



Branding Style Guide

Sarah Gibson

ABOUT US

Cherry On Top Delights is a full-service bakery located in the Marietta, GA area that creates delicious in-house desserts, as well as custom cakes, cupcakes, cookies, cake-pops and more!

We exist to delight customers with a variety of delicious, sweet treats for the special events in their lives. All of our desserts are hand created and made from scratch with fresh ingredients in a fun, unique setting



TARGET AUDIENCE

WHO ARE WE TRYING TO REACH?

WHAT DO THEY LIKE & HOW DO THEY THINK?

THE MODERN MOM

- Working or stay-at-home moms
- **30-50 years old**
- Mid to high income
- Enjoy online shopping and staying on top of trends
- Always **on-the-go**, so doesn't have time to cook, bake, or prepare meals for special events
- Very active on social media **at all times of day**
- Searching for **convenient**, high-quality experiences
- Loyal to brands that align with their values
- Look for personalized experiences – **don't want to be just another consumer**



WHO ARE THEY?

HEAVILY INFLUENCED BY PEERS

They value the advice and recommendations of their peers, sometimes over an expert
Will look at reviews and gauge other women's perceptions of a brand before purchasing

EXTREMELY CONNECTED TO SOCIAL MEDIA

Use social media as a shopping tool more than any other demographic

THEY WANT CONVENIENT SOLUTIONS

Always on the go, need places that offer them convenience and peace of mind

MOTIVATED BY A BRAND'S VALUES

Very important for them to buy goods from a brand with good & trustworthy values
Considers a brand's values to be more important than price

ARCHETYPE

THE INNOCENT

STRONG VALUES, TRUSTWORTHY,
HONEST, RELIABLE & OPTIMISTIC



THINK OF...

Audrey Hepburn



Classic, iconic actress

Her reputation resonates with a lot of modern women

Had good, strong family values

She was unique – unlike any other actress at the time (*just like us!*)

Charming, innocent, talented – but also extremely funny

Posting Frequency Guidelines

FACEBOOK



At least **6 times a week**

- product shots
- BTS & decorating shots/video
- customer testimonials/content
- store promotions

INSTAGRAM



At least **5 times a week**

- product shots & classes
- user generated content
- decorating videos
- IG stories

TWITTER



1-2x a week

- store announcements
- product shots
- promotions
- links to Youtube videos

YOUTUBE



Once a week

- tips & tricks
- masterclasses
- themed tutorials
- behind the scenes

BRAND VOICE

BRAND VOICE

We are your fun,
friendly and
entertaining family
friend

We are educational,
positive and
passionate

BRAND TONE

Sweet
Tasty
Delicious
Unique
Delightful
Casual

HASHTAGS & EMOJIS

Aside from our content
specific hashtags, our
branded hashtags are
#CherryOnTopDelights
#COTD

Emojis to use most often:



Along with any
holiday/food related
emojis

VISUAL GUIDELINES

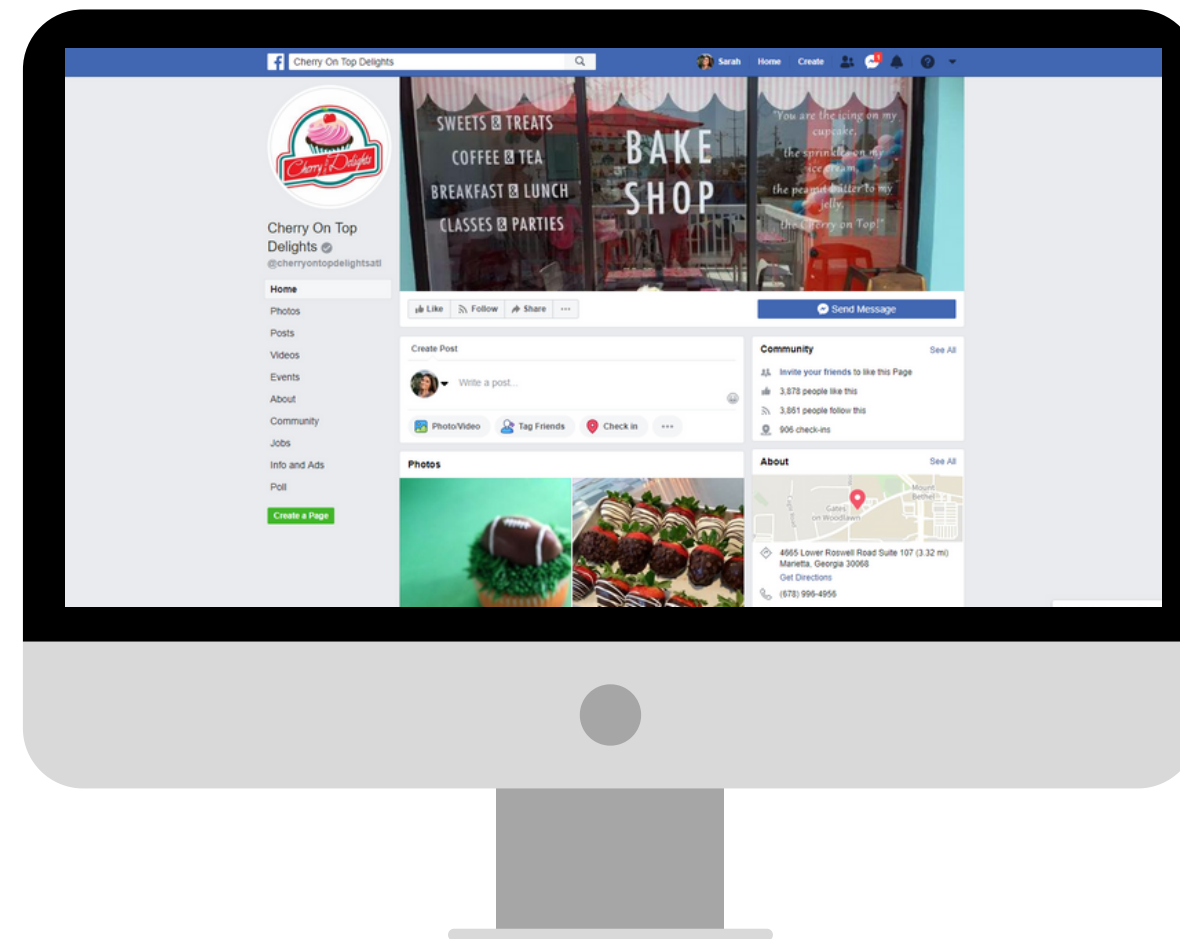
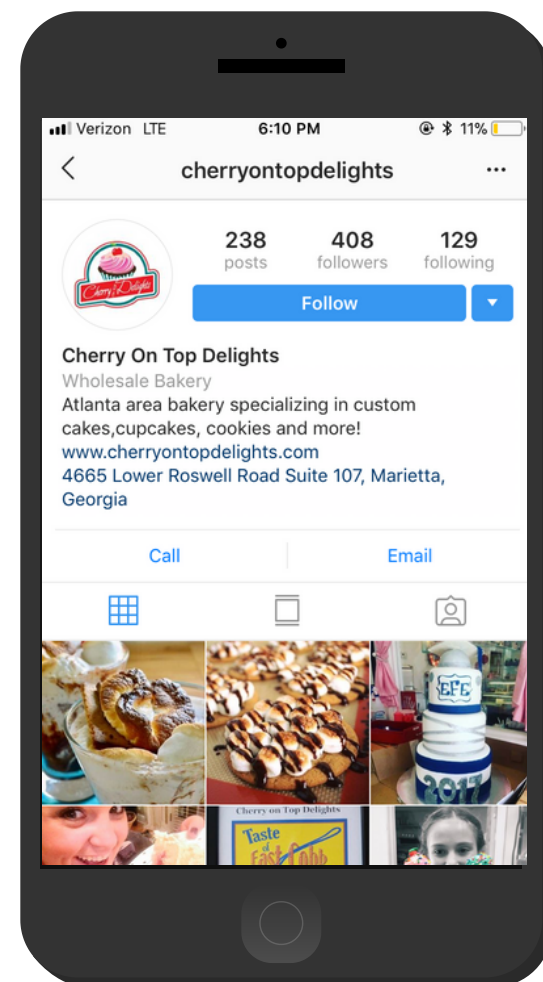
HUB & HYGIENE CONTENT



