

*blendid.*

comprehensive brand guide

# table of contents

brand guide.....	1
brand overview.....	3
visual identity.....	5
target audience.....	8
voice & tone.....	10
content guide.....	12
content goals.....	13
general approach.....	14
style guide.....	15
mood board.....	16
strategy.....	18
content calendar.....	22
partnership plan.....	24
objectives & goals.....	25
target audience.....	26
selection criteria .....	27
content strategy.....	28
potential collaborators.....	29

# brand overview

## mission statement

Blendid is a smoothie bar and lifestyle brand that promotes an organic, balanced living. We're dedicated to providing a space for like-minded individuals to get together and enjoy both healthy drinks and an authentic experience. Our commitment to balanced living extends beyond our menu; we offer resources and a community that values all forms of wellness.

## core values

- Health and Wellness: Prioritizing nutritious, high-quality ingredients that promote overall well-being.
- Authenticity: Emphasizing genuine connections and living a life that feels true to you.
- Community: Fostering a sense of belonging and support among customers and local partners.
- Sustainability: Committing to eco-friendly practices and sourcing ingredients responsibly.
- Aesthetics : Focused on a curated experience that attracts a social following

## unique selling proposition

In a market that is focused on sodas and sweets, Blendid prioritizes nutritious, high-quality drinks that promote wellness. We understand the importance of not only taste but also visual appeal, which is why we focus on creating “Instagram-worthy” products and marketing that resonate with current trends. By blending high-quality ingredients with an eye for aesthetics, we aim to inspire a community that values both.

## positioning

Blendid is high-quality, yet approachable. It's not a place to grab a quick refresher, but a vibrant community hub where wellness is celebrated. It's a place where customers feel inspired to share their experiences on social media, often frequented by those in their best workout attire. Additionally, our welcoming environment fosters connections, making it common for guests to encounter friends and acquaintances while enjoying their time at Blendid.

*visual*  
identity

### logo

The logo is a mix of 3 different fonts that blend together, along with a droplet in the “i”. It conveys a clean, sophisticated yet playful look that will appeal to the target audience. It should always be used as it is and can be used as any color, but primarily blue.

*blendid.*

### submark

The submark looks like a citrus fruit that is used to make smoothies. It also looks like a pie chart, representing a balanced life.



## fonts

The main fonts are amandine italic and amandine, since those are used together in headers and in the logo. Akayla is used to blend the two when they are being used in the same word. Montserrat is used for body copy and for the slogan.

*amandine italic*  
amandine  
*akayla*  
montserrat

## color palette

The three main colors are light blue, pink, cream, and olive green. Blue is soothing, clean, promotes trust, and is often associated with balanced. Blue should be used most often, with the other colors coming second.



## application



A. In-store bag B. Bowl C. Smoothie cup D. Single drink mix  
E. Drink mix F. Duffle bag G. Water bottle H. Headband

# target audience

## demographics

- Women ages 22-30
- Located in Salt Lake City
- Income \$50,000-\$120,000
- Bachelors Degree
- Single or Married

## psychographics

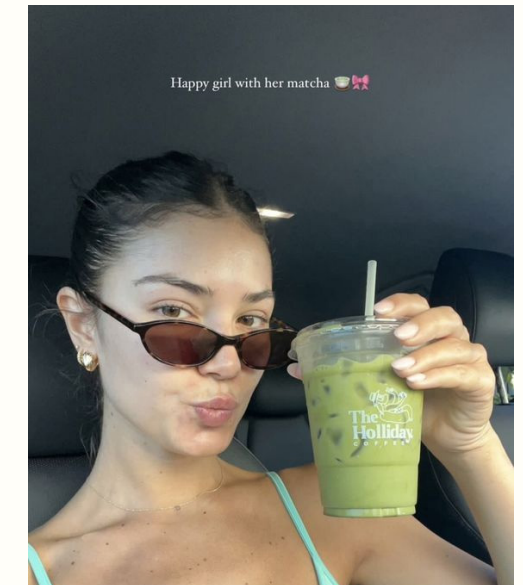
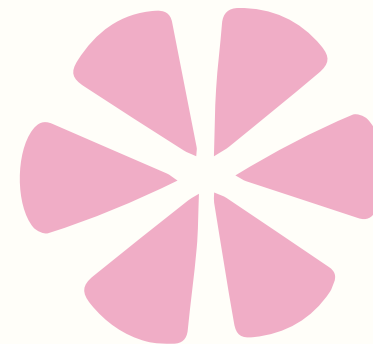
- Values self-care and wellness
- Interested in nutrition and healthy eating
- Seeks convenience due to busy lifestyles
- Values community and fitting in

