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# Brand Strategy & Direction Guide

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**THE DAILY SPECIAL  
JUICERY & CAFE  
Brand Strategy & Direction Guide**

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T E R E S A V I L L E G A S D E S I G N

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# Welcome

Welcome to your Brand Strategy & Direction Guide. This document contains all you need to use your brand's strategy in words, messaging, and visual style in any content you publish in print and/or digitally to ensuring it remains consistent throughout. Please use this guide as a solid first step in your branding process until you feel ready to move forward with a complete custom designed brand identity and website.

# Table of contents

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<b>1. Brand Foundations</b>	4	<b>3. Brand Messaging</b>	12	<b>4. Brand Positioning</b>	22	<b>7. Creative Direction</b>	30
Your brand goals	6	Your One-Liner	13	Competitor analysis	23	Brand personality	31
Your brand purpose	7	Showing empathy	14			Color Palette	32
Your brand values	8	Showing authority	15	<b>5. Your Website</b>	24		
		Testimonials	16	Your website cta	25	<b>Typography</b>	36
<b>2. Customer Information</b>	9	Positive outcomes	17	Your website layout	26	Font suggestions	37
Your ideal customer	10	The risks	18	Your website layout	27		38
Your customer's problems	11	The plan	19	Lead magnet	28		39
		Quotes	20	E-mail sequence	29	<b>Moodboard</b>	40
		Your ideal client avatar	21				

# 1. Brand Foundations

Your brand is more than a name or a logo. It's your reputation, the sum total of everything you say and do. Your branding and strategy is about defining a plan to build the best relationships possible with your intended audience. This guide gives you that plan with verbal messaging and visual design direction so you can grow your brand with confidence and clarity.

# Brand strategy

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Your goals

Your purpose

Your Values

# Your Goals

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To provide organic, raw, vegan food, and cold-pressed juice currently selling to customers at 3 local Tucson's Farmers' Markets. Expanding to include an online store for taking pre-orders and delivery and a brick and mortar cafe in the near future.

# Your Purpose

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We are on a mission to help enlighten, encourage, and promote healthy food choices for positive impact on people's health and the health of our planet.

# Your Values

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## | **Raw & Alive**

Nutrient dense,  
bio-available

## | **Locally Made**

Supporting your  
local community

## | **Small Batch**

Quality control and  
attention to taste

## | **Organic Food**

Organic farming  
uses sustainable  
agriculture

## | **Sustainable**

Using glass  
containers prevents  
adding to the  
plastic waste in  
our oceans

## | **Delicious**

You can taste  
each flavorful  
layer of the  
juice ingredients  
because of the  
cold-pressed  
process



# 2. Your Customer Info

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Your ideal customer

Your customer's problems

# Your Ideal Customer

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| **Health conscious people**

who care about what they put into their bodies

| **Young adults, both male and female in their mid 30's**

who are active

| **Millennials and college students**

who have discretionary income

| **People who care about the environment**

and appreciate the use of glass bottles.

| **Busy health conscious professionals with young families**

# Your Customer's Problems

Using Storytelling Principles

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| **Customer's Desire:** They want to buy fresh organic food, sustainably packaged, to live a healthy lifestyle with the ease of not having to make it themselves.

| **Villain/Protagonist:** Store-bought "100% natural fruit juice" pasteurized with added artificial sweeteners and preservatives, in plastic bottles.

| **External Problem:** "I need delicious, organic, healthy food freshly prepared, thoughtfully packaged and easily accessible."

| **Internal Problem:** "I need prepared organic food so I can feel good about what I eat and what I buy without the guilt of contributing to global warming."

| **Philosophical Problem:** Everyone, no matter their income level, deserves to eat healthy and have access to organic nutrient rich food to feel energized and happy.

# 3. Brand Messaging

## Using Storytelling Principles

### Your one-liner

This is your one-liner that you and your team want to commit to memory. Paint a mural on your office entry wall, on coffee mugs, t-shirts, whatever helps you to memorize it so that your mission is clear to absolutely everyone.

### Showing empathy

Use these statements to let your audience know you understand their problems and their needs. Real empathy means letting customers know you see them as you see yourself. People trust those who understand them, and they trust brands that understand them too.

### Showing authority

People want to know you have experience and competence. For the homepage of your website 1-2 sentences is enough because all people really need to know at first is that you are an experienced professional and equipped to help them.

### Testimonials

Keep testimonials on your website very short and feature the most compelling sentences that potential customers can connect with. Let others do the talking for you.

### Positive outcomes

What you want your audience to achieve. What kind of feeling, experience, or transformation they can have after working with you and/or buying your products.

### The risks

These are statements that your audience can have or experience if they continue to do nothing, or if they don't work with you or buy your products.

