

7 ELEMENTS OF RESTAURANT BRANDING

Brand identity is an essential element in every business, and this is especially true in the restaurant industry. Whether you're launching a new restaurant or revisiting your existing establishment's brand, here are best practices to keep in mind when creating your restaurant's brand.

□ **Mission Statement:**

This is the first, and perhaps, the most crucial step to developing your brand. Dig deep and consider why your restaurant is important to you and the community. Ask yourself: *what is my core mission with this business?* How you answer this question will be your North Star, offering direction in everything you do.

□ **Storytelling:**

Describe your restaurant journey. How did you get started? Who, what, or where influenced you? Connect with your customers by sharing your culinary story with them.

□ **Define Values:**

Establish core values to help you communicate and deliver on what you believe to be the ethics of your business. For example, you might only purchase sustainable seafood if your brand ethics is environmentally focused.

□ **Develop a Brand Personality:**

Ask yourself, if my restaurant was a person, who would that person be? Chic and mysterious? Humble and down to earth? Use that image and personality to drive your brand and aesthetics.

□ **Create Your Brand Language:**

Develop a list of words aligned with your restaurant. Not sure where to start? Think about how your "personality" would speak. Tap into that persona and create a vocabulary you will use in your marketing material, menus, and website.

□ **Set Business Boundaries:**

If you are just starting in the industry, you might feel like saying yes to everything. However, that can muddy your restaurant identity. Give yourself clear boundaries that align with your mission statement, story, and personality. Write down specific scenarios to which you will say 'yes' and 'no'.

