AXUM COFFEE

Social Media Brand Style Guide

Introduction

Who is Axum Coffee?

Axum Coffee is a coffee house local to Winter Garden, Florida. They serve small batch, locally roasted coffee but most importantly they serve kindness through their service to their customers and community, locally and globally. Axum Coffee is a brand founded in purpose. The founder of Axum Coffee, Renaut van der Riet, created this business to provide a great cup of coffee to the people of Winter Garden, but most importantly to create a sustainable business focused on giving the profits it makes back to those in need. It is a brand founded and run on kindness.

Active Accounts Axum Coffee
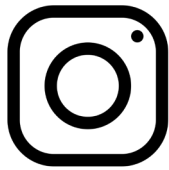
linked

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Target Audience

Demographics

Gender: Female
Age range: 18 - 40
Income level: Middle Class Families
Family structure: Both young, single adults and families with small children

Sample Photo

Psychographics

They consume a variety of media, explore Downtown Winter Garden, and attend farmer's markets. They regularly attend religious service, often a member of the church run by Axum founders. They are active on social media.

They actively choose local over chain coffee houses and are drawn to Axum due to small amount of competition and their mission.

Trusting of familial reviews and online reviews. They are motivated to patronize Axum Coffee by nearby events, workspace, and availability.

Brand Archetype

The Caregiver

Axum is caring, compassionate and generous. The mission of Axum Coffee is to provide aid to those in need, specifically the village of Axum in Africa. Based on their mission, Axum gives their profits to charities. This base of generosity, compassion, and service mindset make Axum Coffee the caregiver archetype.

A celebrity the brand would emulate is Ellen Degeneres. While not a comedic brand, Axum Coffee is firmly based in spreading kindness. Similarly, Ellen is a huge proponent of being kind to one another and it is a huge part of her brand.

General Guidelines

Voice

The brand voice is warm, friendly and kind. The tone of the brand aims to create a comforting, welcoming space where customers can feel part of a community.

Frequently Used:

Hashtags

#FollowerFuel	#Axum
#BaristaTakeover	#Axumcoffee
#WhyAxum	#Orlandodoesntsuck
#CoffeeAndKindness	#wintergardenfl
#Coffee	#Coffeeshopvibes
#Coffeeshop	#cutecoffeeshop

Emojis

Terminology:

When used in a casual, colloquial post our name can be abbreviated to Axum. In posts announcing events or news always use Axum Coffee.

Grammar / Puncuation:

Punctuation should be used on all posts with the exception of when an emoji is used at the end of a sentence. A single exclamation point can be used regularly so long as there are not more than three in the whole post. Grammar should be correctly used at all times.

Frequency

Currently, the brand operates on two social media platforms: Facebook and Instagram.

Facebook:
- 3 posts per week
- Include mentions and tag active accounts wherever possible
- Include a picture or graphic with post

Instagram:
- 3 posts per week
- Story updates every day, using at least 2 slides
- Reposts of mentions should be included in story updates
- Tag active accounts wherever possible

Rules of Engagement

Negativity

Axum will handle negative customer interactions by apologizing for their experience and asking to speak with them privately about their dissatisfaction on how to improve their experience for next time. If speaking to them about their issue directly is not necessary, Axum will politely explain the reason why the customer may have had a different experience than what they expected.

Tone: Polite, friendly, warm

Ex: Hello Katherine! We are so sorry to hear about your negative experience at our store. At Axum Coffee we aim to serve all of our guests with the kindness they deserve. Please DM us to let us know the details of your experience as we hope to improve upon it in the future.

Competitors

Axum will engage with competitors in two ways: supportive and with friendly competition. Axum will engage with competitors as if they are good friends, supporting their initiatives and asking the same in return. Their tone will be friendly and upbeat.

Tone: Polite, friendly, warm

Ex: Congrats on your new location @foxtailcoffee! Happy to see the community's getting bigger. Let's grab coffee sometime?

Credit

In any post used by Axum that features a photo or content created by someone outside the Axum team, such as User Generated Content, they will credit them at the end of the captions using an emoji and their name or handle.

Tone: Polite, friendly, warm

Ex: 📷 :@stephanielilis

Visual Guidelines

Hub Theme: Barista Takeover

Caption 1: Here at Axum we like to give our baristas the chance to talk directly to you. Follow along on our story today to see a day in the life at Axum Coffee through the eyes of one of our baristas, Andrew.

Caption 2: It's time for another #BaristaTakeover! Check out our story all day long for a fun look into Barista Sarah's day at Axum Coffee!

Caption 3: All day see our barista Stephanie show you her life at Axum on this week's #BaristaTakeover. You might even see how she crafts the PERFECT vanilla latte (her favorite).

Hub Theme Guidelines

Photography Treatment: Natural, soft lighting. Light editing if any, no filters

Colors:
Base background color: #f2ebdc
Rectangles: Blue (#1ca6a6) light grey (#667073) orange (#d99b66)

Fonts:
Heading font - Vinyl
Secondary font - Nimbus Sans Regular

Layout: 2-3 coffee ring graphics placed in different spots each graphic. Top right corner and lower left corner have overlapping rectangles.
Top right: blue over light grey with dark grey text reading, "#BaristaTakeover" in Vinyl and @AXUMCOFFEE in Nimbus Sans Regular.
Lower left: orange over blue with dark grey text reading, "Check out our stories to see Barista _____'s day at Axum!" in Nimbus Sans Regular.

In a diagonal from top left to bottom right, three pictures will be in circles backed with branded colors. Top left is always the Axum Coffee blue logo then a shot of coffee making in the center and the featured barista in the largest circle.