PROFILE PICTURE

OUR LOGO SHOULD BE OUR PROFILE PICTURE ON ALL
SOCIAL CHANNELS

Very important to keep the look of all channels consistent



H U B C O N T E N T

Decorating Teasers

Bakery Highlights

Customer Stories



Content Guidelines

DECORATING TEASERS

#DECORATINGDELIGHTS

MAINLY USE VIDEO

Video is the best medium to show decorating

Should not be longer than 30 seconds

Sped up to show snippet of each part of process

PHOTOGRAPHY

Images should not be over saturated, but still shows color

Product should always be the main focus in the picture –
always sharp, clear and high quality imagery

Every shot should show an action – ex: piping, spinning, icing

COLOR SCHEMES & PATTERNS

Focus on pops of reds, pinks, blues mixed with
neutrals

Highlight textures of the frosting and decorations

FONTS

Playfair Display

Bodoni FLF

Glacial Indifference

Dancing Script

Decorating Teasers

Cake Decorating Video

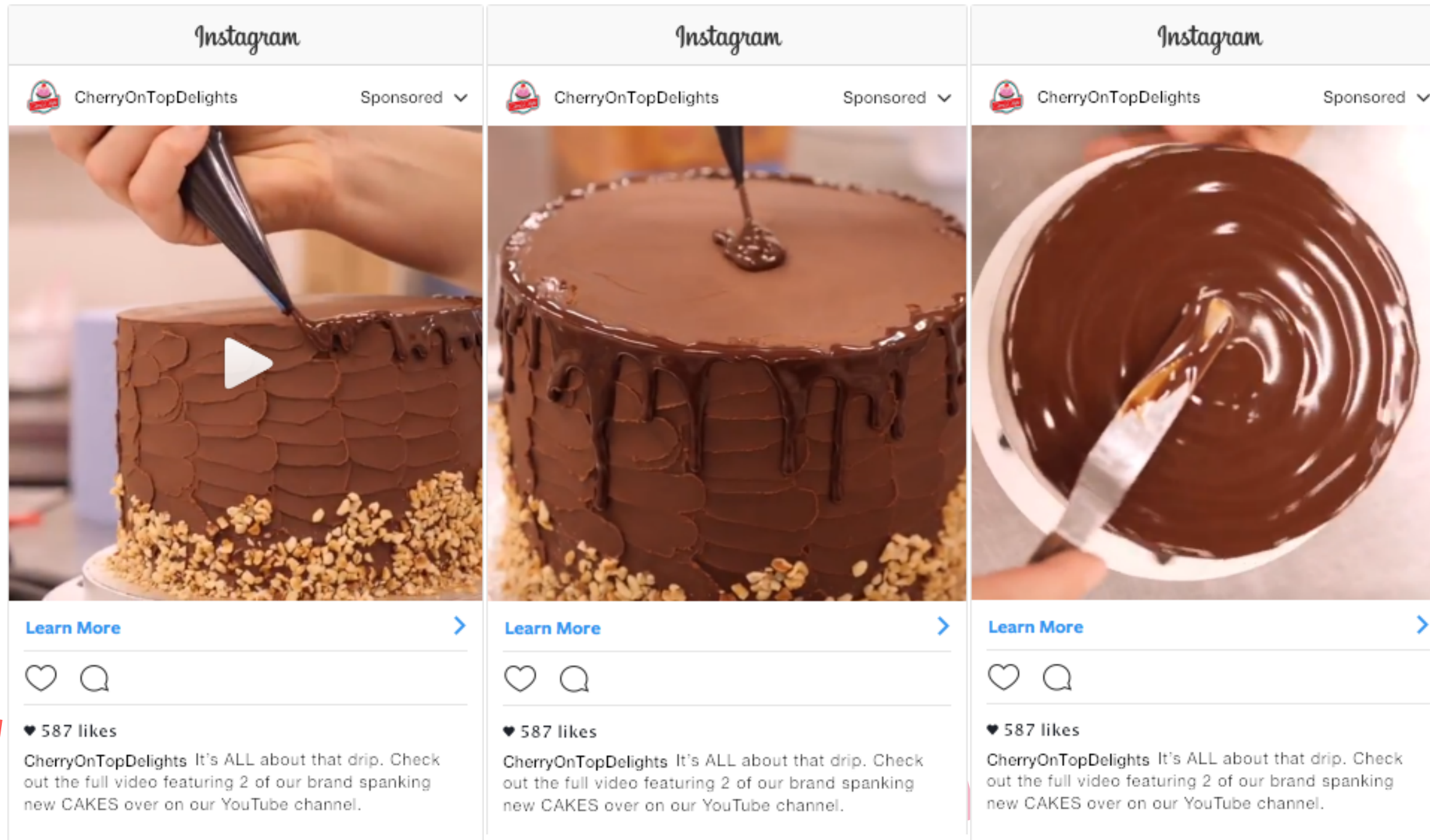
#DecoratingDelights

Short, 30 sec videos that show highlights of the decorating process

Everything will be slightly sped up and each video will be close ups of the product and only show the hand of the decorator.

Hard transitions between shots with fun lyrical background music (different music for each video). Overall, we want these videos to be entertaining, but mainly showcase our unique decorating skills and products.

In the captions, we will encourage viewers to go see the whole video, or other decorating videos on our YouTube channel.



