

VOICE

TALENT BRAND

VOICE & VISUAL GUIDE

- ✓ **Finding Your Brand Archetype**
- ✓ Voice and Visual Identity Alignment
- ✓ Typography That Communicates Before Words
- ✓ Creating Your Brand Style Guide

Frameworks from

The Talent Brand

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Your brand voice and visual should say the same thing.

Let's talk · branding@brandemix.com · (212) 947-1001

Why Voice & Visual Work Together

Design communicates before words do.

Typography says something about you before anyone reads your message. Are your voice and visual identity aligned — or are they sending two different signals?

- 1 Voice is your personality in words. It's how you sound in job posts, emails, social, offer letters, and all-hands meetings. It signals who you are before anyone walks in the door.
- 2 Visual is your personality in design. Typography, color, photography, layout — all of it communicates values before a single word is read. Consistency signals credibility.
- 3 Misalignment is invisible — until it isn't. Candidates notice when what you say and how you look contradict each other. This guide helps you close that gap.

Want us to look at what your brand is actually communicating?

We offer a free 30-minute Talent Brand Diagnostic. branding@brandemix.com

Signs Your Brand Is Sending Mixed Signals

You don't need a brand audit to know something's off. These patterns are the signal.

Your job posts sound corporate, your culture feels human

Candidates experience the mismatch before they even apply. If the voice doesn't match the vibe, they self-select out — or worse, they're surprised on day one.

Leaders describe the brand 'feeling' differently

Voice and visual start with alignment at the top. If leadership isn't reading from the same page, nothing cascades consistently.

Your career site looks nothing like your social channels

Every touchpoint is a brand impression. Inconsistency reads as disorganization — and that signals your employee experience, too.

You use different fonts, colors, or tones across materials

Using 12 fonts and 3 logo versions isn't creative variety. It's brand fragmentation. Consistency is what builds recognition and trust.

Your visuals say 'corporate' but your values say 'people-first'

Stock photos of generic handshakes undermine every 'we're human' message. If the visuals don't match the words, candidates notice.

If you checked two or more — your brand is working against itself. This guide is the fix.

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Find your personality type — voice and visual flow from here

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Finding Your Brand Archetype

Your archetype defines personality — and guides both voice and visual decisions.

THE WIZARD

Innovative · Transformative · Intelligent

VOICE

Smart, curious, possibility-focused

VISUAL

Modern, clean, forward-thinking, tech-forward

This is us

THE PARTNER

Collaborative · Supportive · Team-focused

VOICE

Inclusive, 'we' not 'I', warmth

VISUAL

People-centric, approachable, connected

This is us

THE WARRIOR

Ambitious · Competitive · High-performing

VOICE

Direct, achievement-focused, confident

VISUAL

Bold, energetic, strong typography

This is us

THE CREATOR

Imaginative · Expressive · Original

VOICE

Playful, distinctive, unexpected

VISUAL

Creative, colorful, design-forward

This is us

Your Voice Audit

Pull 5 recent pieces of content — job posts, emails, social. Read them aloud. Then answer:

QUESTION	NOTES	RESULT
<input type="checkbox"/> Does it sound human or corporate? If you have to read it twice to understand it, so does your candidate.	<hr/> <hr/>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Partial
<input type="checkbox"/> Could this be said by any company — or only yours? Generic voice = invisible brand. If it fits everyone, it fits no one.	<hr/> <hr/>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Partial
<input type="checkbox"/> Does the tone match your archetype? A Warrior brand that sounds like a Partner creates confusion, not connection.	<hr/> <hr/>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Partial
<input type="checkbox"/> Are you using 'we' and 'you' or hiding behind 'the company'? 'The company offers benefits' vs 'We take care of our people' — one sounds like a lawyer wrote it.	<hr/> <hr/>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Partial
<input type="checkbox"/> Are buzzwords replacing specificity? 'Dynamic fast-paced environment' tells candidates nothing. Name the actual thing.	<hr/> <hr/>	<input type="checkbox"/> Pass <input type="checkbox"/> Fail <input type="checkbox"/> Partial
<p>More than two Fails = your voice needs a definition before it can be consistent.</p>		

Voice Attributes to Define

Choose 3–4 attributes. For each one: define what you are, and what you're not.

