

Voice chart [template]

Create a consistent voice for your government agency

Overview

Your website is a product. When people use it, their experience influences how they think about your agency. This includes things like trust, frustration, belonging, and satisfaction.

A voice chart helps you define this experience and how to create it.

[Learn more about voice charts.](#)

Steps

1. Define your top 3 product principles.

Enter them at the top of each column in the chart.

Examples:

- Trustworthy
- Competence
- Efficiency
- Tradition
- Forward-thinking
- Helpful
- Diversity

2. Fill out the chart.

Map your principles against voice dimensions:

- Tone: The emotional feel of the words.
- Vocabulary: Words you prefer to use vs. avoid.
- Say this: Examples of what it looks like in practice.

Chart

Voice dimensions	Product principle #1	Product principle #2	Product principle #3
Tone			
Vocabulary			
Say this			