Decorating Teasers

Cookie Decorating Video

Short, 30 sec videos that show snippets of parts of the decorating process. Most cookie decorating videos will be only shown on IG and FB, but certain unique designs can be turned into full videos that we'll put on YouTube

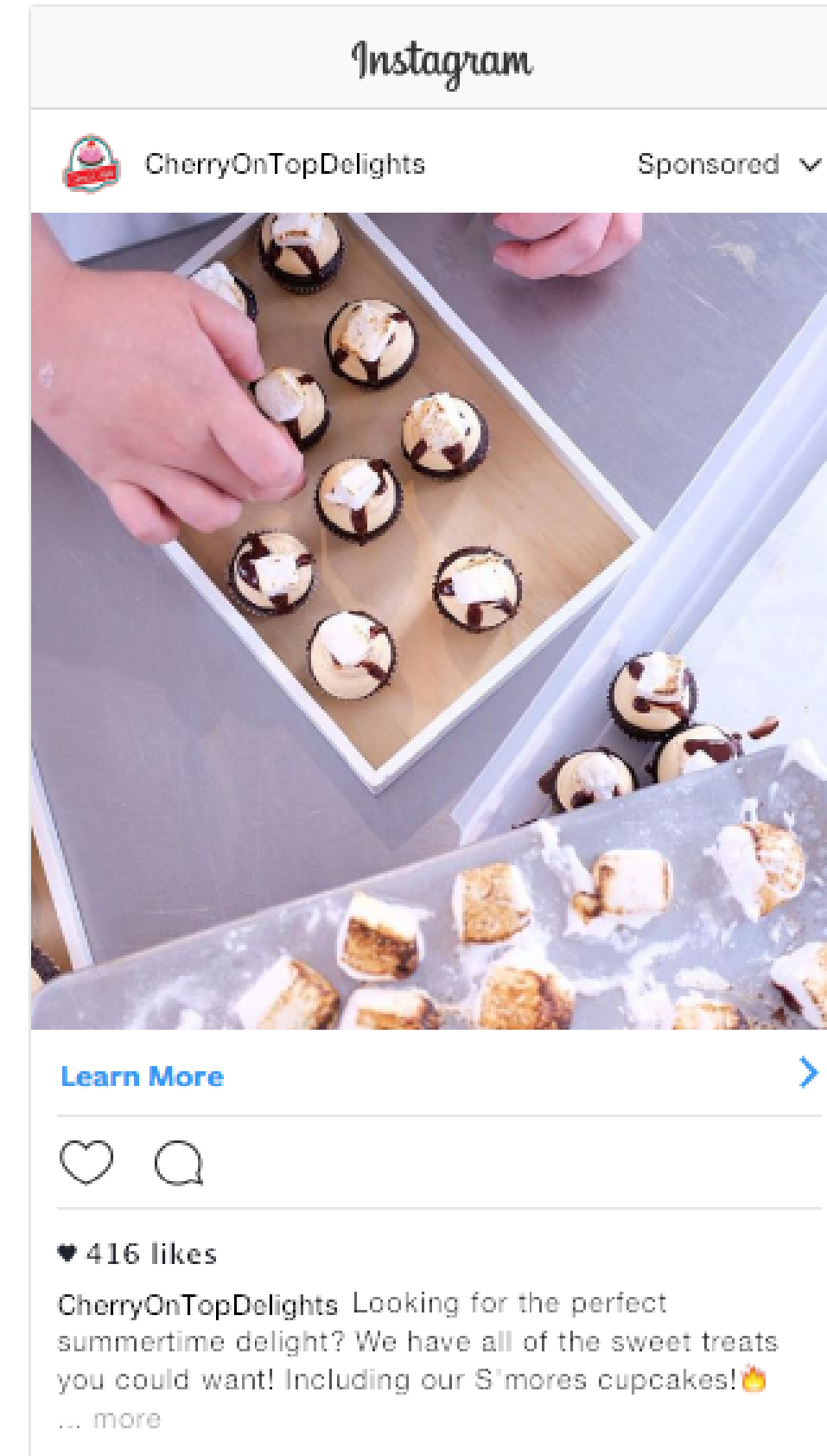
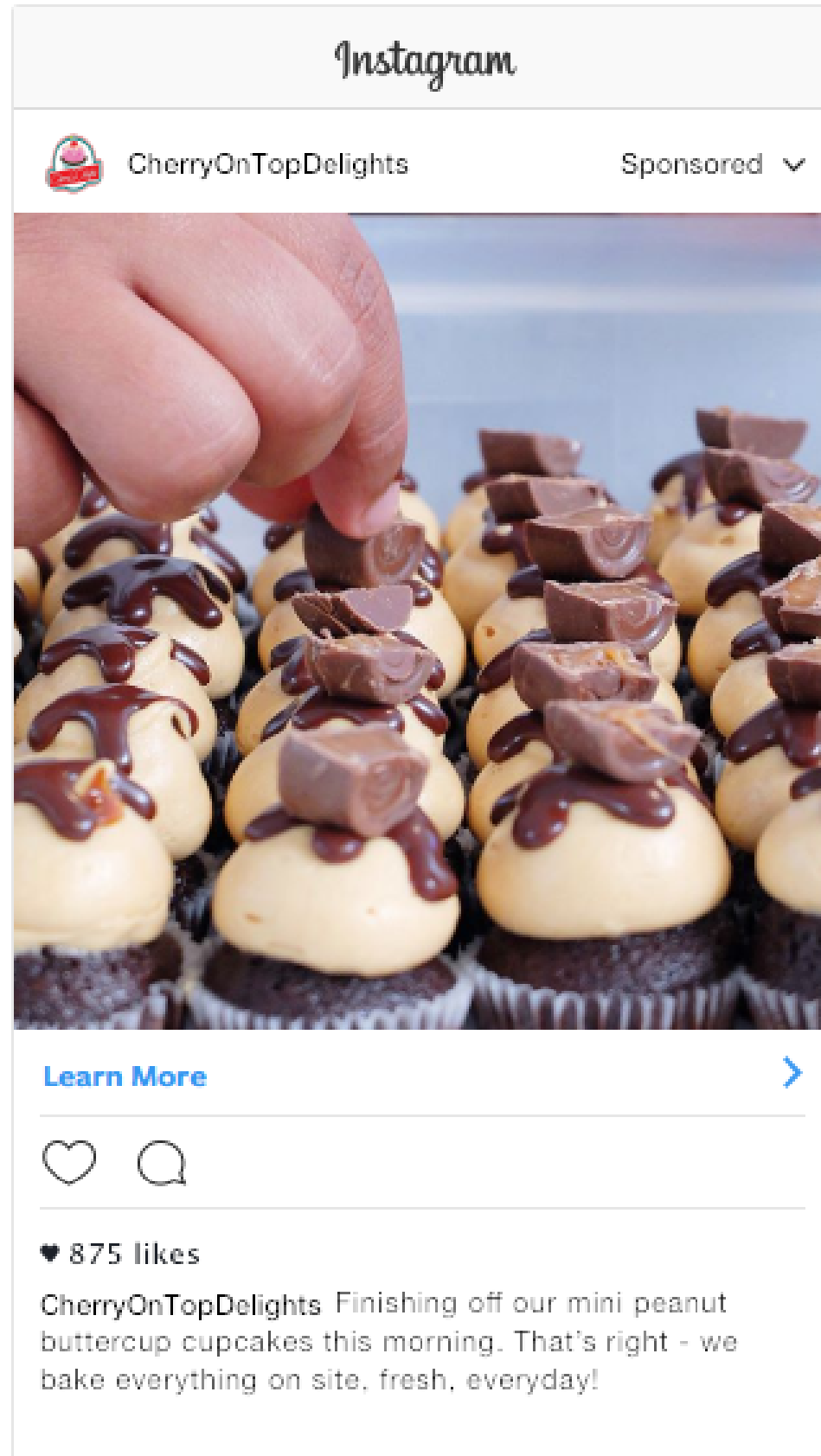
Everything will be slightly sped up and each video will be close ups of the product and only show the hand of the decorator.

