



SCOTCH & SODA  
AMSTERDAM COUTURE



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Brand & Style Guide V1.9

 TRANSPECT





# Table of Contents

<b>1. Overview .....</b>	<b>2</b>
1.1 Purpose of this document.....	4
<b>2. Scotch &amp; Soda: the Brand.....</b>	<b>6</b>
2.1 Introduction.....	6
2.2 Scotch & Soda – a strong brand identity.....	7
2.3 Brand and garment names.....	8
<b>3. Tone of Voice Guidelines .....</b>	<b>11</b>
3.1 About the brand voice .....	11
3.2 Target audience .....	13
3.3 Social commerce.....	17
<b>4. Copywriting Guidelines.....</b>	<b>19</b>
4.1 General writing rules .....	19
4.2 The adaptation golden rules.....	20
4.3 Writing garment descriptions.....	20
4.4 Writing newsletters .....	20
<b>5. Content Creation Guidelines.....</b>	<b>21</b>
5.1 Content creation .....	21
5.2 How to write for Scotch & Soda .....	21
<b>6. General Conventions.....</b>	<b>23</b>
6.1 Forms of address .....	23
6.2 Punctuation .....	24
6.3 Abbreviations and acronyms.....	24
6.4 Capitalisation .....	24
6.5 Addresses .....	25
6.6 Times.....	25
<b>7. Reference Material.....</b>	<b>26</b>







# 1. OVERVIEW

## 1.1 Purpose of this document

This document is intended to help you produce work that is accurate and aligns fully with the Scotch & Soda brand guidelines. It describes the values and tone of voice for Scotch & Soda content, as well as the specific spelling, punctuation and format applications.

There are multiple types of copy you may be asked to create. These may include, but are not limited to:

- a Direct communication (mostly emails)
- a Digital webstore and online
- a Offline marketing (including advertisements)

The goal of a localisation project is to adapt the content, both linguistically and culturally, into the target locale. The idea is not necessarily to translate literally, but to understand the principles and style of the Scotch & Soda brand so that you can express them accurately to the local market, in the local language.

In general, all Scotch & Soda content should be creative, clear and authentic. It should also be informal while avoiding clichés and industry jargon. These guidelines describe a style of writing that will help grow the Scotch & Soda brand.

This Brand and Style Guide should be used in conjunction with the client-approved Glossary.







## 2. SCOTCH & SODA: THE BRAND

### 2.1 Introduction

Scotch & Soda is an eclectic and colourful Amsterdam brand creating unique collections for men, women, boys and girls. They've been on the fashion scene since 1985 and today have stores and lovers of the brand all over the world.

Scotch & Soda is a team of discoverers and collectors, scouring the globe for that painting, poem, vintage piece, ruin, or artefact that sparks their never-ending curiosity.

Treasures uncovered on worldly wanders are poured into collections and signature looks that clash eras, classics, places of inspiration, mixing unexpected fabrics and patterns. The men's, women's, children's and living collections, all start life at the brand's canal-side design studio in a former church in the heart of Amsterdam.

Scotch & Soda has over 150 stores, and can be found in over 8000 doors including the best global department-stores and independents, and in its webstore.



## 2.2 Scotch & Soda – a strong brand identity

### Core Values

Scotch & Soda values are at the heart of all the brand does; from garment and collection design, to stories with which the brand communicates.

Authentic Culture: *"Our inspiration can come from any time in history and any place in the world. We hunt high and low in search of the authentic, and we realise that some trash is really treasure. This rich, shared cultural heritage is something to be explored, protected, cherished, celebrated and reinterpreted."*

Stories of Discovery: *"Most brands tell stories. Ours are different. The ones we love draw you in and keep you hooked. The art of storytelling is alive in our products and experiences, as well as in the process of creating them."*

Beautiful Craft: *"We pay attention to the details because thoughtful craftsmanship is the mark of care and quality. We study the classics in order to give them our unique spin – you must learn the rules before you can break them."*

Liberal Thinking: *"We embrace the open-minded liberalism of our home town, Amsterdam, where people are free to explore the world around them and express their individuality. This 'Leven en Laten Leven' (live and let live) society gives rise to boundless creativity and unbridled self-expression."*



## 2.3 Brand and garment names

### 2.3.1 Brand name presentation

When referring to the brand, only use the name 'Scotch & Soda'. **Scotch & Soda** should be written with the first letter of both words capitalised and with an ampersand.

Do not write:

- a In lowercase: scotch & soda
- a In one word: Scotch&soda
- a With "and": Scotch and Soda

### 2.3.2 Garment, collection and product names

When referring to garment and product names please reference either the official website or any reference material provided to you.

Garment (e.g. skirts and trousers) and product names (e.g. fragrance and card holder) should be translated unless stated otherwise in the glossary. However, collection names (e.g. Felix the Cat) and fitting terms such as 'skinny fit' and 'regular fit' should not be translated for any language in any situation. If ever there is any doubt, always contact the TransPerfect Project Manager for clarity.

