

CLO-Verbal-ID-R1-012523

About this Document

How we sound says a lot about us. Our brand strategy informs this document to establish a consistent, distinct, unified voice that expresses our brand personality. Our voice sets us apart from competitors and builds trust and familiarity with our audience, particularly online, where we have only seconds to make an impression in a crowded space. Nailing our voice will give consistency and credibility to our communications.

Verbal Identity Components

- Voice Persona
 - Voice Pillars
 - Brand Story/Manifesto
 - Word Kit
 - Key Messages & Signature Phrases
 - Say This/Not This Guardrails
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Cloudhop Voice Persona

Drawing on our desired brand personality, our invented voice persona describes who we are when we write and speak. Created to connect with our audience, it personifies our brand character and makes abstract ideas tangible. This is

particularly useful because it helps us understand, “What would Cludhop say, and how should we say it?”

Meet Cludhop’s voice persona, “Luca.”

Luca: a gender-neutral name meaning “bringer of light”

Luca is a dreamer with undeniable charm. An eternal optimist who sees through rose-colored glasses and lives life with every sense switched on. Luca exudes joy and illuminates everything around them. Wonderful, marvelous; a refreshing bright light. When customers experience our brand through Luca, they feel inspired by how we transform cookies and cupcakes into flavors, ingredients, and experiences that provoke creativity and imagination. One look at Luca, and you think, “I’ll have whatever they’re having!” It’s easy for Luca to float in the room and steal everyone’s attention with a simple hello and a radiant smile. Luca invites everyone to step into Cludhop Bakeshop, where the cookies and cupcakes are out of this world, and life is but a dream.

Voice Pillars

The special makeup of Luca’s voice in three adjectives:

- Whimsical
- Sensory-rich
- Welcoming

Whimsical

Our brand has a carefree, spirited way of being. We view the world with brimming possibility and love to have fun and be off the cuff. We use playful language with a hint of cheekiness and amusement. This allows us to create moments of magic, connection, and joy with our audience so they feel inspired to dream right along with us (and eat out of the palm of our hand).

We are: Dreamy, Playful, Fun

We are not: Fantasy, Bizarre, Eccentric

Sensory-rich

Bakeshop whiffs are one of the world's greatest wonders. Once those first few buttery-doughy-sugary-chocolatey molecules hit your olfactory membrane, well...is there anything more intoxicating? We write about the mouth-watering anticipation of that first bite feeling, so you can taste it with words. We use descriptive, sensory language to evoke delicious smell, taste, and sight. Food is about engaging the senses. Our writing is too. Expressive language makes our copy sing. This excites, persuades, and moves our audience to order one (or three) of every flavor.

We are: Creative, Expressive, Evocative

We are not: Extravagant, Pretentious, Fancy

Welcoming

What people remember, above all else, is how we make them feel. Our friendliness and warmth make us instantly likable. Being friendly isn't about littering our communication with exclamation marks and emojis or being overly bubbly (which can come across as borderline annoying). It's about showing warmth, hospitality, and genuine kindness in the way we speak. A friendly voice makes our customers appreciate us.

We are: Warm, Personable, Friendly

We are not: Cold, Stuffy, Unrelatable

Brand Manifesto

A creative narrative that captures our brand's ethos, facts, and feelings.

Hi, we're Cloudhop Bakeshop.

Up here, we take fun and flavor *very* seriously.

We dream outside the box and whip up delicious sweets with the best ingredients.

Try our fan favorites and indulge in the many creative flavors we dream up each week.

Our chocolate is decadent. Complex. Rich!

Just a hint of sweetness. Never bitter.

Our cookies are big, bold, and perfectly balanced.

Never too crispy or too doughy. Just right. And made from scratch.

And our cupcakes? Moist and fluffy with a plush crumb.

Good enough to share, or pillow-fight over. We don't judge.

Can we talk about our signature frosting?

It's so light and airy you'd swear you just tasted a cloud.

If that cloud was lightly whipped and made from butter and sugar.

Or maybe it's ice cream you dream about?

Every lick and spoonful is wonderful and awe-inspired.

This isn't a figment of your imagination.

At Cloudhop, everything on the menu is out of this world.

And life is but a dream.

Come play with us.

Word Kit

Key vocabulary to shape our language in communications:

1. Airy
2. Amaze/amazement
3. Artful
4. Awe-inspiring
5. Billowy
6. Blissful
7. Bright
8. Bubbly
9. Buttery
10. Carefree
11. Charming
12. Chewy
13. Colorful
14. Cravable
15. Creamy
16. Creation
17. Creative
18. Crumbly
19. Curious
20. Decadent
21. Delicate
22. Delicious
23. Dreamy
24. Enchanting
25. Engaging
26. Enjoy/Enjoyment
27. Epic
28. Excite/Excitement
29. Extraordinary
30. Fascinating
31. Fantasy
32. Feel good
33. Festive
34. Flavorful
35. Fluffy
36. Fresh
37. Friendly

38. Fun
39. Genuine
40. Glittering/Glittery
41. Glorious
42. Good
43. Goopy
44. Gush/gushing
45. Happiness
46. Homemade
47. Illuminating
48. Imaginative
49. Impress
50. Incredible
51. Indulge/Indulgent
52. Infuse
53. Inspire
54. Intoxicating
55. Inviting
56. Irresistible
57. Joy/Joyful
58. Kind
59. Light
60. Lovely
61. Luscious
62. Melt
63. Memorable
64. Modern
65. Mouth-watering
66. Optimistic/Optimism
67. Original/Originality
68. Out of this world
69. Peaceful
70. Pillow
71. Playful
72. Pop
73. Positive
74. Pure
75. Radiant

76. Refreshing
 77. Silky
 78. Simple
 79. Special
 80. Spirit/Spirited
 81. Smitten
 82. Surprise
 83. Sweet
 84. Thoughtful
 85. Treat
 86. Ultra
 87. Unbelievable
 88. Unexpected
 89. Unique
 90. Upbeat
 91. Velvety
 92. Vibrant
 93. Vivid
 94. Warm
 95. Welcoming
 96. Wonder
 97. Wonderful
 98. Wow
 99. Whimsical
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Key Messages & Signature Phrases

Headlines and soundbites that speak to our brand's points of difference and core themes.

Descriptive

- A creative dream-themed bakeshop
- We take fun and flavor *very* seriously
- Cookies and cupcakes that are out of this world
- Cookies and cupcakes join forces in the cloud

Taste-focused

- Crave-worthy flavors inspired by curiosities and creative hunches.
- Chewy, soft, sticky, sweet.
- Ethereally delicious.
- Our signature buttercream is as fluffy as a cloud.
- Deliciousness served.
- Bite into bliss.
- Take your tastebuds to the moon and back.

Ingredient-focused

- Scratch-made, everyday.
- Cloud-whipped and made from real butter and sugar.

Menu-focused

- Creative flavors every week.
- Taste what we dreamed up this week.
- This week's dream flavor:
- Today's dream flavor:

Dream-focused

- Dream out loud
- When in doubt, eat the cookie
- What are you in the mood for today?
- I dream of cupcakes
- I dream of cookies
- This isn't a figment of your imagination.
- Stop dreaming, start chewing.