Hard transitions between shots with fun lyrical background music that goes with the theme of the product. Overall, we want these videos to be entertaining, but also showcase our unique decorating skills and encourage viewers to come to the shop to get one of these delicious cookies!



Decorating Teasers

Cupcake Decorating Images



Content Guidelines

BAKERY HIGHLIGHTS

#MEETCHERRYMONDAY

USE MOSTLY IMAGES, BUT WITH VIDEOS THROWN IN

Videos should be used to show Hailey or employees talking, otherwise images are the go-to medium

PHOTOGRAPHY

Our brand personality needs to shine through each image
Images should not be over saturated

Subject should be shown in a natural way, not too staged
All images should portray "happiness", never anything less

COLOR SCHEME

Pay attention to implementing pops of red/pink throughout content whenever possible. Everything else should be neutral colors.

FONTS

Playfair Display

Bodoni FLF

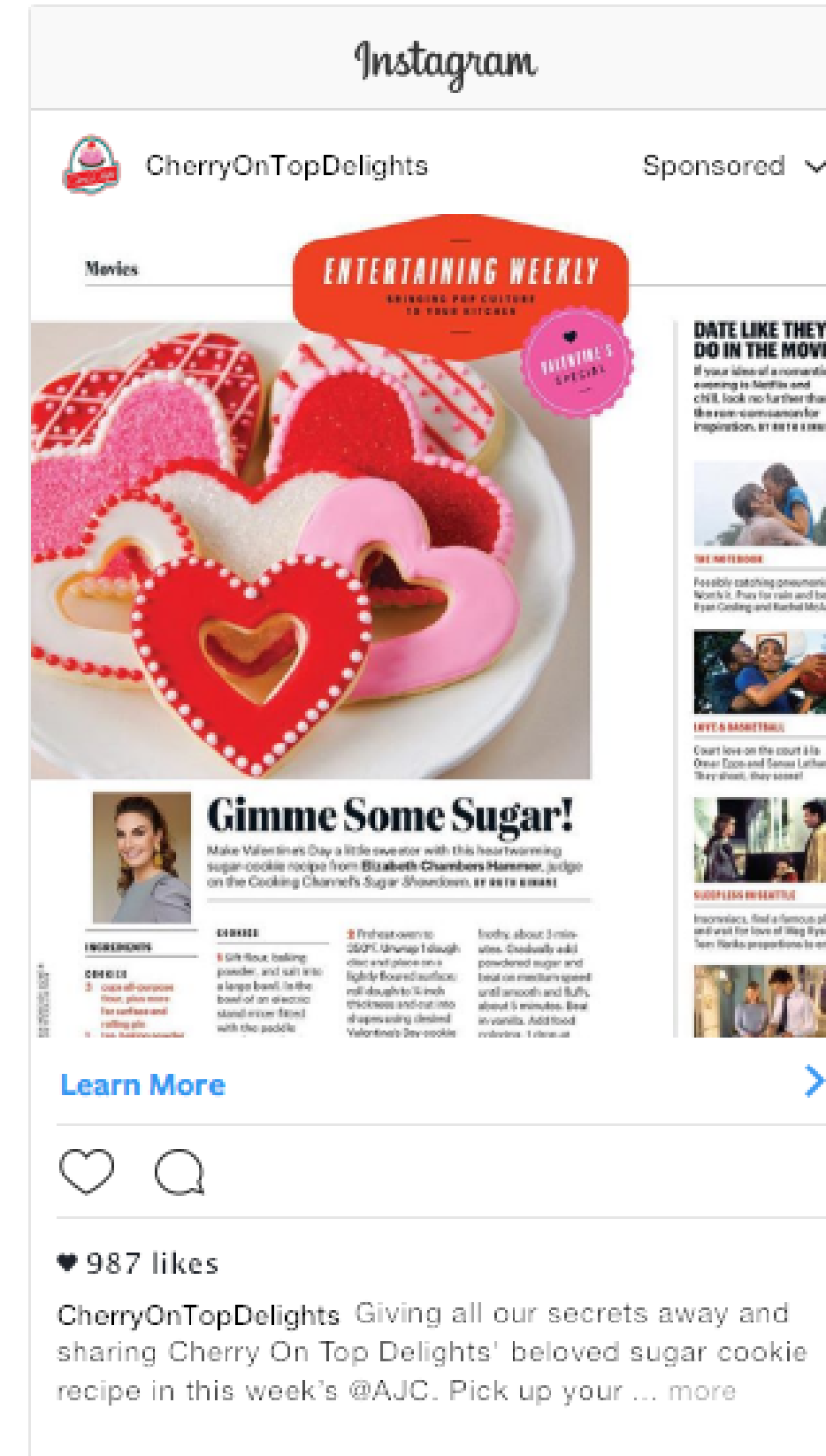
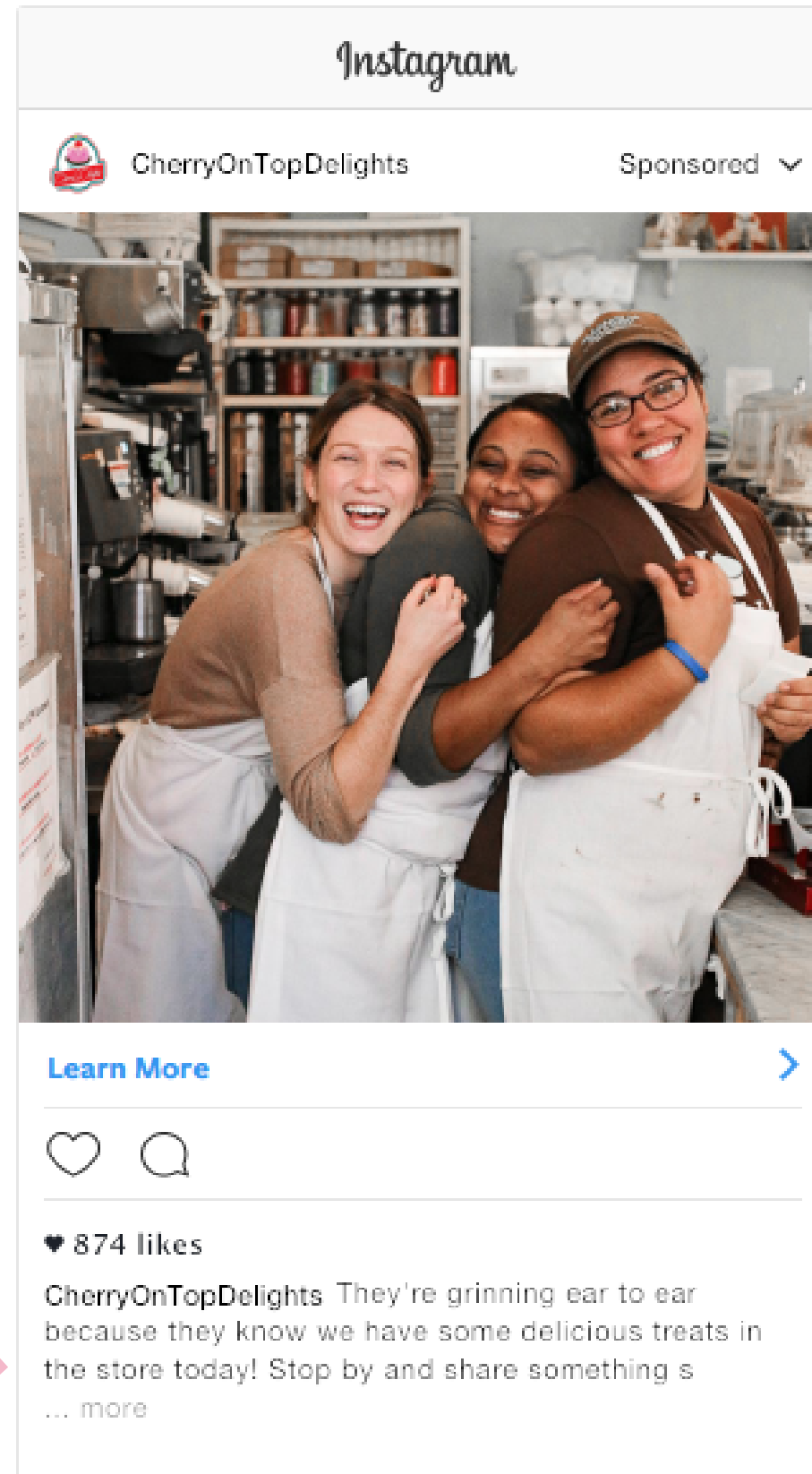
Glacial Indifference

