



# Template: Brand Voice Consistency Checklist

Generated: 11/24/2025

Based on Article: "Aligning Brand Voice Across Multiple Modalities: A Consistent Strategy"

A practical checklist to ensure brand voice consistency across multiple content modalities.

## Checklist Items:

### 1. Define Core Brand Voice Pillars

Name and document the behavioral pillars that reflect how audiences should feel and act when encountering your content. Ensure these pillars are measurable and applicable across various formats.

Reference Section: Define the Core Brand Voice Pillars

### 2. Create Enforceable Rules for Each Pillar

Develop three specific, actionable rules for each voice pillar to guide implementation across different modalities. For instance, specify sentence length or citation practices.

Reference Section: Define the Core Brand Voice Pillars

### 3. Map Rules to Content Modalities

Align each voice pillar rule with specific content modalities, such as text, video, and AI-generated drafts to ensure uniform application of the brand voice.

Reference Section: Define the Core Brand Voice Pillars

### 4. Conduct Content Tests

Perform experiments with a variety of content pieces (e.g., three blog posts, three videos) to assess and gather feedback on voice alignment across different formats.

Reference Section: Translate Voice into Modality-Specific Playbooks

### 5. Develop Modality-Specific Playbooks

Create playbooks tailored for different content modalities, detailing rules for tone, pacing, and sentence structure to maintain brand consistency.

Reference Section: Translate Voice into Modality-Specific Playbooks

### 6. Implement Automated Checks

Incorporate automated checks in your workflow to ensure adherence to voice pillars, such as sentence length checks and citation validation.

Reference Section: Define the Core Brand Voice Pillars

### 7. Review and Revise Content Regularly

Establish a regular review process for all content to ensure ongoing adherence to brand voice guidelines and to adapt to any changes in brand strategy.

Reference Section: Translate Voice into Modality-Specific Playbooks

## **8. Train Teams on Brand Voice Guidelines**

Conduct training sessions for all content creators and editors on the defined brand voice pillars and how to apply them across different formats.

Reference Section: Define the Core Brand Voice Pillars

## **9. Measure the Impact of Consistent Voice**

Use data analytics to assess the effect of a consistent brand voice on audience trust, engagement, and conversion rates, refining strategies as necessary.

Reference Section: Define the Core Brand Voice Pillars