### The plan

Break down the process into 3-4 easy steps for how people should work with you to get the success they want. These can be simple titles for each step. The goal of listing the steps is to make contacting you less intimidating.

# Your One-Liner

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| **“We provide on-the-go health conscious people with local, freshly prepared organic cold-pressed juices in glass bottles to stay healthy, have renewed energy and make a difference.”**

# Showing Empathy

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| “We know it can feel overwhelming about what food choices to make when there is so much conflicting information.”

| “We know what it’s like to feel helpless under circumstances of COVID-19 and having to make choices on a limited budget.”

| “We understand the challenges of reusing, and recycling aren’t always available and options are limited.”

| “We understand your time is valuable and making small batch cold-pressed juice requires special equipment and is labor-intensive.”

| “We know the prices of organic can feel prohibitive, but like anything made with high quality ingredients and sustainability in mind, the benefits to people and the planet outweigh the cost.”

# Showing Authority

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| “For over 20 years, Kellie Ann has helped businesses, cancer support groups, and private families by creating nutritionally prepared food, and educating and advocating the benefits of a healthy raw vegan lifestyle.”

| “Kellie Ann’s extensive background in nutrition, her passion and experience as a professional Holistic Health Coach and catering as a Certified Raw Vegan Chef, along with following her passion to help others improve their lives has given her a unique position with opening The Daily Special Juicery & Cafe.””

# Reviews & Testimonials

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**Get reviews and testimonials from relevant customers who have purchased your products or worked with you. Good questions to ask:**

- 1.** Why did you buy my products?
- 2.** How was your health and lifestyle before you found my products? After?
- 3.** What is your favorite thing my products?



# Positive Outcomes

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**| “You will be able to confidently buy from a business that uses organically farmed produce that also uses sustainable packaging.”**

**| “You will have easy access to healthy food choices.”**

**| “You will feel a greater sense of well being, more centered, and radiate calm confidence.”**

**| “Everything you eat from our juicery & cafe will inspire you to taste better, be better, and do better.”**

# The Risks

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| **“Buying food in plastic containers contributes to global warming. Only 8.4% of plastic actually gets recycled.”** (Source: Environmental Protection Agency)

| **“Perpetuating the mindset of not being “worthy” will hold you back from having the healthy lifestyle you want and deserve.”**

| **“Buying store-bought pasturized juices that have significantly reduced nutritional value, added preservatives, and added artificial nutrients is not supporting the health choices you want to make.”**

| **“Let go of the added stress of wondering where to buy prepared juices and food products that are organic, cold-pressed, live, small batched, and sustainably packaged.”**

# The Plan

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| **Step 1.** Pre-order and Pay online

| **Step 2.** Pick up at your local Farmers' Market

| **Step 3.** Enjoy your organic, glass bottled nutrient dense juice. Repeat.

# QUOTES

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| **“I can’t control everything in my life, but I can control what I put in my body.”**  
–Author Unknown

| **“Every dollar you spend or don’t spend is a vote you cast for the world you want.”** –L.N. Smith

# Your Ideal Customer

<b>NAME</b>	Jennifer Evner
<b>AGE</b>	37
<b>LOCATION</b>	Tucson, AZ
<b>OCCUPATION</b>	Natural Dentist
<b>ANNUAL INCOME</b>	\$ 110,000
<b>MARITAL STATUS</b>	Married



## ABOUT JENNIFER

Jennifer Evner is a 37-year old female dentist from Tucson. Her dental practice specializes in Natural Holistic Dentistry. For the past 10 years, she's been educating her patients and community about her different approach to oral healthcare which acknowledges that the mouth and the body are connected and as such share diagnostic indications. Her mission is to enable her patients to make informed decisions about their oral healthcare in relation to their whole body. Equally understanding the connection of her supply chain and the materials she uses and the waste produced in her practice, she believes in taking steps to make her business more healthy and sustainable by choosing to use post-consumer waste paper, recycling and removing any single use plastics as much as possible.

Outside of her professional life, she's also intentional about what it takes to provide her young family a steady diet of organic healthy food and simultaneously run a busy dental practice. She values the benefits of eating an organic, plant based diet, and is always looking for easy ways to incorporate it into her daily life.

She appreciates the local Farmers' Market to stock up on her weekly shopping needs and loves coming across time saving, prepared healthy food she knows her kids will love, and the added bonus of attention to sustainable packaging inspires her to continue to strive for a more conscious circular lifestyle.

