

Brand Voice Mindful Baking

4/1/17

Character / persona – Who does your brand sound like? If you picture your social brand as a person (a character), here is where you can flesh out this identity with specific attributes that fit who you want to sound like online.

- Caring
- Enthusiastic
- Fun
- Friendly

Tone – What is the general vibe of your brand?

- Humble
- Direct
- Earthy (Or Down to earth)
- Meaningful

Language – What kind of words do you use in your social media conversations?

- Funny
- Lighthearted

(these above two are how our current social media is worded, I'm not sure they are lining up with the rest of this)

- Earnest
- Simple
- Informative
- Playful

Purpose – Why are you on social media in the first place?

- Educate
- Connect
- Promote
- Delight

Our Core Values:

Care (Conscientiousness)

Craft

Innovation

Community Building

Culture – What does your company stand for? What makes you stand out from all the others who are after the same audience? Your unique qualities make your culture special, and these should be a pillar of developing your voice.

I'm reading this as more company culture, ie who we are as people.

- Inclusion
- Care
- Commitment
- Fairness
- Social Justice

Community – Listening can reveal how your community speaks and can help you speak easier with them and to them. You can use their language and meet them on their terms.

- Our community probably listens to NPR more than once a week.
- They are engaged and active in their families and neighborhoods.
- They care, they get it, they are with it.
- They ask questions, even if it means admitting they don't know something.

Translating the above into written and spoken communications, I think we have to work at the top of our intelligence, not speak down to them, respect them, be honest with them. Address their concerns and if we can't answer a question immediately, we have to research it and get back to them ASAP.

Conversation – Personality and authenticity are key here. What do you want to add to the conversation? As you think about what you can offer, you'll start to see a better picture of where your voice might fit.

Like our customers, I think we have to ask questions. Can we do things better? What products can we make that they would want? I think we have to work a little harder at starting conversations that resonant with them (at least on social media, I think we do a good job with this at Farmer's Markets and event marketing).

Target Emotions

Every bit of marketing from Mindful Baking should make the customers feel one of these ways:

- Engaged
 - Connected
 - Like they are fulfilling a deeper purpose
 - Like they are giving back to the community
 - Like they are paying a little more to get the best (making a smart investment in themselves and their health, in other words)
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Writing Style Guide

MECHANICS

SENTENCE LENGTH - Short in general, but shouldn't be afraid of longer constructions when needed.

Grammar: Conversational, but educated. Language should be plain, without pretension, but not dumbed down in anyway. Should loosely follow the Chicago Manual of Style.

Examples of copy used in different contexts:

Facebook/Instagram: Excited to unveil the new cupcake this month! Feast your eyes on this beauty... (photo)

Web Copy: Now presenting our brand new cupcake of the month. Say hello to this gorgeousness. We use fresh Freckleberries from Creek Ridge farm to craft this work of art. It took us nearly ten tries to get the recipe just right. But it was well worth the effort. (photo)

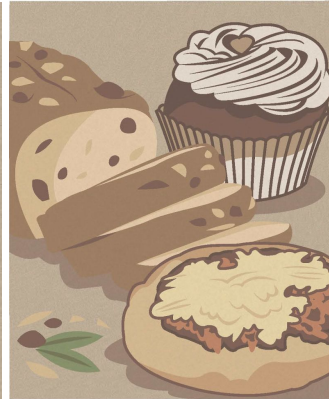
Product Packaging: Brand New Flavor! Made with locally farmed Freckleberries.

Promotional Postcard/ Back of Package (if room on package): We use fresh Freckleberries from Creek Ridge farm to craft this work of art. We're continuing our relationship with Creek Ridge who also supply the Rappaport Apples in our line of Rappleport Bread. We're proud to support a family-owned organic farm that's been proudly growing made up fruits and vegetables for generations.

Graphics Style Guide



Business Card Front



Business Card Back

Above is business card. This a good representation of color palette, graphic style and fonts that should be used across our branding to remain consistent.

Color Palette - Earth tones, muted, browns, greens, blacks and reds.

Graphic Style - Clean, with hard edges and implied shadows.

Fonts:

Segoe Script (body):

*Six big devils
from Japan
quickly forgot
how to waltz.*

Kashuan Script (Headers, Titles):

Kaushan Script AaBbCcDdEeFfGgHhIiJjKkL

Hero Light (Sub Heads):

Hero Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890