## goals

- Aims to feel and look their best through healthy choices
- Desires quick, nutritious meal options that fit their lifestyle
- Looks for authentic brands that align with their values

## persona

Avery is a 25 year old woman living in Sandy, UT with her husband, where she works in marketing as well as creating content on TikTok. Her videos include grwm, vlogs, routines, and other related content. She likes yoga, pilates, shopping, beauty, and health. She enjoys sharing her experiences and connecting with like-minded individuals online. She seeks authentic brands that resonate with her lifestyle and values, like prioritizing self-care and wellness. Avery feels pressure to maintain a certain image on social media, leading her to seek products that align with her personal brand. She desires a sense of belonging and community among health-conscious individuals.



# voice & tone

The tone of Blendid should be friendly and encouraging, like you are talking to a friend who coaches a cycling class. It's both inspirational and informative, sharing motivational messages that provide valuable insights. The tone should remain casual and engaging, even when sharing tips or expertise.

## social media

Tone: Friendly, casual, and engaging.

Characteristics: Use of emojis, informal language, trends, and a conversational style. The aim is to create a sense of community and approachability.

Example: "Remember five years ago when you dreamed about where you currently are? You're doing amazingggg! Come celebrate your progress with us!"

## website

Tone: Informative and welcoming.

Characteristics: More structured than social media but still approachable.

Example: "At Blendid, we believe in nourishing your body with the best organic ingredients that make you feel good."

## formal communication

Tone: Professional and concise.

Characteristics: Objective language with a focus on facts. Less informal language, avoiding slang or overly casual phrases.

Example: "Blendid is pleased to announce the launch of our new line of organic smoothies, designed to support balanced living and enhance customer wellness."

## in-store

Tone: Warm and welcoming.

Characteristics: Friendly and personable, aiming to create a positive experience for customers. Staff should be approachable and enthusiastic, often asking questions about what they're up to.

Example: "Hi welcome in! How are you doing today?"

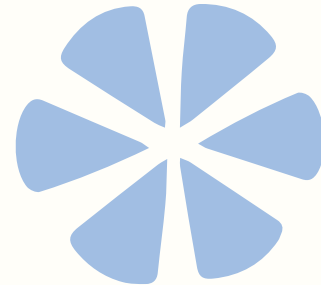
# *content guide*

## *content goals*

Establish Brand Awareness: Generate initial awareness in the local community, aiming for 30k total social media followers in the first year with 2k growth rate per month.

Drive Initial Foot Traffic: Attract at least 50 customers daily for the next four months, and 100 within the year.

Build a Customer Base: Sign up at least 50 customers for the loyalty program within the next three months.



# general approach

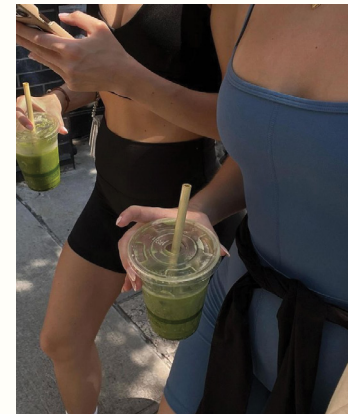
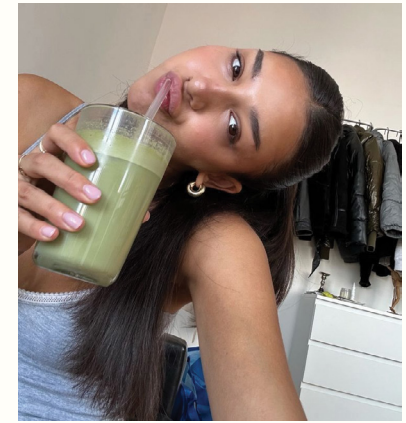
- Storytelling: Tell a story through the videos, showcasing a customer's journey from choosing a smoothie to enjoying it in the cozy shop setting.
- Lifestyle Integration: Feature customers enjoying their smoothies in various settings—like on a walk, in the park, or post workouts—demonstrating how Blendid fits into a healthy lifestyle.
- Visual Appeal: Use slow-motion shots of smoothies being poured, fruits being blended, and customers enjoying their drinks. Incorporate visually pleasing transitions and color grading to enhance the aesthetic.
- Ingredient highlights: Content that showcases the freshness and quality to educate viewers about the benefits
- Customer experience: Use candid photos taken from the perspective of a customer and collaborations to increase trust
- Showcases: Aesthetic content promoting drinks, events, & merchandise