The first word of garment ranges should always start with a capital letter followed by lowercase for the next word. Garment titles should always be written with a capital at the start of each word:

<b>Garment range</b>	<b>Garment title</b>
Unlimited beauty	Embroidered Velvet Chino
New vintage	Velvet-lined Puffer Coat
Colour crafting	Lurex Contrast Collar Top



**Important**

Garment and product names should only be replaced by an approved glossary translation. Make sure that the trademarks and registered brands are kept in their original form in English.









## 3. TONE OF VOICE GUIDELINES

### 3.1 About the brand voice

The Scotch & Soda tone of voice is the personality that comes across in the way the brand communicates. It's an essential part of its identity and culture. Scotch & Soda's Amsterdam roots anchor its character:

*"We're informal (we write like we speak and we're comfortable with slang and idiomatic language, so long as our audience understands us)."*

*"We shoot from the hip and we're not afraid to say what we think."*

*"We borrow words from anywhere in the world to make our point."*

*"The rest is driven by our brand personality."*

#### Curious

- a Our stories should lure you in like a tale of discovery
- a Don't explain everything. Hold things back and create mystery
- a Ask intriguing, open questions and make people think
- a Freckle copy with unexpected words
- a Leave the audience wanting more, with one eye on the next adventure

#### Optimistic

- a Keep copy upbeat and lively. Detonate with energetic verbs
- a Capture the positive form, unless the negative has a particular power (e.g. impossible is nothing)
- a Vary length of sentences. Short ones add punch
- a Finish with a bang

#### Irreverent

- a Poke fun at the conventions of the fashion world
- a Be playful with language and invent words if you need to
- a Take well-known phrases and twist them
- a Take risks, it may lead to discoveries



## DO:

- a Be informal
- a Show personality
- a Have an opinion
- a Spark curiosity
- a Ask questions

## DON'T:

- a Use corporate language
- a Insult or disrespect
- a Use predictable language
- a Be inconsistent with the Scotch & Soda tone of voice
- a Translate hashtags





### 3.2 Target audience

Scotch & Soda fans are young men and women (late twenties to mid-thirties). Beyond age, Scotch & Soda collections are made for a certain state of mind. Equal parts style and substance, the growing fan base is made up of worldly and adventurous souls with a natural confidence in who they are:

- a Looking for the thrill of discovering something unexpected
- a Urban dwellers who love to travel
- a Creative and independent (in their work and lifestyle)
- a Connected at home and on the go (tech-enabled, not tech-fixated)





## Scotch man

The Scotch man fully expresses his creativity in his daily city life and loves to travel the world as much as he can. This is reflected in his mix of garments - combining city essentials with globally inspired pieces.

Always on the move, he considers both his home city and his travel destinations as places of discovery. Places where he can unearth the next treasure to add to his mix-of-everything apartment or wall of vintage vinyl.







### Scotch woman

The Scotch woman is equal parts style and substance. Her creative job takes her around the world – she may even have lived in different countries. Her wardrobe reflects her travels and has turned her into a bit of a collector. She loves architecture and the great museums, galleries and the vintage markets she gets to visit around the world. They've influenced her interior at home – she loves rearranging her place after every trip – absorbing all her new finds.





BLAUW  
BLUE NIGHT



### 3.3 Social commerce

Scotch & Soda is active on Facebook, Instagram, Pinterest, Twitter, YouTube and LinkedIn. Via these channels the brand connects with fans, inviting them into the world of Scotch & Soda.

#### Social Media

<https://www.facebook.com/ScotchOfficial>

[https://www.instagram.com/scotch\\_official/](https://www.instagram.com/scotch_official/)

<https://www.pinterest.ie/scotchofficial/>

<https://www.linkedin.com/company/1014429>

<https://www.youtube.com/user/ScotchSodaOfficial>

[https://twitter.com/Scotch\\_Official](https://twitter.com/Scotch_Official)



Scotch & Soda

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Scotch & Soda

20 February at 17:10 · 🌐

Latest Amsterdam Blauw denims have dropped and you've explored here: <http://bit.ly/2CsTeL9>



Like

Comment

125

6 shares



Comment on this post...







## 4. COPYWRITING GUIDELINES

### 4.1 General writing rules

Scotch & Soda's home city is where it all begins: home to over 180 different nationalities, Amsterdam is rich in cultural diversity – something the brand strongly believes makes this place so buzzing and special. Scotch & Soda's brand campaign 'From Amsterdam, From Everywhere.' embodies this. Drawing, sharing, mismatching ideas from at home, or further afield, ignites a constant flow of creativity and new ideas. As Scotch & Soda says: 'we're home of the mash-up'. Scotch & Soda believes that all cultures enhance our world – and the language should reflect this perspective.

