# Choosing and Using Brand Tones

Using voice and tone consistently is essential for creating a strong brand. Grammarly Business allows you to designate different tones as on-brand and off-brand to guide your teams as they write.

## Create Your First Tone Profile

Visit your tone dashboard and use the set-up wizard to create your tone profile. You will be guided through a series of prompts to choose the versions that sound the most like your brand, and Grammarly Business will then recommend a brand tone profile based on your answers.

Alternatively, you can dismiss the set-up wizard and add individual tones manually.

Once the initial brand tone profile is set up, you can review the tone groups yourself and designate them as on-brand, off-brand, or remove the tone group if they are not relevant to your brand voice. Click "Add Tones" in the upper right corner, select a tone group from the drop-down list, specify whether the group is on-brand or off-brand, uncheck any tones that you don't want to include in the group, and add a description.
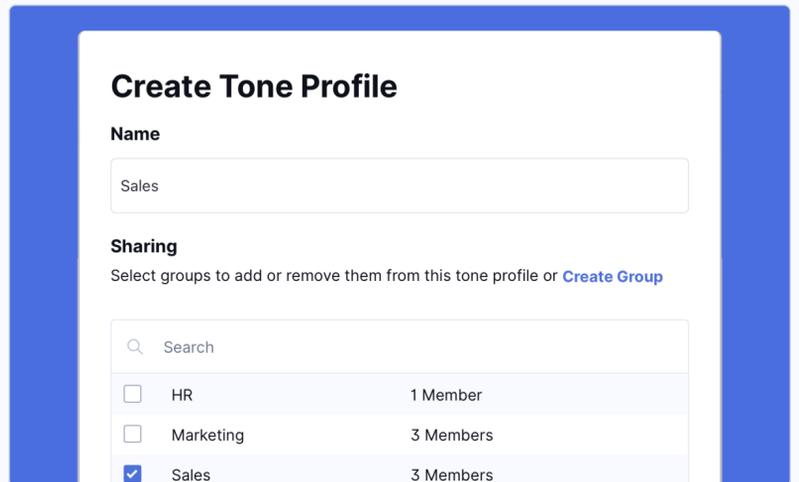
Note: Grammarly Business will still detect individuals tones even if they are not part of your brand tone profile. These non-designated tones willappear without a brand label or customized description.

## Create More Tone Profiles

If different teams write in distinct voices or have needs that require distinct tones, you can create differentiated tone profiles to reflect how you want each group of team members to sound.
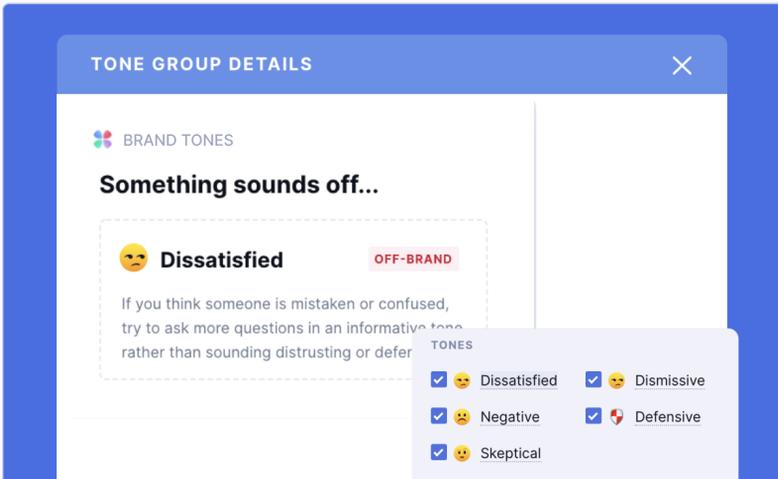
To create another tone profile, click the three vertical dots in the upper right corner and select "Create Tone Profile". Add a name for the tone profile, choose which group(s) to share it with, and choose the visibility setting.

Note: While tone profiles can be assigned multiple groups, any given group can only be assigned to a single tone profile to use.



## Customize Brand Tone Descriptions for Your Team



For each tone group you designate as on-brand or off-brand, you can add a detailed description to help your team understand how that tone relates to your brand. Particularly for off-brand tones, it's helpful to add a description that suggests alternative approaches.

## Choose Where to Give Brand Feedback

By default, your team members will see brand-specific tone feedback on any website where they're writing. If you'd like to show brand-specific tone feedback only on certain websites, click the three vertical dots to select "Settings" in the upper right corner, then choose "Select websites only" and add the URLs where the brand tone feedback should appear.

On all other websites, your team members will still be able to access basic tone detection but won't see on- or off-brand labels or custom descriptions.