

A close-up photograph of several white orchid flowers with delicate purple spots and patterns on their petals. The flowers are set against a soft, white background, creating a clean and elegant aesthetic. The text is centered over the middle of the image.

**HERB & ORCHID  
BRAND VOICE GUIDE**



# Brand description

Herb & Orchid is a ready-to-drink spirit-free beverage brand with a global fusion twist. The brand is dedicated to providing a flavorful non-alcoholic experience, where consumers can feel the same sophisticated, social aspect of drinking without the negative effects.

Leaning on both the founder's travels through her army experience and a palette cultivated partially by her chef father, Herb & Orchid blends bold global flavors to create a high-end beverage that transforms the way you celebrate (no alcohol needed!)





# What Makes Us Unique?

Alcohol-free options are often one-note and boring, but we're here to change that. You deserve more than a Shirley Temple or a plain seltzer water. At Herb+Orchid, we want to provide a garden of delicious, spirit-free flavor, with delicious culinary complexity. We create aromatic, robust, elevated spirit-free beverages with craveable flavors—non-alcoholic beverages that you don't have to settle for so you can reclaim celebration without sacrificing mental clarity.

Our premium spirit-free beverages create an opportunity for people to come together for social gatherings, celebrations, and special moments, regardless of their drinking preferences. From baby showers to brunches, girl's night out to treating yourself at home, we're creating the cutting-edge of alcohol-free fun. Special occasions don't require alcohol, and you don't need to feel excluded. Herb+Orchid is a drink worthy of being part of your celebrations, milestones, and memory-making moments.

## KEYWORDS:

- Flavorful
- Global
- Herbal
- Sophisticated
- Non-alcoholic, zero-proof, spirit free
- Light and refreshing
- Delicious

# Core Qualities

## **Craveable Flavor:**

We believe you shouldn't have to sacrifice flavor or social experiences just because you want to drink less alcohol (or none at all). Our flavors are as complex as a premium crafted cocktail—the kind of drink you can sip, enjoy, and crave instead of something you just settle for.

## **Diversity:**

Veteran-owned, female-owned, and BIPOC-owned, we understand the value of diversity and inclusion. We're proud of who we are, just as we are proud of our products.

## **Celebration and Connection:**

Whatever your reason for opting for a spirit-free drink, we know that you still want connection, socialization, and celebration—and we don't think you need alcohol for any of those things! We're committed to helping you raise a toast without hangovers, brain fog, or any other negative drawbacks from alcohol.

## **Global Reflection:**

Inspired by our founder's global travels while in the Army, our products are created by fusing global flavors. Whether you're looking for a taste of home or culture, or a delicious flavor vacation, we have something special for you.

# Target Audience

Your target audience is primarily female, ages 30s-40s who have a middle class income or higher. They want to avoid or reduce drinking but still crave the social experience.

These women are often sober or sober curious—they might not avoid alcohol altogether but want options without it. Others are health-conscious, pregnant, on medications, or have another physical reason for avoiding alcohol.

## PRIMARY AUDIENCE DEMOGRAPHICS

- Female
- Target age: Millennials and Gen X, 30s-40s
- Professional women or upper middle class+ income
- Sober or sober curious
- Health conscious

BRAND VOICE

# What is a Brand Voice?

A brand voice is the distinct way you communicate with your audience—it's the personality of your brand, what you say, and how you say it. Your brand voice needs to be consistent across all channels.

We're Herb & Orchid—an elevated, delicious spirit-free beverage you can be excited to drink and proud to share with friends.



# Our Brand Voice should convey:

## **EXCITEMENT**

We're flavorful, complex, and oh-so delicious—an alcohol-free option you can finally get excited about.

## **A GLOBAL FEEL**

Boldness, globalization, culture, and diversity should come across in everything we say and do.

## **CONNECTION**

We want to bring people together and create moments for connection, whatever your drinking preference.

## **BOLDNESS**

Alcohol-free doesn't mean exclusion anymore—it's time to come off the sidelines, create special moments, and celebrate without the drawbacks.



