canva](#) - to design branded graphics
- [Fontpair.co](#) - to match beautiful Google fonts
- Notion or Google Docs - to organize your brand assets
- [Unsplash](#) or [Pexels](#) - for high-quality, free imagery

Ready for More?

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