

# SØBR MARKET

OUR  
BRAND  
GUIDELINES



# TABLE OF *Contents*

## ***Welcome here!***

This is the Brand Guidelines, our guide for **all-things Søbr Market**: what we stand for, how we speak and what our purpose is. Happy reading!

<b><i>Our Mission</i></b>	3
<b><i>Our Vision</i></b>	4
<b><i>Our Brand Archetype</i></b>	5
<b><i>Our Core Values</i></b>	6
<b><i>Our Brand Voice</i></b>	7
<b><i>Our Brand Tone</i></b>	8



# OUR Mission

3

**Søbr Market is a ~~customer-first~~,  
bottle shop that educates people  
about non-alcoholic beverages.**

We support people no matter the  
reason they choose non-alcoholic  
options and believe "You can  
have fun without alcohol."



# OUR Vision

“ Søbr Market aims to reduce the stigma around non-alcoholic drinking and the sober experience.”



## *The Caregiver*

Caregivers are extremely empathetic. Søbr Market and caregivers provide safe environments for people. **All** thoughts, questions and ideas **are welcome.**

We're here to listen.



## ***Cater to the individual in front of me***

Everyone is coming from a different space and situation. We want be **aware** and **mindful** of the customer and their circumstance while adapting our approach to cater to them.

## ***Never ask why***

This remains a choice. **It's a choice** to drink alcohol, to sustain and to be mindful. It's not our place to know unless they share.

## ***Raise Awareness***

Help our community become aware of the benefits of choosing alcohol-free options. We want to encourage mindful drinking, but not discourage alcohol use – **we are not here to judge.**



## ***Friendly***

Be there and be present for our customers, just like a friend would be.

## ***Welcoming***

Make every customer feel welcome no matter where they come from.

## ***Knowledgeable***

We want our customers to think of us as the experts on non-alcoholic drinks.



## ***Informative***

"So, you're looking for something super specific, or you have no idea what you want or where to start? No problem. **We're here to help!**"

## ***Understanding***

"No matter **who you are** and **what you've been through**, you are welcome at Søbr Market. We won't ask personal questions, but we are here if you need someone to talk to or support you on your alcohol-free journey."

## ***Casual***

"Hey Joe, how are the kids? Awesome! What brings you in today? Cool, we got that right over here."

Søbr Market **isn't all business all the time**, we're happy to have you here, even if you just want to chat and hang out!