Scotch & Soda describe themselves as a dedicated team of discoverers and collectors, continually in search of the unique. The stories the team return with spark the collection themes.

Always bear in mind the brand values when referring to stories of discovery and exploration:

- a Authentic culture
- a Stories of discovery
- a Thoughtful details
- a Liberal thinking

It's imperative to use the correct terminology when referring to culturally-specific or sensitive topics (i.e., rather than use the word 'oriental' (not deemed politically correct in the US), write 'inspired by the Far East'). If there is any doubt about how to phrase a cultural reference, please check with the Scotch & Soda in-house copywriters.

Always be mindful of the continually evolving (media) landscape and changing language conventions when it comes to the above topics.

Some markets are more sensitive than others. We are a global brand and our writers should understand the issues at play and demonstrate utmost sensitivity.



## 4.2 The adaptation golden rules

- a Consistency is key
- a Grammar and spelling is faultless
- a Be honest and believable – sincerity and authenticity go a long way
- a Be engaging, not confrontational. Invite, don't demand. Entice, don't boast
- a Wit and humour are welcome in the right context
- a Use adjectives and adverbs with consideration of their effectiveness
- a Minimize superfluous superlatives. Describe and explain but don't exaggerate
- a Avoid repetition: use "our new signature store" in one sentence and in another "our flagship boutique"

## 4.3 Writing garment descriptions

When writing garment descriptions use approximately 40 words per garment. Describe specific attributions and details significant to the garment.

Use the word 'and' as opposed to '&' for product descriptions. One to ten is written out, after that use numerals. Consider the cut, fit, fabric, finish and any special details when writing about a garment or product. Think to yourself; could the reader envision this product without seeing a photo with only my written description?

## 4.4 Writing newsletters

When receiving a newsletter, the reader does not want to be overwhelmed with text. A quick scan of the newsletter should be enough to entice the reader to continue reading and click the links. Calls to action should be a conclusion of the body copy.



## 5. CONTENT CREATION GUIDELINES

### 5.1 Content creation

Writers should understand the key message and convey this to the audience without losing information during the translation. Glossaries and scotch-soda.com can be very influential when copywriting. Always take advantage of these and always avoid unnecessary and complicated terminology. So, remember:

- a Before starting, become familiar with the brand's tone of voice and collections
- a When writing bear in mind the brand's target audience
- a Before submitting your work, always proofread. Rereading text can prevent mistakes

### 5.2 How to write for Scotch & Soda

#### Focus on your ideal customer

- a Write in a way that is natural to Scotch & Soda and attracts the audience
- a Be curious and passionate
- a Be clear and concise, relaxed but not colloquial
- a Choose words that resonate with Scotch & Soda fans

#### Entice with benefits

- a Consider the effectiveness of each of your features
- a How does your product meet the customer's needs?
- a Don't make meaningless claims; articulate the qualities of any given product clearly and briefly

#### Avoid 'Yeah, Yeah' phrases

- a Don't use bland phrases like 'excellent product quality' – yeah, yeah, that's what everyone says!
- a Product details, such as fabrics and their attributes, allow customers to make an informed decision on their purchase



# SCOTCH & SODA



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## 6. GENERAL CONVENTIONS

### 6.1 Forms of address

When signing-off of communication from Scotch & Soda please use the following:

Scotch & Soda  
Name  
Function

So, for example:

Scotch & Soda  
Annie West  
Head of Marketing





## 6.2 Punctuation

Always apply the punctuation rules applicable to the language in question. Rules may differ from country to country so pay close attention. Incorrect punctuation leads to a message different from the one you are trying to get across.

## 6.3 Abbreviations and acronyms

As a general rule, do not use abbreviations excessively. Write out the full expression unless you have been instructed otherwise.

When the abbreviation first occurs acronyms should be written out and then followed by the acronym in brackets. From then on, use the acronym.

## 6.4 Capitalisation

Use capitalisation rules for your target language.

For headings and subheadings, use title case (first letter of each main word capitalised) or sentence case (first letter of first word and proper nouns capitalised). If in doubt, follow the source (first letter of first word and proper nouns capitalised).



## 6.5 Addresses

Only translate country names when translating address.

## 6.6 Times

Use the 24-hour European clock. Use a colon as a separator.  
For example: 08:30 or 16:15





## 7. REFERENCE MATERIAL

It is of the utmost importance that you use the approved Glossary and Brand & Style Guide as a reference for your work. The Scotch & Soda website should reference the majority of terms that you need. If you are unable to find a certain term or word please refer to the following sites:

[http://www.google.com/advanced\\_search?hl=en](http://www.google.com/advanced_search?hl=en)

<http://www.wolframalpha.com>

### Fashion dictionaries

<http://wwd.com/fashion-dictionary/>

<http://www.thatitgirl.com/fashion-terminology-glossary/>

<https://www.paulfredrick.com/help/helpdetail.aspx?helpid=glossary>





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