Hub Theme: Mission Video

Caption 1: Axum Coffee was founded in kindness. We aim to spread that to each and every customer coming through our door. Find out the story behind Axum Coffee's beginning from our founder on this month's #WhyAxum video.

Caption 2: "When you focus on the good, the good gets better." At Axum, we like to focus on the good in the world and how we can make it better. See how and why we spread kindness in our community with our #WhyAxum video.

Caption 3: Axum Coffee is inspired by Axum or Aksum in Ethiopia and part of our profits go towards helping this city get what it needs to flourish. #WhyAxum explores how we give what we make to help those who need it.

Hub Theme Guidelines:

Photography Treatment:
Natural, soft lighting. Light editing if any, no filters, can be a picture of a person or a graphic post with an inspirational quote.

Colors:
Rectangles: Blue (#1ca6a6) and light grey (#667073)
Text: cream (#f2ebdc)
Text accent: light grey (#667073)

Fonts:
Heading - Vinyl
Secondary Font - Nimbus Sans Regular

Layout: One large graphic, either a photo or a typography graphic with an inspirational quote. Top right corner and lower left corner have overlapping rectangles. The blue rectangle should be on the top with the light grey rectangle on the bottom.

Top right: In Vinyl, the headline is "Coffee & Kindness." and the subtitle reads "Since twenty-ten." in Nimbus Sans Regular

Bottom left: In Nimbus Sans Regular it reads "Swipe to find out #WhyAxum" and the description of the video. "#WhyAxum" is to be light grey.

Hub Theme: Create-a-Drink

Caption 1: We love how creative you are! Let us know what fuels you and help decide this month's follower specialty drink. Tag a photo of your favorite Axum Coffee moment with #FollowerFuel and let us know your vote!

Caption 2: Some of our best drinks have come from customer suggestions and we're ready for more! Tag your ideas with #FollowerFuel to help decide this month's follower specialty drink!

Caption 3: Let us know what drink you'd like to see in store all month! Use #FollowerFuel to suggest this month's follower specialty drink!

Hub Theme Guidelines:

Photography Treatment:
Natural, soft lighting. Light editing if any, no filters

Colors:
Rectangles: Blue (#1ca6a6) and cream (#f2ebdc)

Text: Light grey (#667073) and dark grey (#333d40)

Fonts:
Heading - Vinyl
Secondary Font - Nimbus Sans Regular

Layout: One large photo featuring a specialty beverage, if it's a warm drink it should have latte art. Top right corner and lower right corner have overlapping rectangles.

Top right: Top layer should be blue with the cream color on the bottom. In Vinyl and dark grey, the headline is varied encouraing engagement in the process of selecting a new drink.

Bottom left: The top layer should be cream with the bottom layer in blue. In light grey Nimbus Sans Regular it reads "Use the hashtag #FollowerFuel to give us your idea on this month's follower specialty drink!"

Hygiene Content: National Cappuccino Day

It's #NationalCappuccinoDay and we can't wait to celebrate. Tag a friend you'd love to get a cup of ☕ with below!

Hygiene Content: World Kindness Day

The world gets better when people show each other kindness. From a smile to a latte, share some kindness today for #WorldKindnessDay. ☀️

Hygiene Content: Thanksgiving

Happy #Thanksgiving to all! We are so grateful for the past 9 years of serving our community. Let us know what you're thankful for below!

Hygiene Content Guidelines

Hygiene content should be made of a mixture of pictures of coffee, beverages, baristas, featured customers and user generated content. Generally, they should not be pictures with heavy filters or editing. They should be natural in lighting and rich in color (dark coffee colors and sunlight included).

If a graphic is used for a hygiene post it should use the following fonts and colors:

Fonts:
Headline - Vinyl
Secondary - Nimbus Sans Regular

Colors:
Blue (#1ca6a6)
Cream (#f2ebdc)
Orange (#d99b66)
Light grey (#667073)
Dark grey (#333d40)

Captions for hygiene content should be brief and include some type of engagament language. For example, including a quetion directly asking followers to respond to in the comments.

Profile Pictures

This is not a logo, rather for specific use as a profile picture and a graphic for merchandise.

This is a logo used as an Instagram profile picture. It can be used for a throwback look.

This is the official Axum Coffee logo. It can be used as a general profile picture.

Generally, profile pictures should not differ between Facebook and Instagram. It should be consistent across all platforms. Profile pictures can be updated based on campaigns and updates in branding, otherwise they should not be frequently changed.

Font and Color Resource

Color Palatte
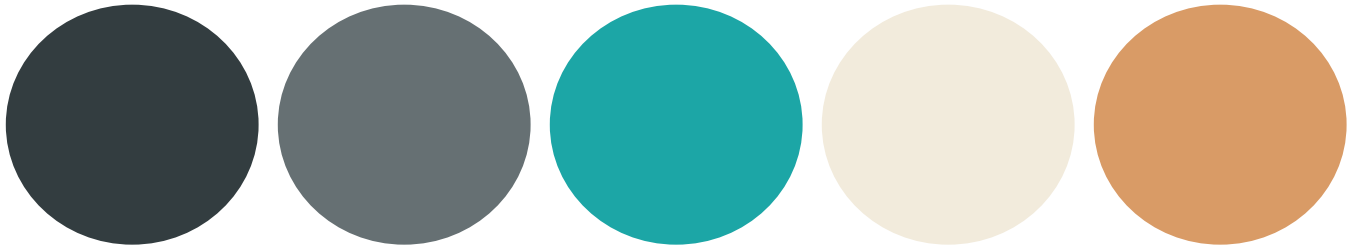
Secondary Colors		Accent	Primary Colors	
#333d40	#667073	#1ca6a6	#f2ebdc	#d99b66

Primary Font: Vinyl

Secondary Font: Nimbus Sans Regular