

AI that sounds like you

Brand Voice keeps your messaging consistent across every platform and channel — capturing your brand's tone, style, and personality so every piece of content reflects your identity, and giving marketers direct control over how their brand sounds at scale.

The problem

- As content multiplies across teams, channels, and formats, brand tone drifts.
- Generic AI is fast, but it sounds like everyone else — not like you.
- The result: off-brand copy, longer review cycles, and a diluted voice.

The solution

Brand Voice teaches Jasper how your brand sounds. Provide real examples — URLs, files, or pasted text — and Jasper builds a working model of your tone, style, and personality that becomes part of every prompt. Where generic tools sound like AI, Brand Voice sounds like you.

■ Key features & benefits

- **On-brand at scale** — keep every output consistent across teams, channels, and languages.
- **Multiple voices** — manage distinct voices for different brands, segments, and content types.
- **Catch tone violations** — flag off-brand copy before publish, with recommended adjustments.
- **Intuitive editor** — tune voice, tone, and style in an editor built for brand teams.
- **Preview before you commit** — compare your voice against generic AI output, side by side.
- **Grounded analysis** — base each voice in up to eight example sources for accuracy.
- **Full control** — edit voice descriptions and excerpts directly, down to every detail.

How it works

1**Name & configure**

Set name, visibility, and use-case tags.

2**Upload examples**

Add URLs, files, or pasted text — 3–5 strong samples.

3**Generate**

Jasper builds a voice model in seconds.

4**Preview & refine**

Compare to standard AI and adjust.

5**Apply everywhere**

Roll it out across your workspace.