

**MUDPENNY<sup>®</sup>**

HONESTLY  
GOOD



COFFEE &  
FOOD

**SOCIAL APPROACH**

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# BRAND STORY

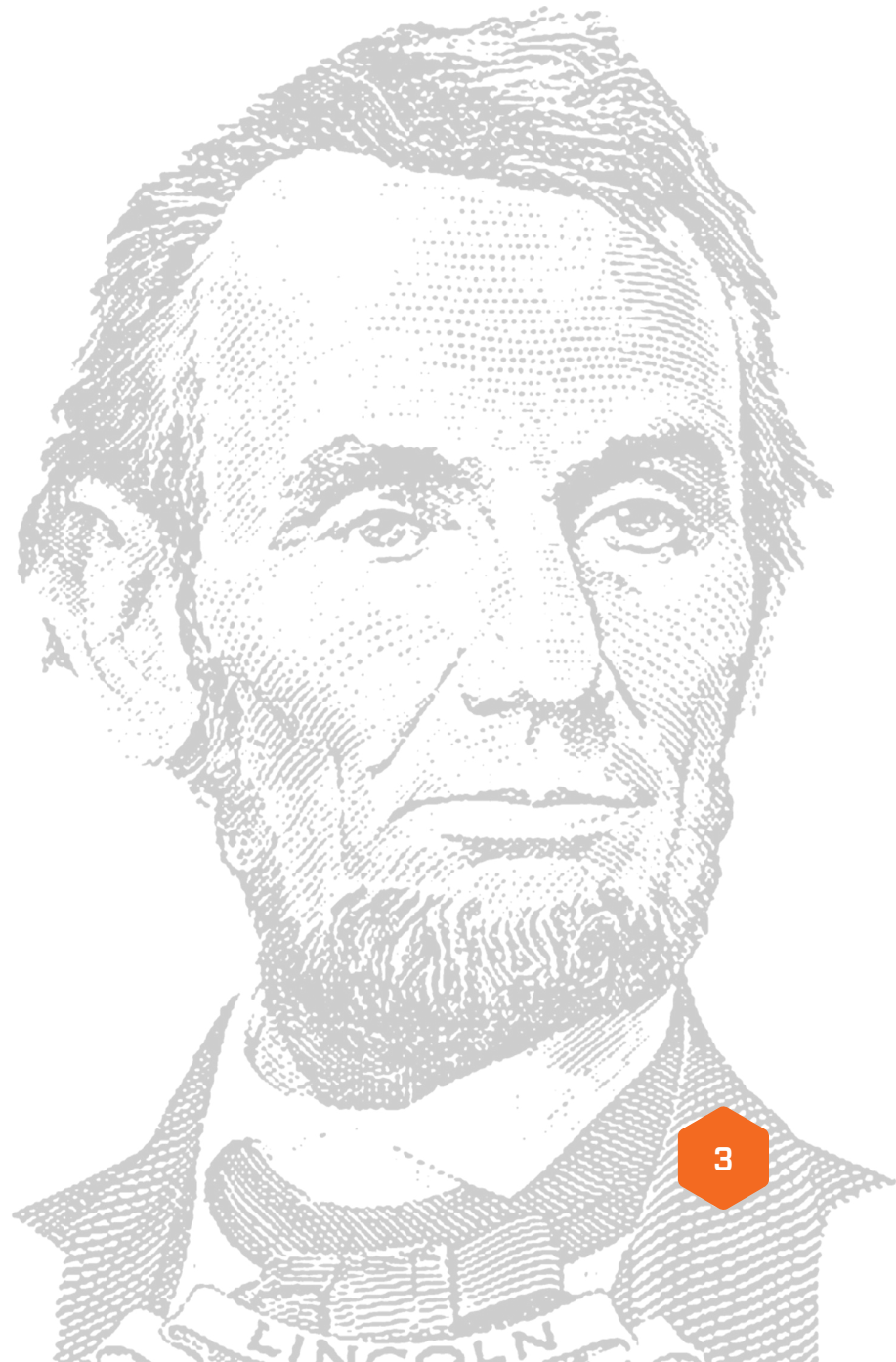
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## BRAND STORY

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We're a squad of empowered people creating delicious food & drinks while falling more in love with our customers every day. Here at MudPenny we're committed to making honestly good food that inspires creativity and provides a loving community experience. What's honestly good food, you ask? Food that not only tastes good but is organic, good for the environment and in eco-friendly packaging.