# Our Brand Voice

Our brand voice is warm, engaging, uplifting, and exciting. Herb+Orchid should feel like a spirit-free celebration of global flavor, fun, and connection.

We should sound trustworthy, validating, sophisticated, and encouraging. We don't judge anyone for their alcohol preferences—we offer spirit-free options with craveable flavor so everyone can feel included in the celebration.





# What We Sound Like

ENGAGING

**NOT**

HUMOROUS

SOPHISTICATED

**NOT**

SNOOTY

INSPIRING

**NOT**

JUDGMENTAL

BOLD

**NOT**

BUSY

GLOBAL

**NOT**

ONE-NOTE



# How we'd sound if we introduced ourselves...

Hi, we're Herb & Orchard. We believe that when you're avoiding or cutting back on alcohol (whatever the reason), you shouldn't have to sacrifice flavor or experience to do so.

We create premium non-alcoholic alternatives with a fusion of tantalizing global flavors, coming together for a spirit-free experience that won't feel like you're missing out.



# Our Brand Language is...

## Active, strong & specific

Herb & Orchid should feel exciting. Words should be chosen carefully to pique interest and convey flavor and complexity. Use vivid, intriguing words and avoid passive or vague language.

**Example:** “Earthy sage meets crisp, velvety pear,” instead of “Rich flavors that come together” and “A global flavor fusion” instead of “Bringing together flavors from around the world”

## Accessible

Herb & Orchid should feel sophisticated but not snooty or too formal. Keep words simple, accessible, informal, and easy to read. This can be achieved by eliminating wordiness and focusing on “packing a punch” with small phrases and snappy sentences. Sometimes the smallest change makes a big difference.

**Example:** “Don’t sit on the sidelines—join the party with spirit-free flavor.” instead of “You don’t have to be excluded just because you skip the alcohol—be a part of the party.”

# Our Brand Language is...

## Inclusive

We want consumers to feel seen and validated, but we don't want to come across as judging drinking preferences. This drink is accepting and including, speaking to anyone who opts out of an alcoholic drink for any reason.

**Example:** "Create connection, no matter your drinking preference."

## Engaging

Herb & Orchid should have a distinct bold voice, warm and approachable. Engaging language will welcome in the audience, making them feel seen and validated.

**Example:** "Don't settle for a one-note seltzer or a Shirley Temple. Embrace alcohol-free flavor with bold complexity."



TAGLINE

# Our Tagline is...

Redefine Celebration.

This tagline challenges people to think differently and feel inspired to make a change in their life.

# Our phrases include...

Phrasing options to be incorporated in website, marketing, social media, and other brand communication:

- Enjoy flavors from around the world, whether you're looking for a taste of home or culture, or a delicious taste vacation.
- Special occasions don't require alcohol, and you shouldn't feel excluded from social experiences because of what you do (or don't) drink.
- We're committed to helping you raise a toast without hangovers, brain fog, or any other negative drawbacks from alcohol.
- Our flavors are as complex as a premium crafted cocktail—the kind of drink you can sip, enjoy, and crave instead of something you just settle for.
- Boring alcohol-free options are over.
- From baby showers to brunches, girl's night out to treating yourself at home, we're creating the cutting-edge of alcohol-free fun.
- Celebrate life's special moments (no alcohol necessary).



WRITING BEST  
PRACTICES

# Best Practices

## **Write the way you talk**

Writing the way you talk means it's okay to toss out your high school grammar book now and then. Embrace contractions, use fragments for effect, and feel comfortable starting sentences with “and” or “but.” We want to follow guidelines as a rule and ensure that everything is spelled correctly, but bending the rules for a reason is okay!

## **Use an active voice**

Active voice over passive voice—reword sentences to eliminate passive voice (for example “we provide” is better than “we are working to provide”)

## **Read everything you write out loud**

Reading everything you write out loud will help you make sure it sounds conversational and catch anything that doesn't flow.

## **Write for a short attention span**

Keep things short—avoid long words, sentences, or paragraphs. Use bullets or break things up visually whenever possible.

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