EXAMPLE

DIRECT

✓ We ARE: Clear, honest, no corporate speak

X We're NOT: Blunt, abrasive, cold

ATTRIBUTE 1

✓ WE ARE:

X WE'RE NOT:

EXAMPLE PHRASE:

ATTRIBUTE 2

✓ WE ARE:

X WE'RE NOT:

EXAMPLE PHRASE:

ATTRIBUTE 3

✓ WE ARE:

X WE'RE NOT:

EXAMPLE PHRASE:

ATTRIBUTE 4

✓ WE ARE:

X WE'RE NOT:

EXAMPLE PHRASE:

Is your brand voice working for you — or against you?

We run Brand Voice Reviews for HR and marketing teams.

We read your job posts, career site, and social — and tell you exactly what they're communicating, what's working, and what to fix.

Let's talk →

branding@brandemix.com · brandemix.com

Or continue to the Visual Identity Audit →

Visual Identity Audit

Check each item. Add notes. Mark your honest result.

TYPOGRAPHY

What does your font choice communicate? _____
 Serif = Traditional, established · Sans-serif = Modern, clean · _____
 Display/custom = Distinctive, bold _____

Typography consistent across all materials? _____
 One or two fonts maximum. More than that reads as _____
 disorganized, not creative. _____

Does it align with your brand archetype? _____
 A Wizard brand using an ornate serif is already fighting itself _____
 before a word is read. _____

IMAGERY

Are images authentic or stock/staged? _____
 Real employees in real moments build trust. Generic stock _____
 photos do the opposite. _____

Real employees shown — not stock imagery? _____
 If your visuals could have been taken at any company, they're _____
 working against you. _____

Is diversity shown naturally — not tokenistically? _____
 Forced diversity in images is as obvious as no diversity. _____
 Authenticity is the standard. _____

Do images reinforce your pillars? _____
 Teamwork = people actually together. Innovation = real work, _____
 not light bulb stock photos. _____

Color — What Are You Communicating?

Color is the first thing people feel — before they read a word.

Blue

Trust, stability, professional

Most-used talent brand color. Differentiate within blue, not by abandoning it.

Red

Energy, passion, urgency

Powerful but high risk. Works for Warriors, overwhelms Partners.

Green

Growth, balance, natural

Strong for sustainability, healthcare, mission-driven brands.

Black/Gray

Sophisticated, premium, serious

Credibility and gravitas. Pairs with almost anything — but can feel cold.

Yellow/Gold

Optimism, warmth, creative

Underused in talent branding. Bold choice — signals confidence.

Purple

Creative, aspirational, distinct

Rare in talent branding, which makes it memorable. Suits Creator archetypes.

COLOR AUDIT

Do your talent brand colors complement your corporate brand? _____

What emotions do your colors evoke? Does that match your archetype? _____

Not sure if your colors are working for or against you?

We review your full color system in our free 30-minute Talent Brand Diagnostic. branding@brandemix.com

The Alignment Exercise

Test whether your voice and visual are saying the same thing. Work through each step.

STEP · ACTION	MY NOTES
<input type="checkbox"/> 01 Write down your 3 voice attributes Use the Voice Attributes worksheet. If you haven't done it yet — start there.	My 3 attributes: _____ _____ _____
<input type="checkbox"/> 02 Open your career site, job posts, and social All three at once if possible. You're looking at the full picture of your brand expression.	What I noticed: _____ _____ _____
<input type="checkbox"/> 03 Ask: does the visual design reinforce these attributes? If your voice is 'warm' but the design is cold and corporate, that's misalignment. Write what you see.	Aligned / Misaligned: _____ _____ _____
<input type="checkbox"/> 04 Identify the most misaligned touchpoint Where is the gap biggest? Career site? Job posts? Social? Pinpoint it specifically.	Biggest gap: _____ _____ _____
<input type="checkbox"/> 05 Name one change you could make this week Not a rebrand. One specific, doable thing — a font change, a photo swap, a rewritten headline.	This week's action: _____ _____ _____

If you can't complete Step 3 clearly — **your brand doesn't have enough definition yet to audit.**

Common Misalignments

Check any that apply. Mark the priority. Use the fix as your starting point.