Dancing Script

Bakery Highlights

Employee BTS

Press Features



Bakery Highlights

Owner Interview Video



Short videos that feature our owner, Hailey.

From sharing promotions, store events, Q&As or just baking tips and tricks, these videos will provide a fun behind-the-scenes look into our bakery for our audience.

These videos should be as smooth as possible, seeming like it was all one take. Fun background music will be used for parts where she isn't talking. They should be entertaining and embody our brand voice & tone.

Overall, we want these videos to put Hailey and her personality as the face of our business to consumers and to also show our personality as a business to the viewers.

Content Guidelines

CUSTOMER STORIES

#DELIGHTEDCUSTOMERS

FOCUS ON STILL IMAGES

Still photography should be used with this content
Video only to be used in necessary situations

PHOTOGRAPHY

Show our customers enjoying our products in real life situations
Images should not be over saturated
People should be main subject in images, followed by product
Quotes can be graphics on the images so long as it doesn't block customer and product

COLOR SCHEMES & PATTERNS

Pops of reds, pinks, blues mixed with neutrals
When it comes to UGC, use images that have these colors in them

FONTS

Playfair Display

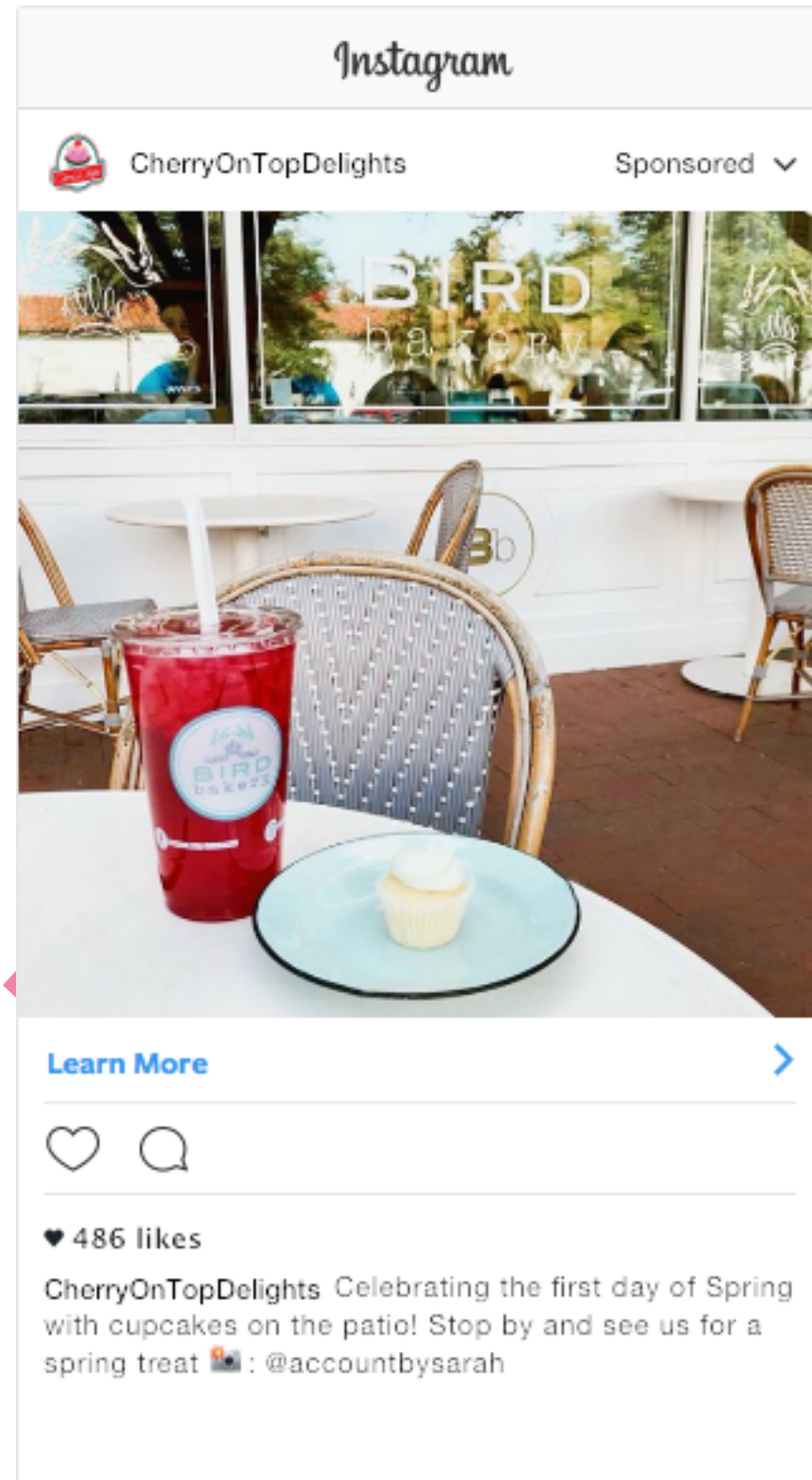
Bodoni FLF

Glacial Indifference

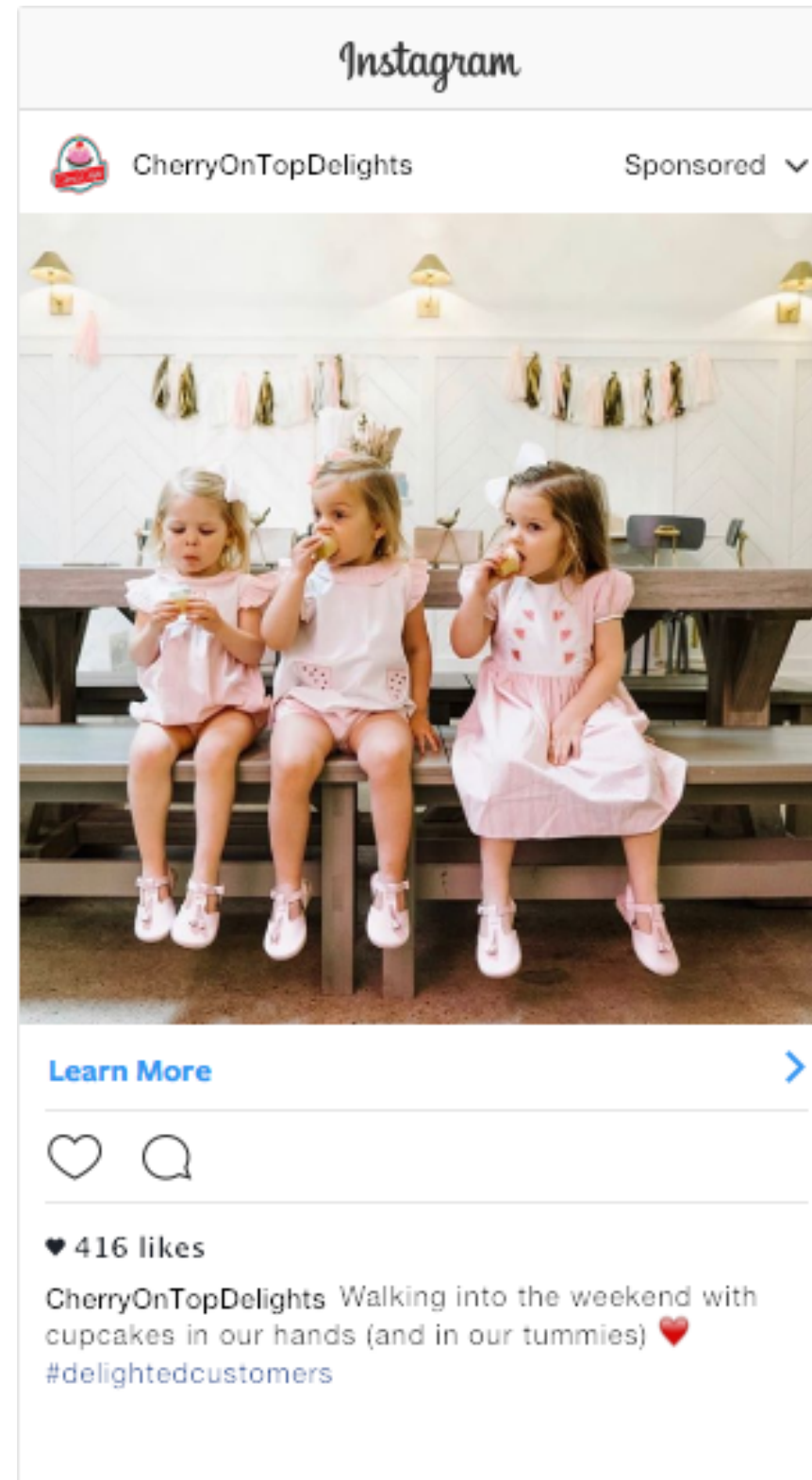
Dancing Script

Customer Stories

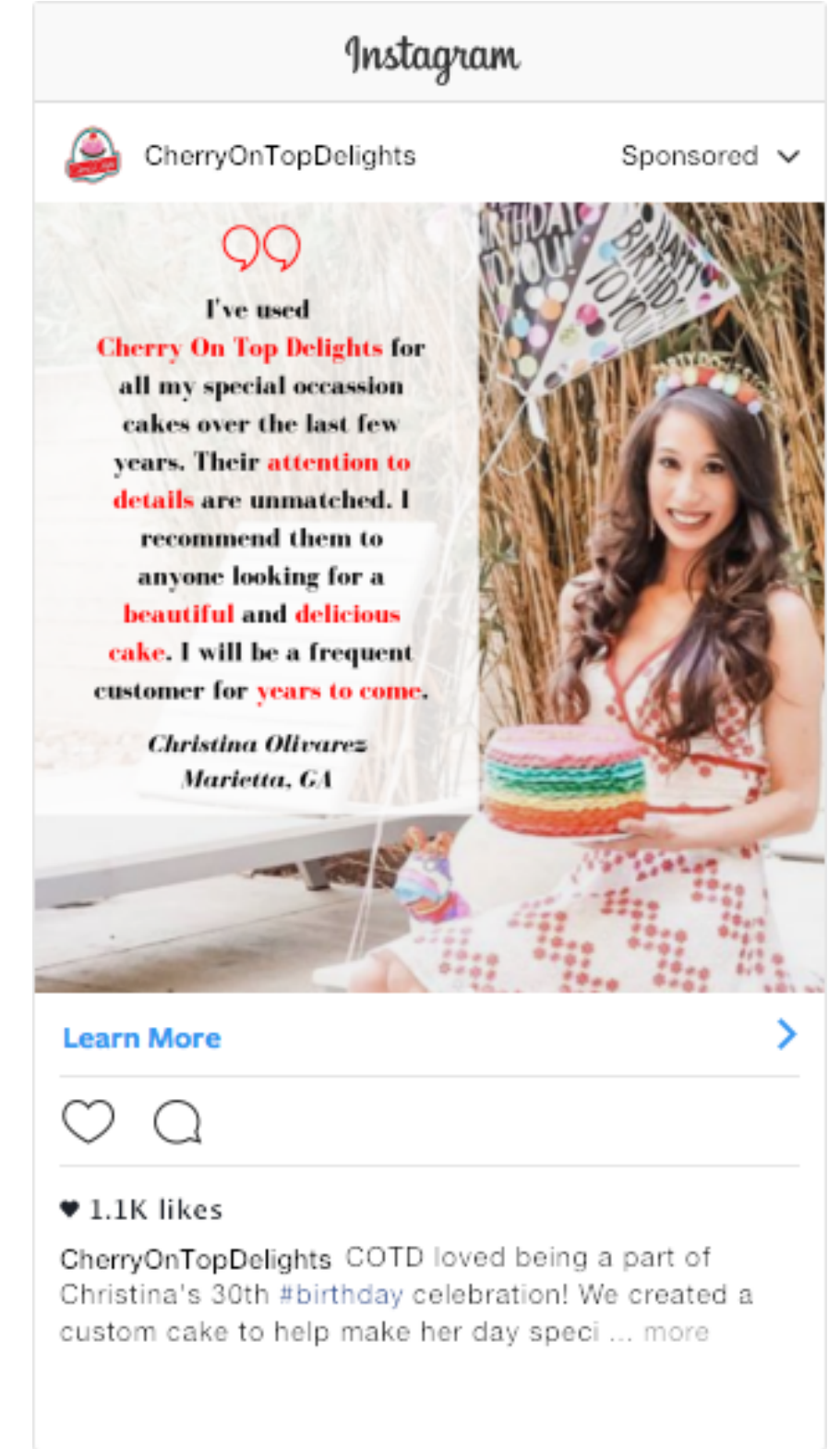
UGC



Guests In-Store



Reviews



H Y G I E N E C O N T E N T

Christmas Cookie Decorating

National Cookie Day

National Ugly Xmas Sweater



Visual Guidelines

HYGIENE CONTENT

#HOLIDAYDELIGHTS

MIX OF IMAGES AND VIDEO

Final products should be staged in images to keep with theme. Videos would be of decorating process

