



BRAND VOICE & TONE

01 WHAT IS A BRAND VOICE?

Communicating a message is about more than what you say.

It's about how you say it.

Our brand voice guides the way we speak or write, whether we're talking to clients, prospects, or vendors. It helps us get our message across in a way that sets the stage for the types of relationships and responses we want from clients.

Artisan Stoneworks' brand voice is a culmination of five brand personality traits that represent our people and our values. We've used these traits to develop a tone-of-voice that guides us in communicating our message... **like an Artisan.**



02 BRAND PERSONALITY TRAITS

Every brand has a personality. These are the human characteristics that best describe Artisan Stoneworks based on its people, reputation among clients, and values. In other words, these are the traits of an artisan.

Artisans are...

- | AUTHENTIC**
- | PASSIONATE**
- | CONFIDENT**
- | APPROACHABLE**
- | CALM UNDER PRESSURE**



03 BRAND TRAIT: **AUTHENTIC**



AUTHENTIC

Of course, all communications with clients or prospects should be truthful. But authenticity goes beyond this.

Our work builds upon a foundation and history of craftsmanship that drives everything we do. Nothing about our passion, care, or attention-to-detail is forced—so our messaging shouldn't feel that way either.

Tips on conveying authenticity:

- Don't focus on proving we're better than the other guys. We don't have to make sweeping claims about the superiority of our finished product. Our history, craftsmanship, and processes speak for themselves.
- If it feels like you're selling something, try again. Think storyteller, not salesperson.



04 BRAND TRAIT: **PASSIONATE**



PASSIONATE

Artisan Stoneworks' passion for craftsmanship and stonework is unmatched. We put tremendous thought into each and every vein of each and every slab because we truly care about doing our best possible work.

Passion is in an artisan's blood. This passion should shine through in any communication.

Tips on conveying passion:

- Communicate from the heart.
- When possible and relevant, reference Artisan Stoneworks' (or Mike's) story and history as an artisan.
- Focus a bit more on how we do it than on the finished product. Our passion for the work really comes through when we talk about the process.



05 BRAND TRAIT: **CONFIDENT**



CONFIDENT

Our clients can always rest assured they're in the right hands. We want them to know that we've got this. We understand their project and will competently move forward, managing the project so they won't have to keep an eye on us.

This should never come off as inauthentic. Our confidence is rooted in expertise, NOT ego.

Tips on conveying confidence:

- Use language that conveys certainty.
(e.g. "we will" not "we can")
- Use any relevant opportunities to share Artisan's expertise and history.
- Avoid phrases that can come off as over-confident.
Don't make unchecked guarantees. Don't claim Artisan is the best or only team for the job.



06 BRAND TRAIT: **APPROACHABLE**



APPROACHABLE

Our brand personality is never egotistical or aloof. We explain concepts in simple terms to create an approachable environment for open communication.

Artisan Stoneworks' content and messaging should be conversational and somewhat informal while still emphasizing our expertise.

Tips on conveying approachability:

- Use a conversational tone, e.g. short sentences, the occasional contraction, and language you would use out loud to explain a concept to a friend.
- Ask questions when relevant to engage your audience and let them know they can come to you for help or inquiries.
- Explain any technical terms.



07 BRAND TRAIT: **CALM UNDER PRESSURE**



CALM UNDER PRESSURE

In the most stressful of times under the tightest deadlines, an artisan is calm, cool, and collected. This calm under pressure should come through in every communication with clients and prospects and in our marketing materials.

Content should be organized in a way that does not feel overwhelming to the reader. We should avoid terminology that makes our processes seem difficult or lengthy.

Tips on conveying calm under pressure:

- Use clear headers and short paragraphs.
- Remind readers that "we've got this" whenever relevant.
- Avoid condescension or any phrasing that could be perceived as scolding your reader (for being unprepared, setting unrealistic deadlines, etc.).



08 VOICE MAPPING

Tone-of-voice guidelines help us to take our brand voice and portray it in a consistent way across all communications. We've mapped these tone guidelines below to better define what we sound like (and, more importantly, what we DON'T sound like).

VOLUME

LOUD AND
PROUD

QUIET
CONFIDENCE

HUMBLE

WHISPERING

STYLE

UNATTAINABLE
LUXURY

BOLD ARTISTRY

UNDERSTATED
ELEGANCE

ONE-OF-A-KIND

ATTITUDE

UNBRIDLED
ENTHUSIASM

DEEP-ROOTED
PASSION

GRIT

EAGERNESS



09 TONE OF VOICE

QUIET CONFIDENCE

Artisan Stoneworks is confident and approachable. Our confidence should never come off as ego. We also don't want to sound too humble.

We know we're the right fit for the job and that we can handle anyone's needs, but our copy and communications shouldn't feel like we're working too hard to prove it.

UNDERSTATED ELEGANCE

Elegance is always top-of-mind for an artisan. But our services shouldn't feel unattainable. Our tone should imply luxury without loudly asserting it.

Our work is certainly unique, but there are many competitors who can create unique pieces. We want to focus less on bold artistry and more on the process that produces a beautiful result.

DEEP-ROOTED PASSION

Our passion is handed down from a long line of experienced artisans. We've dedicated our lives to producing the finest possible work, and that should shine through in our communications.

This passion should not have to be repeatedly stated (eagerness), nor should it be the primary focus of content (unbridled enthusiasm). We should follow the idea of "showing, not telling." Our passion will come to the surface whenever we tell our story or talk about our processes.