# style guide

- Do align content with brand visual guidelines
- Do use hashtags and captions with keywords
- Don't use too many emojis
- Do use trending songs
- Do make videos peaceful & satisfying
- Don't use too much humor
- Do make videos, with the exception of collabs and influencer takeovers, be under 15 seconds
- Do make captions 4 sentences or less, with exceptions for posts that are more informational

# mood board

JUST REMEMBER  
5  
YEARS AGO, YOU  
DREAMED ABOUT  
WHERE ARE YOU  
NOW



reel examples

[Merchandise](#)

[Store ambience](#)

[Smoothie](#)

[Lifestyle/motivation](#)

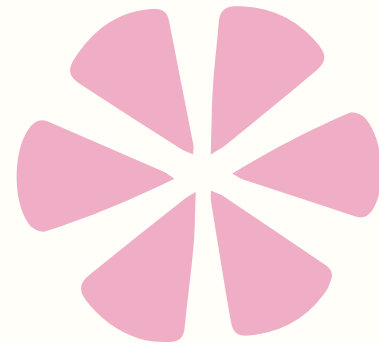
# strategy

## content themes

- Menu highlights
- Influencer take over
- Customer pov
- Behind the scenes
- Merchandise
- Fitness/self care
- Giveaway/sale/event

## content pillars

- Customer experiences
- Motivational
- Promotional
- Collaborations



## instagram

- When posting on Instagram, the primary goal is to build a visually appealing and engaging presence that resonates with your audience while creating a lifestyle connection with the products.
- Post 5x a week. Limit purely promotional content to twice a week.
- Post aesthetic pictures of smoothies, motivational quotes, interior, and collabs of people with the drinks.
- Post aesthetic reels of drinks being made, influencer takeovers, and promotional videos using trending audios and phrases.
- Share stories of drinks, specials, polls, affirmations, repost customer stories.
- Use location tags, songs, and relevant hashtags. Captions should align with the brand voice and tone.
- Do merch and gift card giveaways with collaborators to increase reach and followers across target audience.
- Engage with the audience by posting interactive stories, reposting tags to the story, and responding to comments and DMs daily-before posting

## tiktok

- The focus should be customers and the experience. Highlight the ambience, experience, and quality through influencer collaborations, customer take-overs, and aesthetic looks into the store and smoothie making. Lifestyle content should be the second priority, focusing on creating value that resonates with the audience.
- Post 4x a week. Limit purely promotional content to once a week.
- Prioritize Influencer takeovers
- Utilize aesthetic promotional videos of drinks and events
- Focus on motivational lifestyle content
- Engage with the audience by responding to comments and reposting tagged videos.

## blog

A weekly blog post sent in emails and posted on the website that includes lifestyle content, upcoming deals, and events.

## SEO

- Use relevant keywords and phrases related to smoothies, health, and local offerings.
- Keywords: Detox, Healthy, Nutrition, Selfcare, Routine, Tips, Lifestyle
- Optimize website content, including product descriptions, blog posts, and landing pages, by incorporating targeted keywords naturally in titles, headers, and throughout the text.
- Use alt text for images that includes relevant keywords, enhancing image searchability.
- Use a Google My Business profile to improve local visibility. Include accurate business information, photos, and customer reviews.
- Encourage satisfied customers to leave positive reviews, boosting credibility and search rankings.

## engagement metrics

Track follower growth, engagement rates, and reach of promotional posts.

Monitor daily customer counts and sign-ups for the loyalty program.

Collect customer feedback through surveys or social media to refine offerings.