PHOTOGRAPHY

Subject should include: Christmas trees, sweaters, snowflakes, candy canes, snowmen, etc.

Imaged should not be oversaturated

All shots should be high quality and product focused

COLOR SCHEME

Think: Christmas colors – red, green, white, light blue, silver, gold

Don't want to stray too far from this in order to keep the holiday theme content consistent

FONTS

Playfair Display

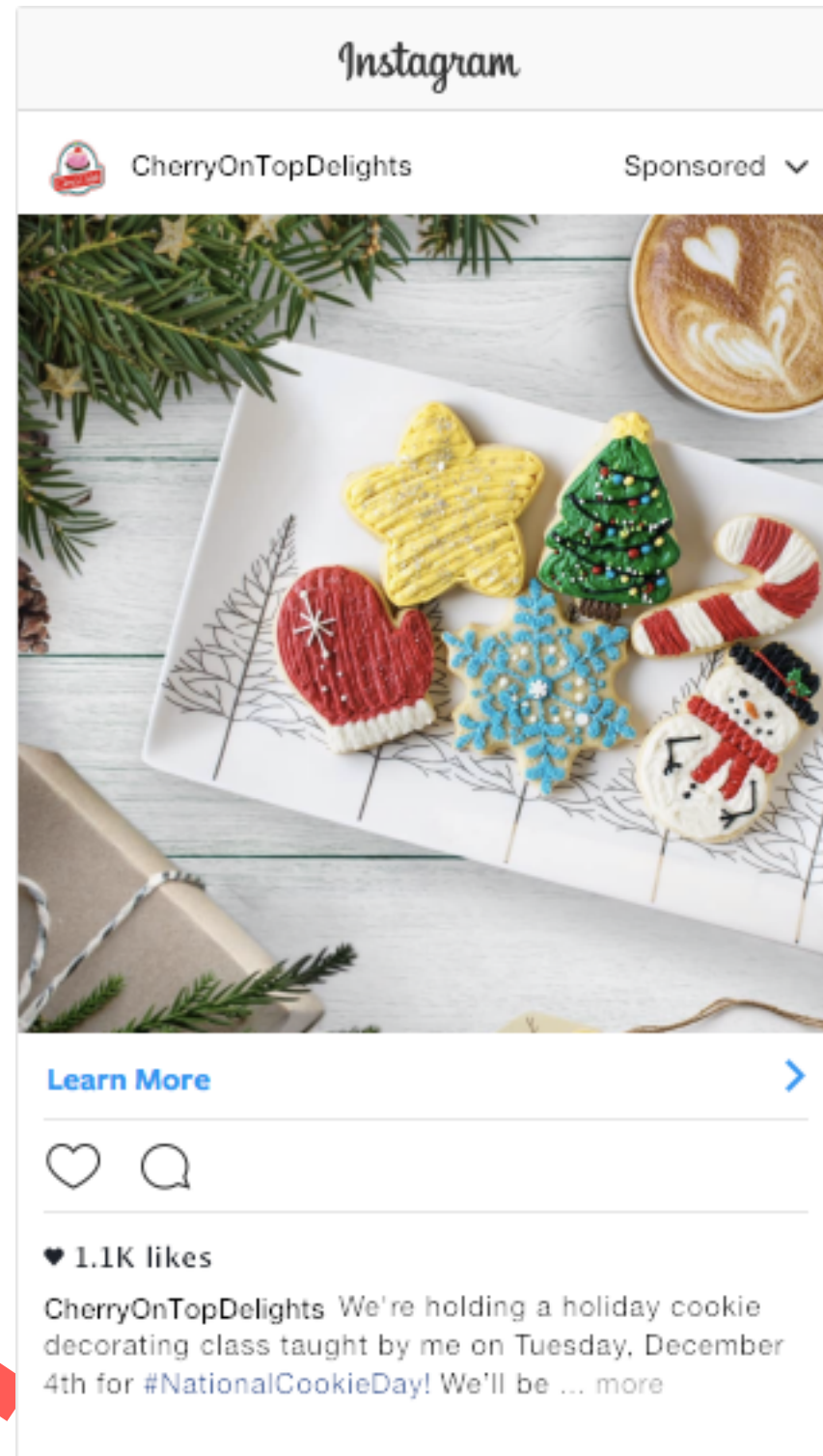
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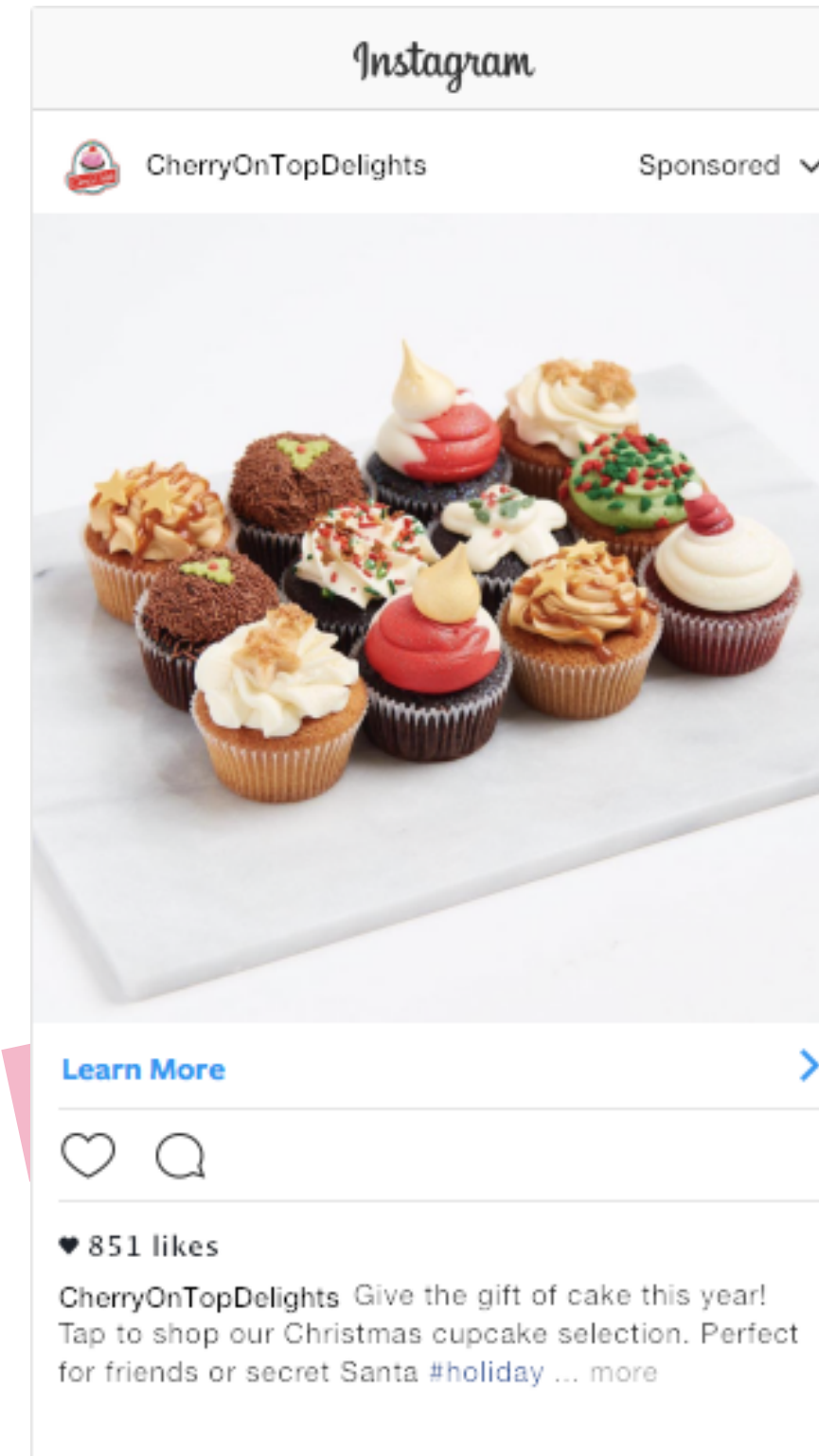
Dancing Script

