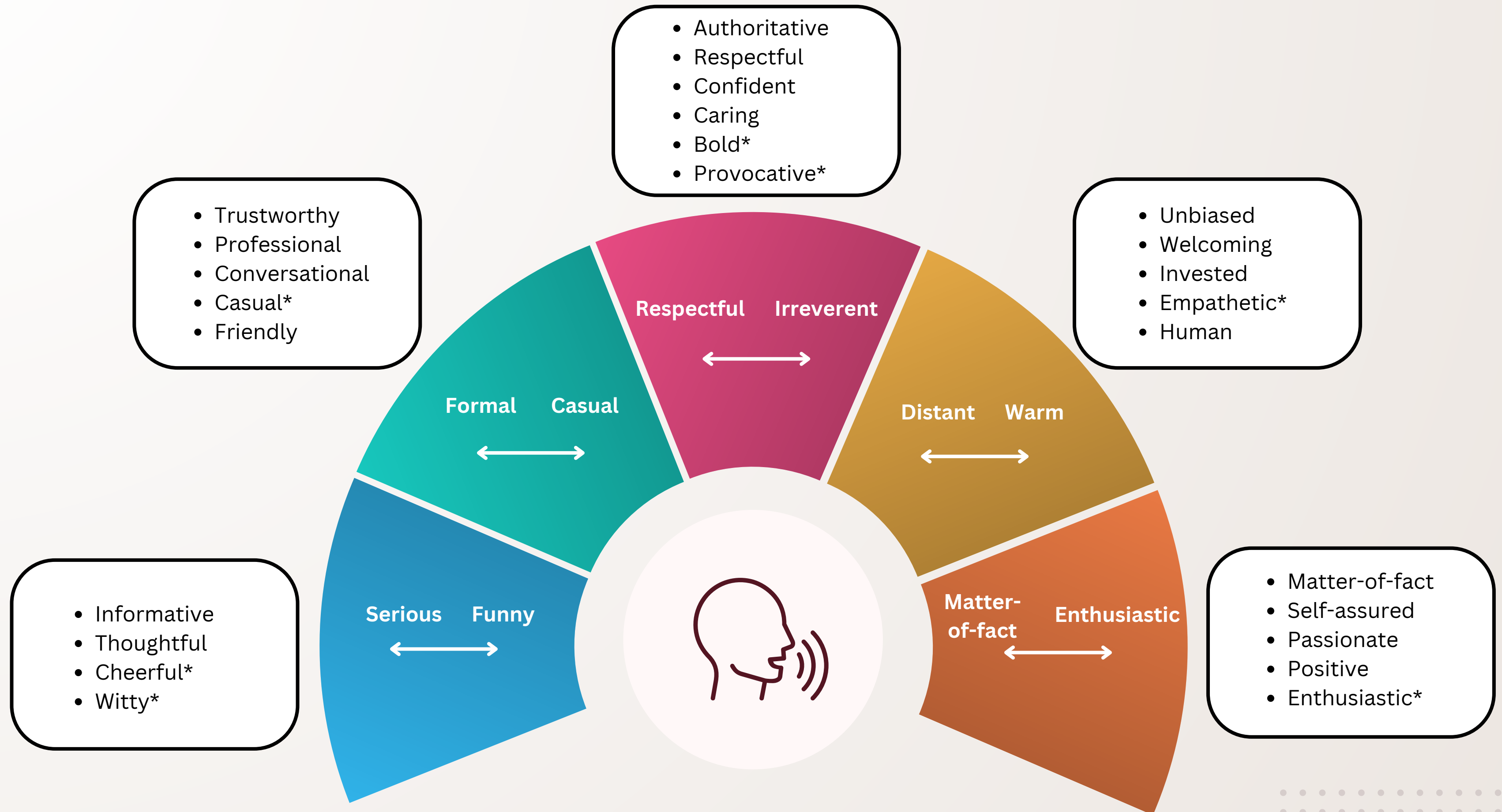
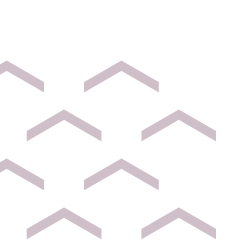


CW Tone of Voice Dimensions



*Depends on mode of communication: emails, social media posts, blogs, etc.



CW Voice Branding Guide

Voice Characteristic	Description
Authoritative	Self-assured thought leadership conveyed with confidence
Friendly	Conversational, welcoming, and connecting
Thoughtful	Wording indicates extensive and creative thought about any topic being discussed.
Caring	A tone of voice that says, "we care about your company's success and wellbeing as much as you do."
Human	Indicates that real people are on the other side of our company's online presence





Who is CW as a Presence?

CultureWizard is a:

CONFIDENT, AUTHORITATIVE, & FRIENDLY

GUIDE





BECAUSE WE VALUE

Leadership

OUR VOICE IS

Confident

**THIS MEANS OUR
COMMUNICATION IS**

**Self-assured
Authentic
Uplifting**

Learning


Authoritative

**Reliable
Firm
Thoughtful**

Community

Friendly

**Relatable
Welcoming
Encouraging**





EVERYTHING WE WRITE SHOULD BE...



SO CLIENTS & PROSPECTS FEEL..



Thoughtful



“They’ve clearly thought a lot about this issue.”



Interesting



“Wow, that’s something to think about.”



Confident



“They seem like a really trustworthy company.”



Human



“A real person definitely wrote this.”

