



Guidelines

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Tone of voice

Guiding principles

1. WARM

Character and gentle humour are key, so keep things playful. We aim to raise a smile with our copy, so choose words and phrases that bring warmth and charm to our messaging.

To add personality, opt for words that evoke a sense of welcoming and friendliness.

E.g.

- Hello, sunshine.
- Life's messy - so grab a napkin.

2. SIMPLE

Steer clear of flowery language. SOHO focuses on what's good and simple, offering a purity that's all about quality products and a wholesome, relaxed experience.

E.g.

- This'll hit the spot.
- Sunshine flavours.

3. STORY

SOHO are all about telling the story of their menu - where the ingredients are sourced, and how each dish is dreamed up then brought to life by our in-house team of taste-makers. It's important to let that passion and dedication to creating shine through in the copy.

E.g.

- If it's ham, it's thick-cut gammon. If it's cheddar, it's extra-mature. If it's bread, it's handmade by our West-Country baker. Made by foodies, for foodies.
- Herbs chopped, spices ground, chicken marinated, veggies roasted, lemons zested, peppers drizzles... Made by foodies, for foodies.

Top-level messaging

This messaging is intended to guide the mood of all SOHO's content across the board.

- Roasters, bakers, artisan taste-makers.
- Triple-certified: 100% organic, Fairtrade and Rainforest Alliance certified.
- Handmade fresh in our kitchen, every day.
- Handmade by us, for you.

Conversational messaging

1. WEBSITE

This messaging appears across SOHO's website - it helps to convey warmth and positivity in a conversational way.

ETHOS

Header: The SOHO story.

Body: We're here to brighten your day; in fact, it's been our priority and our passion since we opened our first store in Cheltenham in 1999. Choose from our menu of deliciously fresh dishes, each prepared from scratch in our own kitchen, and try our signature SOHO Roast - it's been Fairtrade since day one.

FOOD

Header: Let it shine

Body: We only serve food we'd love to eat ourselves; fresh, flavoursome and out of the ordinary. Whether you're eating in or on the go, there's something delicious to suit every mood - from light to indulgent and everything in between. Savour a breakfast sandwich cooked to order, pick up a pastry baked fresh this morning or tuck into our range of wraps, salads, melts and jacket potatoes.

COFFEE

Header: This'll hit the spot

Body: We know great coffee puts a spring in your step - that's why our baristas take so much care over handcrafting each one. To make sure we always make your day, we only use the finest ingredients; our coffee beans are Fairtrade and organic, always. They're 100% Arabica too, grown at high altitude for the most flavoursome blend.

Body: We source our Arabica coffee beans from Fairtrade-certified farms in Central South America. Grown at a high altitude, the beans grow naturally slowly - that's what gives them their distinctively rich flavour. They're then traditionally drum-roasted to our unique recipe, and packed within 30 minutes to ensure the freshest flavour.

Conversational messaging

2. SOCIAL

This messaging appears across SOHO's socials - it helps to convey warmth and positivity in a conversational way.

The following are examples only; a suggestion of how a social post might look.

- Our team of taste-makers are always dreaming up new recipes, sourcing the perfect ingredients to bring each dish to life.
- We source our Arabica coffee beans from Fairtrade-certified farms in Central South America. Grown at a high altitude, the beans grow naturally slowly - that's what gives them their distinctively rich flavour.
- We're Fairtrade, so we know that the farmers who grow our coffee beans are getting a fair price. You can't say fairer than that.

N.B. When writing social copy, don't be afraid to express personality by adding one or two emojis.

Choose according to the content of your message, and always opt for upbeat emojis; for example, if the post referred to sandwiches and was posted on a warm day, you might use a sandwich emoji followed by a sunshine emoji to round off your social post.

Conversational messaging

3. SHORT

This messaging is best suited to packaging, interiors and in-store decals.

- Roasters, bakers, artisan taste-makers
- 100% organic, 100% Fairtrade, 100% Arabica... and all yours to sip, and savour.
- Perfect for sharing - or just treating yourself. Go on, we won't tell...
- Our cakes and pastries are handmade by our baker, to our special recipes. Time to tuck in...
- From growing, picking and roasting to blending, grinding and serving, we put our heart and soul into making coffee you'll love.
- We're proud to serve our very own SOHO Roast. Our rich blend is taste-tested up to fifty times to make sure it's just right... take a sip, and see for yourself.
- Fresh, handmade goodness: it's in the bag.
- If it's ham, it's thick-cut gammon. If it's cheddar, it's extra-mature. If it's bread, it's handmade by our West-Country baker. Made by foodies, for foodies.
- Chopped, marinated, roasted, drizzled, spiced, seasoned... by us, for you.
- At SOHO, we take care of every delicious detail. Our team of taste-makers work around the clock to dream up unique flavour combinations, source the finest ingredients and make each sandwich, wrap and bloomer from scratch.
- From dreaming up unique flavour combinations to hand-preparing every ingredient, we take care of every delicious detail.

Conversational messaging

4. ONE-LINERS

- Let's get cosy.
- This'll hit the spot.
- This'll make your day.
- Hot stuff.
- Grab a bite.
- A little bag of the good stuff.
- Let's cause a stir...
- Hello, sunshine.
- Let's brighten your day.
- Look on the bright side.
- Shine on.
- Sunshine flavours.
- Sun-drenched flavours.
- Walking on sunshine.
- You missed a spot...
- Thrills and spills...
- Made for mess.
- Perfect for sticky situations.
- In a sticky situation?
- Soak it up.
- When life gets messy...
- #7 is on us.
- Sweet enough?
- In good hands.
- Cake, what cake?

Informative messaging

This messaging is suited to packaging and SELs, designed to inform and guide the customer.

- Take me to be toasted
- Heat me
- Careful: hot!
- Made fresh in our kitchen.
- Tick if you fancy receiving offers and news emails from us.
- Heat me at the counter, then tuck in.
- Please help us do our bit for the environment by reusing or recycling me.
- I'm made of recycled material - so let's keep a good thing going, and recycle me again!