# 4. Brand Positioning

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Competitor analysis

# Competitor Analysis

	JUICEBOSS	JULIAS JUICES	JUBYTRUE
WHAT THEY DO WELL?	<p>"LIVING+RAW fresh pressed every morning." They do really simple minimal design well. They do Farmers Market, Brick n Morter cafe store, and Delivery</p> <p><b>Link to website</b></p>	<p>"Farm to Glass" Beautiful big colorful photos. Lots of options to get her juices and food such as a cafe and brick n mortar cafe store. Nice Farmers Market page that shows interactive Google! Maps of locations, They use biodegradable cups, spoons straws, glass jars.</p> <p><b>Link to website</b></p>	<p>True Food Kitchen. Every 16-ounce bottle of juice contains five to seven pounds of raw, 100% organic produce that is cold-pressed and never pasteurized.</p> <p><b>Link to website</b></p>
WHAT THEY DON'T DO WELL?	<p>Comes off a bit sterile and detached. They have their menu on the home page instead of showing their items to order. It looks like they use glass bottles, but they don't say anything anywhere about their packaging.</p>	<p>The website homepage top navigation is crowded and you don't know where to begin. The information hierarchy is confusing and disorganized. You can't order online.</p>	<p>They use plastic bottles. They don't sell online, have to go to True Foods Restaurant to order.</p>
HOW CAN YOU IMPROVE ON THIS?	<p>They don't talk directly to their audience or invite them into a story. Add your friendly brand messaging to engage customers get to know, like, and trust you, then they will buy from you. Talk about your sustainable glass bottles.</p>	<p>Include clear minimal top navigation on your site, lead customers down the page with products and explain how customers can buy from you in 3 easy steps. Add a testimonial. Add Health Benefits and Nutritional value of each juice blend description.</p>	<p>Emphasize ease of ordering online/ pickup at the Farmers' Market. Emphasize your use of sustainable bottles over plastic.</p>

# 5. Your Website

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Main call to action

Website layout

Lead generator

Email sequence



# Main CTA

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## | **“Order Now”**

Create a large “Order Now” button in the upper right hand corner of your website navigation and/or in the Hero area of your websites homepage, and repeat the same CTA over and over again on your homepage.

## | **Home Page Main Navigation:**

Juices  
NutMilks  
NutCheeses  
Vegan Snacks

## | **Footer Area:**

About  
Contact  
FAQ's  
Blog  
Store Policies/Refunds

# Website Layout

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Read our downloadable PDF “What Makes an Effective Website” as a blueprint to illustrate the following suggestions you could include on your website.

## | **Hero Section**

You can use your one-liner or write another aspirational offer. This is the place where you clearly and concisely state 1. What you do or sell 2. How it will transform/make their life better and 3. What they need to do to work with you or buy your products (like a CTA).

## | **Pain Point Section**

Use one of your brand messaging sentences that directly addresses one of your customers’ problems and follow it up with an **empathy statement** and/or **positive outcome statement**.

## | **Products Section**

This could be your featured Juice products section first, like your Best Sellers, or your Daily Specials. Then your other products like your Nutmilks, Nut Cheeses, Vegan Snacks.

# Website Layout

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*continued from previous page*

## | **Lead Magnet Section**

Put this on your homepage to collect potential customers' email addresses for your email marketing campaigns. Offer a downloadable PDF or something of value your ideal audience will love.

## | **Testimonial Section**

This is where you would add a testimonial, include the customers name and photo if possible to show authority.

## | **Plan Section**

Include a list of the 3-4 easy ways to purchase your products. Step 1., Step 2., Step 3... Maybe add in a **risk statement** to use the psychological trigger of using “loss aversion” language to convince them they need to take action.

## | **Footer Section**

Use this area to list links to other pages in your website.

# Lead Magnet

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**| Title: How to Make Your Own NutMilk, No Soaking and Under 5 Minutes”**

Tagline: “Quick and Easy - CashewMilk”

This is just one idea, but we believe many health conscious people are always looking for new recipes to feed their families. By providing some easy vegan recipes to download as a PDF about how to do that in their busy active life would be very valuable.

Make a section on your homepage for the lead magnet and/or create a popup with the same lead magnet too. You can do this in Mailerlite.

# E-mail Sequence

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## | **We recommend using Mailerlite for email marketing**

It's free up to 1,000 subscribers and it's visually easy-to-use when creating sequences. It also integrates seamlessly with Shopify. They even have tutorials and an academy for learning everything about how to use Mailerlite and e-mail marketing.

We recommend having all of your lead magnet email sign-ups (the section on your homepage) and popup go to one email list, then make a trigger that when anyone signs up for that lead magnet, they will start receiving your welcome sequence automation.

We recommend having 4-6 e-mails in that sequence that offer your potential clients tips and advice that add value to their lives. Definitely offer them some advice or tips relevant to cold-pressed juice, organic vegan raw food, why it's good to use sustainable packaging, and making healthy lifestyle choices. You can also encourage them to order your products online with links to your website.