MISALIGNMENT · WHY IT MATTERS · THE FIX

PRIORITY

<p><input type="checkbox"/> Applies to us</p> <p>MISALIGN Human writing, corporate design</p> <p><i>Candidates feel the contradiction immediately — warm words, cold visuals. The visual wins.</i></p> <p>FIX Audit your career site design against your voice attributes. Start with imagery.</p>	<p><input type="checkbox"/> High</p> <p><input type="checkbox"/> Medium</p> <p><input type="checkbox"/> Watch</p>
<p><input type="checkbox"/> Applies to us</p> <p>MISALIGN 'Innovative' brand, traditional design</p> <p><i>If your claim is innovation and your visuals are conventional, the visual tells the truth.</i></p> <p>FIX Update one primary visual asset to reflect the innovation claim specifically and concretely.</p>	<p><input type="checkbox"/> High</p> <p><input type="checkbox"/> Medium</p> <p><input type="checkbox"/> Watch</p>
<p><input type="checkbox"/> Applies to us</p> <p>MISALIGN 'People-first' claim, stock photo visuals</p> <p><i>'People-first' culture with generic stock is a brand lie candidates spot immediately.</i></p> <p>FIX Invest in one real employee photoshoot. Authentic beats polished every time.</p>	<p><input type="checkbox"/> High</p> <p><input type="checkbox"/> Medium</p> <p><input type="checkbox"/> Watch</p>
<p><input type="checkbox"/> Applies to us</p> <p>MISALIGN More than two fonts across materials</p> <p><i>Font inconsistency signals disorganization. One of the easiest brand signals to get right.</i></p> <p>FIX Define one primary and one secondary font. Document it. Enforce it.</p>	<p><input type="checkbox"/> High</p> <p><input type="checkbox"/> Medium</p> <p><input type="checkbox"/> Watch</p>
<p><input type="checkbox"/> Applies to us</p> <p>MISALIGN Voice that shifts by writer</p> <p><i>If your voice varies by writer, you don't have a brand voice — you have individual voices.</i></p> <p>FIX Build a one-page voice guide with examples. Make it impossible to misunderstand.</p>	<p><input type="checkbox"/> High</p> <p><input type="checkbox"/> Medium</p> <p><input type="checkbox"/> Watch</p>

Your Brand Style Checklist

Build your one-page brand guide. Check off each element as you define it.

VOICE

- 3–4 voice attributes defined
- Dos and don'ts for each attribute
- Example phrases that show the voice in action
- Words we never use
- Approved openings / closings for job posts
- Tone variation: social vs formal vs internal

VISUAL

- Primary font(s) named and when to use them
- Color palette: primary, secondary, accent
- Image style: real vs stock, composition rules
- Diversity and representation standard
- On-brand vs off-brand design examples
- Logo usage rules and clear space

Design is not decoration — it's the first message you send. Make sure it aligns with what you say.

Ready to build your one-page brand guide?

We help teams build and maintain their brand systems. branding@brandemix.com

VOICE ≠ VISUAL

If your checklist has more than 4 unchecked items, your brand is inconsistent — and inconsistency is costing you candidate trust before the first conversation.

Inconsistency isn't a design problem. It's a trust problem. Every misaligned touchpoint tells candidates — and employees — that your brand promise is approximate, not real.

This is fixable.

We build voice and visual systems that give your whole team a shared language — and make consistency the default, not the exception.

branding@brandemix.com · brandemix.com

Here's how we help.

We've spent 20+ years helping organizations build employer brands that look, sound, and feel like one coherent thing — not a committee decision. Here's what that looks like.

EVP Development

We research what's genuinely true about your organization — through employee interviews, focus groups, and competitive analysis — and build an EVP that's specific, defensible, and real.

Delivered 200+ EVPs across industries

Employer Brand Strategy

Once your EVP is validated, we build the brand architecture and messaging system that lets it show up everywhere — from job posts to onboarding to all-hands meetings.

From strategy through activation

Voice & Visual Identity

We define your brand voice and visual system — archetype, attributes, typography, color, photography standards — and build the guide your whole team can actually use.

Award-winning creative & media

Let's talk about what your brand is actually saying.

A 30-minute conversation. We'll look at what you have, tell you what's working, and where to go next.

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bonding through brand strength

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*Make sure it aligns with what you
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We've spent 20+ years making sure organizations sound like themselves — in job posts, on career sites, in interviews, and everywhere else candidates form an opinion before they've even applied.

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