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# SOCIAL VOICE

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# MEET ZOEY

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Zoey is a free-spirited, 28-year-old Grand Rapidian with a passion for all things trendy, a smart sense of humor, and a laidback vibe. She's a little bit Jess Day (*New Girl*), and a little bit Rachel Green (*Friends*). She obsesses over the hottest trends in food, fitness, and fashion and pays close attention to what her favorite bloggers wear and eat. She's often following the newest diet trend [#keto](#) [#meatlessmonday](#) [#dryjanuary](#), but indulges in a cheat meal every now and then.

When she's not working at her 9-to-5 job as a Marketing Specialist, Zoey is hanging out with friends, working her [#sidehustle](#) at a coffee shop, experimenting in the kitchen, binging Netflix with her fiancé and dog, or following her [#wanderlust](#). Zoey has a carefully curated Instagram feed that gives her major inspo for whatever project she's working on next. She loves animals and outdoorsy activities, like hiking, sunbathing, and yoga on the Blue Bridge. She's the definition of living her best life — or at least that's how she looks at Instagram.



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# ZOEY'S CHARACTERISTICS

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- **ECO-CONSCIOUS**

Although Zoey tries every trend known to man, she makes sure not to hurt Mother Nature by buying eco-friendly products and recycling everything that she can.

- **LIVES IN THE MOMENT**

Without the time and financial commitment of kids, Zoey lives completely in the moment. Often doubling back to visit stores that catch her attention in passing.

- **KIND-HEARTED**

Zoey addresses everyone with respect and kindness in her heart.

- **QUIRKY & CREATIVE**

Oat milk latte? She'll try it. Neon nails? Bring it on! Lavender hair? Already did it. Life is meant to be lived.

- **VIBRANT**

She's full of energy and always has a smile on her face. She definitely sees the glass as half full.

- **FOODIE**

Zoey is a proud foodie. She's not afraid to try new and different food. She's picky about the quality of her food, and her plate better look totally Instagrammable when it comes to her table.

- **LAID-BACK EXCELLENCE**

Easygoing with a touch of brilliance describes Zoey to a T. She leaves a distinct mark on everything she touches as she moves through the world cool, calm, and collected.

- **PURPOSE: ENGAGE, INVITE**

*Tone:* sweet, informative

*Language:* fun, quirky, simple

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# INSTA-GUIDE

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USE THIS AS A REFERENCE FOR SPEAKING TO OUR INSTAGRAM AUDIENCE; MUDPENNY'S FACEBOOK VOICE WILL SHIFT IN TONE TO SPEAK MORE PROFESSIONALLY TO POTENTIAL CATERING CLIENTS.

INSTA-CAPTIONS SHOULD BE SHORT WITH A BIT OF WIT, WHILE REMAINING RELATABLE. ADD ADJECTIVES TO SET THE MOOD & COLLOQUIALISMS FOR THE LAID-BACK TONE.

## ADJECTIVES:

fantastic, incredible, gorg, thrilled, enamored, serene, festive, euphoric, fascinating, awestruck, enjoyable, genuine, inspired, artisan, chic, organic, minimal, essential, fairly fast, mind-blowing, awesome, yummy, tasty

## COLLOQUIALISMS:

totes, awks, FOMO/JOMO, sorry not sorry, the struggle is real, goals AF, humble brag, said no one ever, unpopular opinion, vibes

## PHRASES:

- Want to impress your boss? Client? Coworkers? Place a catering order today.
- Trust us, our catering menu is just as B.A.
- Want to reduce your use? We're committed to living a greener lifestyle at MudPenny.
- MudPenny ... Where dreamers come for inspo.
- If major sunny day vibes don't inspire you, then maybe our **COFFEE DRINK** can?
- Out of your mind tasty!
- Sometimes people are wrong; however, when they say we're the best they're definitely right.
- Come find love at MudPenny.
- Need to chill? Stop by and see what's new.
- Hey, you. Stop aimlessly scrolling and come get a coffee.
- You're the center of our penny, and don't let anyone tell you different.
- "I want to fill my body with chemicals," said no one ever. Check out our GMO-free vegan options.
- Post alert **SPECIAL OFFER**.
- A little birdie told me **SPECIAL OFFER**.
- Sometimes, you have to break a few eggs to create the genius that is **ITEM**.
- You haven't experienced true love until you've tried **ITEM**.
- Travel around the world and back with **ITEM**.
- We're spilling tea on our new **ITEM**. Made with **DESCRIPTION**.
- Stressed? Our **ITEM** will **DESCRIPTION**.  
*Ex: Coffee, pep in your step / wonuts, have you on cloud nine.*

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# LOOK & FEEL

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# LOOK & FEEL

As MudPenny's social presence grows and evolves, we need to make sure that our visual personality matches our written voice.