December Content

National Cookie Day 12/4



Christmas 12/24



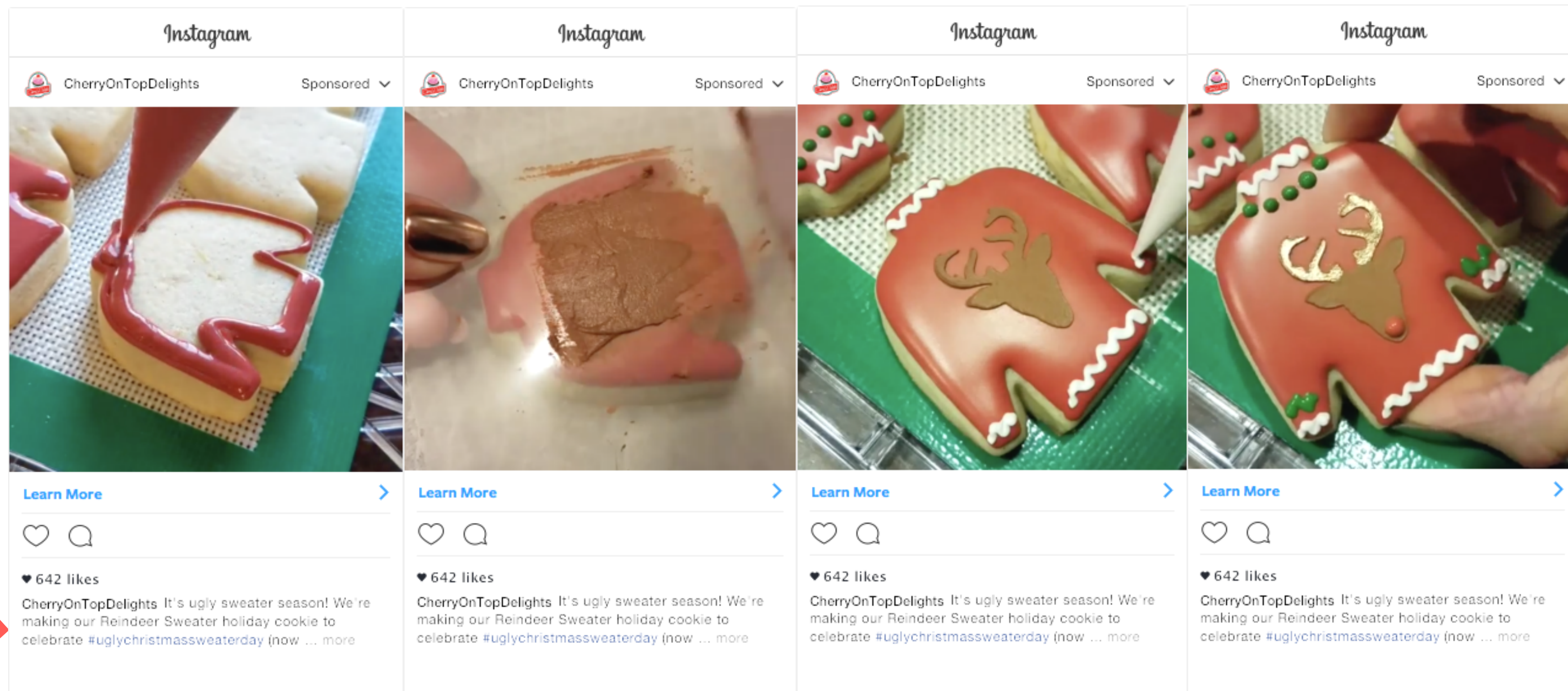
December Content

Ugly Christmas Sweater Day Video 12/20

Short, 30 sec video that shows snippets of us decorating our Christmas Sweater Cookie to celebrate National Ugly Christmas Sweater Day. This video will be shown on IG and FB.

Everything will be sped up, but still show the general process and technique in a way viewers will comprehend. Will show a close up of the product and only show the hand of the decorator.

Hard transitions between shots with a soft, lyrical version of Christmas background music. Overall, we want this video to be entertaining and showcase our unique decorating skills, but to also bring attention to our social channels by celebrating a fun national holiday.



RULES OF ENGAGEMENT

HOW TO RESPOND ON SOCIAL MEDIA
HOW TO ADDRESS DIFFERENT SCENARIOS

NEGATIVE INTERACTIONS

Respond quickly (ASAP, but at least within 24 hours)

Remember the customer is always right – so be **kind, courteous, genuine, and friendly**

Offer an apology AND a solution

Ask them to email our customer service so we can address their problem directly

COMPETITOR ENGAGEMENT

As a general rule, **do not engage** with direct competitors on social channels, unless preplanned collaboration

If a competitor engages with us, we always act **professional and kind**

PHOTO/CONTENT CREDIT

Always get **permission to share** from the original post

At the end of the caption, tag the original poster with a "camera" emoji

Can also include the original poster in the caption – ex: "@accountbysarah stopped by our shop today..."