# 6. Visual Direction

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Brand personality

Color palette suggestion

Moodboard visual inspiration

Font suggestions

# Brand Personality

| Friendly

| Informative

| Passionate

| Eco-conscious

| Inspiring

# Color Palette

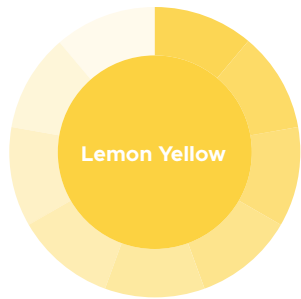
Your brand is underpinned with a color palette designed to be fresh, cheerful, and distinctive. Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that your color palette is applied consistently.



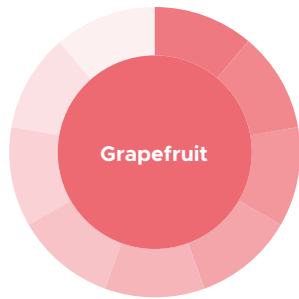
# Color Palette for TDS Juicery & Cafe

The primary color palette is constant throughout all communications. A color hierarchy has been implemented, ranging from Lemon Yellow being the most important to Milk being the least used.

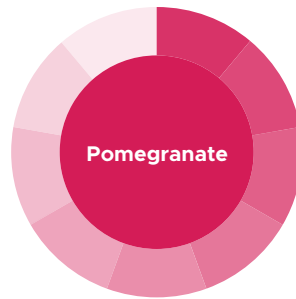
Pomegranate and Grapefruit are mainly used for conveying importance. Whilst Dark Grey is predominately used for text. Salmon and Milk are mainly used for background washes.



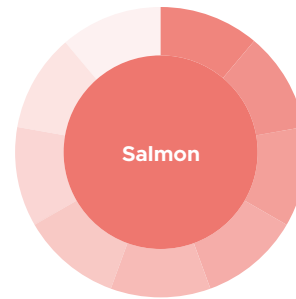
HEX  
#FCD241



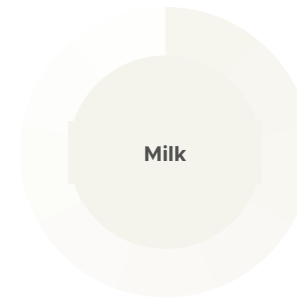
HEX  
#ED6A72



HEX  
#D41C572



HEX  
#E1E1E1



HEX  
#F5F4EC



HEX  
#3A3A3A

## Color

### Primary Color

Lemon Yellow is bright and happy. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colours, you can use this color in incremental tints. These tints are increments of 10% - 90%, 80%, 70%, 60%,

50%, 40%, 30%, 20% & 10%. Avoid using any other tints. Color is a key element of this design, therefore it is important that Pantone colours are used to print the designs rather than CMYK.

# Lemon Yellow

HEX #FCD241

10%

20%

30%

40%

50%

60%

70%

80%

90%

## Color

### Secondary Color

Grapefruit is Bold. It's a colour that works best at 100%. If there is an occasion when you need to create contrast without adding extra colours, you can use this color in incremental tints. The tints are increments

of 10%. 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%. Avoid using any other tints.

#### Colour Values

Please note the information provided here is just for display purposes only.

#### Background

To edit the background unlock the layer first, then ungroup.

# Grapefruit

HEX #ED6A72

10%

20%

30%

40%

50%

60%

70%

80%

90%

# 7. Typography

# Typography

## Suggested Fonts

Rachel is a suggested display font you can use as a word mark for now. Use it in all instances where a logo is required until you have it custom designed. It is a fun, clean, modern, and legible typeface.

Because your brand name has a newspaper editorial sound/feel and it's length of words, we suggest you keep all the words in lowercase to imply a more fun, and rebellious brand with a tighter kerning between the letters.

Rachel

the daily special  
juicery & cafe

À Á Ã ABCDEFGHIJKL  
MNO PQRSTU VWXYZ  
à á â ã ä å abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@#\$%^&\*()+  
Æ Ç È Ø £ å æ ç

Aa

# Font

## Suggestions

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### Lust Script

Tracking: 10pt

Leading: 35pt

Available from:

Font Squirrel

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

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### Aphrodite

Tracking: 10pt

Leading: 35pt

Available from:

Font Squirrel

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&\*()\_+{}[]\|:;”<>,.?~

£ÃÆÇÈØ×ßÜåæç

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### Gil Sans Light

Tracking: 10pt

Leading: 35pt

Available from:

Font Squirrel

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&\*()\_+{}[]\|:;”<>,.?~

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# 7. Moodboard

Your visual design and style should reflect the real feelings you want your brand to portray. It should convey a unique perspective on the dynamic nature of your values, people, communities, and the changing world around us.