To do this, we've established a set of guidelines that will help maintain our unique perspective and keep visual consistency across all channels and content pillars. These guidelines will apply to the content we create ourselves, and to any imagery we repost from fans or other sources.



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# IMAGE GUIDELINES

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- Authentic and warm feeling
- Make imagery feel “lived-in” and authentic by incorporating human elements. Use hands, handwriting, food that’s partially eaten (or staged to look so), elements that indicate someone is there or has been interacting with the moment.
- Food product shots on white or black backgrounds primarily without people
- Beverages can be shot with or without hands
- Wide shots should incorporate people mid-action for a candid look
- High contrast imagery (bright brights, deep darks, natural saturation)
- Pull in hexagon shape wherever possible
- Add small pops of orange to imagery for consistency
- Use quirky/playful elements or shots that don’t read as cheesy
- Use depth of field in photography to add more interest
- Use a designated set of Lightroom filters for consistency

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# CONTENT PILLARS

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# CONTENT PILLARS

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- **FOODIE FUN**

One part coffee, two parts food, finished with a dash of creativity. We'll get to showoff all of our deliciousness. Under the "Foodie Fun" pillar, we will showcase beautiful coffee creations, customers sharing food together, trendy food photos, and our creative, illustrated cups.

- **PENNY DEALS**

Nothing moves a first-time customer to purchase like limited time deals. By incorporating deals into our feeds, we can increase engagement, shares, and foot traffic. After all, nothing says we appreciate you like a, "buy a sandwich, get a penny coffee" deal.

- **MUDPENNY UNIVERSITY**

Our followers are trendy eaters who want to make informed decisions about what they eat and how it affects the planet. At MudPenny University, we're gonna take our followers to school. Our chef and staff will offer up insider info on specialty diets, food trends, nutrition, and environmental impact.

- **HONESTLY GOOD COMMUNITY**

By showcasing our community, we can bring smiles to people's faces — and a chance at their five seconds of fame. These content pieces will display MudPenny's commitment to our local community. Examples include highlighting positive reviews (both in-store and catering), customer spotlights, and 1% donation updates.

- **ECCENTRIC UNCLE ABE**

Abe is kinda like your funcle (fun uncle) who is always hanging around, but you don't really know why. Abe will make a few monthly appearances on MudPenny's social. (Afterall, MudPenny is named after his denomination.) We will depart a bit from Zoey's voice and speak in the tone of Abe, whether that's sharing Abe's #wednesdaywisdom, "a penny for your thoughts," Abe cup art, or other penny-centric content.

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# COMMUNITY MANAGEMENT

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# SAMPLE COPY

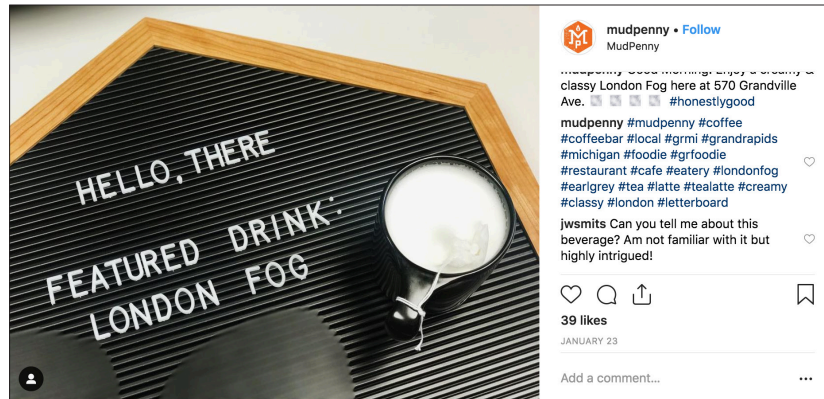


**MP:** @Khchristensen yes, please. Have you tried our savory ITEM?



**MP:** @reginawhitefoto we love it here! Stop by this Saturday for our brunch special.





**MP:** @jwsmits OMG yes! We make our London Fog with Earl Grey tea, milk, vanilla extract and sugar ... it's essentially a tasty tea latte.



**MP:** @DarrenAnderson so sorry to hear that. Let us know when you've got your wheels back, and the next cup is on us.



**MP:** @lbfacialgirl we totally do! I recommend trying our fan favorite, The Mountie, on gluten-free bread.