# content calendar

[Content calendar link](#)

Date	Day of...	Conte...	Conte...	Description	Caption	Hashtags	Platform	Call to action	Post time	Post ty...
1/1/25	Wed	Motiva...	Fitness...	Gym mirror selfie	Happy new year	#Selfcare #Routi	Instagr...	Comment your r	10:00 AM	Image
1/3/25	Fri	Promo...	Merch...	Setting up some	New year, new n	#Selfcare #Routi	Both	Check out the ne	2:00 PM	Reel/vi...
1/3/25	Fri	Promo...	Merch...	Picture of the ne	What colors do you want to see n		Instagr...	Share what color	2:30 PM	Story
1/4/25	Sat	Lifestyle	Custo...	Aesthetic video c	We love slow, but productive morn		Both	Share what's on	12:00 PM	Reel/vi...
1/6/25	Mon	Collab...	Take o...	Influencer does i	Follow along (usi	#Dayinthelife #M	Both	Come spend you	9:00 AM	Reel/vi...
1/7/25	Tues	Motiva...	Fitness...	Partner creator p	Our favorite leg r	#Routine #Fitnes	Both	Share what you'r	2:00 PM	Reel/vi...
1/8/25	Wed	Promo...	Menu ...	Aesthetic smoothi	The mango delig	#Smoothies #De	Instagr...	Come in and shc	12:00 PM	Image
1/10/25	Thurs	Lifestyle	Custo...	Picture of the or	Our lovely staff v	#Smoothies #Nu	Instagr...	Share if you'll be	9:00 AM	Image
1/10/25	Thurs	Lifestyle	Behind...	A slow video of t	Slow mornings at Blendid		Instagr...	NA	9:30 AM	Story
1/11/25	Fri	Collab...	Take o...	Influencer does *	What do you guy	#Fyp #Wellness	TikTok	Share your order	12:00 PM	Reel/vi...
1/12/25	Sat	Motiva...	Fitness...	Video of leaving	If you weren't re	#Selfcare #Inspir	Both	NA	2:00 PM	Reel/vi...

## description

The content calendar focuses on promoting Blendid's brand through a mix of motivational, promotional, lifestyle, and collaboration content. Key highlights include influencer takeovers, behind-the-scenes glimpses, and user interaction opportunities like polls and challenges. The content encourages audience engagement by promoting new products, fitness routines, and store experiences, with clear calls to action like commenting, sharing, and visiting the store for special promotions.



# partnership plan

## objectives & goals

The purpose of each collaboration should be to increase brand awareness, drive sales, grow social media following, or promote a new product.

### influencer role

Influencers create sponsored content, attend events, or simply share posts. Their main role would be to make sponsored ads and do Instagram takeovers on the Blendid socials.

### brand partner role

The purpose is to collaborate on promotions, events, or campaigns that align with Blendid's brand values. They'll provide products, resources, or services to enhance the customer experience, and work together to expand brand visibility and reach new audiences.

# *target* audience

- Influencers that are in the age range of 22-30, specifically women who align with the target audience's interests in self-care, wellness, nutrition, and healthy living.
- Brands and creators that have an active presence in wellness communities, whether through fitness, nutrition, or lifestyle vlogs, where viewers find advice and inspiration.
- Brands and creators that sell or promotes products and services that align with values of authenticity, health, and sustainability.

# *selection* criteria

## specifications

Blendid should reach out to micro-influencers who are local to the area. These influencers feel more approachable and like their lifestyle is more attainable. Blendid partners with wellness brands, local gyms or fitness studios, health food stores, and lifestyle brands that align with the values of health, sustainability, and community.

## brand alignment

The values, tone, and aesthetic should align with Blendid. Since Blendid is an uplifting and welcoming brand, the influencers should also be positive and engaging with their followers. Before reaching out, check for past collaborations and how they interacted with their followers.

# content strategy

## partner

Regular co-marketing campaigns should be planned around seasonal products or events, with both brands promoting each other's offerings across social media, email newsletters, and in-store displays. The KPI is a 15-20% increase in sales or engagement for events or new product launches.

## influencer

Blendid should collaborate with influencers on Instagram/TikTok 4 times a month by having them create content for the account or do an Instagram take-over. Sponsored ads on the creator's accounts should happen 2-3 times a month, and should be approved prior to posting. Collaborations should align with product launches, events, and campaigns. The KPI is a 10-20% increase in reach compared to regular posts on Blendid's account.

# potential collaborators

## partners

- The Point Pilates (local pilates center)
- Utah Run (running gear store)
- Hugger Mugger yoga (yoga products)
- Sun & swell foods (health foods)
- The goodness company (health snacks)

## influencers

- [@brookenewmann\\_](#)
- [@kylieann.n](#)
- [@aubriandliv](#)
- [@isabellejensenn](#)
- [@\\_madelynkate](#)