

**EAT AND  
BE HAPPY.**

Our brand story.

It touches and inspires every aspect of our business.

It contains the viral ingredients that shape our culture, our vision and the way that we engage with our customers.

# OUR BRAND STORY...

## Everything begins with an idea

A desire to help our customers to increase their sales led to the inception of Foodhub.

Our successful global business provides food joy to millions but started humbly, from its global Headquarters in the UK.

From the beginning, we nurtured an idea, innovated and developed a new platform, that links our takeaway partners directly with the public.

We're the unique link that saves money for our customers and generates income for our partners.



## You don't need a silver fork to eat good food."

Paul Prudhomme



We believe our customers are at the heart of what we do.

With the support of our parent company, our food delivery platform is continually optimised to provide the very best experience for our customers.

From first touch to point of order, the customer journey has been designed with ease of use, accessibility and speed of order in mind.

Our unique collaborative approach means that we understand the behavioural and economic dynamics that affect both our customers and partners.

We are in a powerful position to leverage this information to continually improve our offer on the next phase of our journey.

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# OUR HEART AND SOUL. AND SOUL.

## Our purpose

Our sole reason for existence is to connect people with food.

We use the power of our global audience to celebrate the cultural significance of eating food.

We celebrate diversity and support inclusion.



Give them quality.  
That's the best kind  
of advertising



## Our core values

**ADVENTUROUS** –  
we're independent and creators of our own destiny

**INNOVATORS** –  
we turn ideas into reality

**CREATORS** –  
we're experimental imagineers

**CONFIDENT** –  
we lead, creating our own tribe of followers

**COMPETITIVE** –  
we're pioneers of confidence

## Our mission

To provide a charismatic brand experience to every Foodhub customer and create compelling conversations for those yet to follow. Creating change that we believe in.





# OUR BRAND PERSONALITY.

We are the reliable hero.

Determined and skilled, our outgoing, brave personality attracts customers that are looking for inspiration.

We're courageous, relentlessly associated with efficiency and quality.

We're authentic and restless in our quest to bring food freedom to the masses.

We're audacious and bring food to life.



## We're colourful

Our colour palette represents the breadth of choices we make available to our customers. We use the most vibrant visuals, designed to disrupt, engage and be imminently shareable.



## We're sharing

We always show food being eaten together, supporting a culture of sharing and nurturing relationships. We never show food being eaten alone.



## We're fun

Tongue in cheek, feisty and the life-of-the-party. We're the mate. The bestie. Having fun and living in the moment.



## We're savvy

We make our customers dreams a reality. Connecting people with portals. We enable feasts, sharing and conversatio through innovative tech.



## We're creative

We're imaginative and very expressive. Mediocrity is unacceptable. Choice is everything. We stand out, are inspirational and push the boundaries.



# OUR BRAND POSITIONING.

We're industry innovators, challenging the system.

Dynamic, forward-thinking and highly visual, our brand is secure, reliable and dependable.

We're relatable, on the edge of trends, trail-blazing and memorable.

**We stand out. We're audacious. We're Foodhub.**



# OUR TONE OF VOICE.

Bringing food to the masses, celebrating diversity and supporting inclusion.

Our breadth of offer is represented through our tone of voice.



## Making food discovery exciting

We ooze passion and create a compelling food offer, both physically and emotionally appealing.

We connect with the senses, wishing to be desired – to be indulged.

Through the use of language we create a dialogue that encourages acceptance, spills over with confidence and is habitually attractive.

FOODTAINMENT **FOOD THAT'S FUN**  
**EXTRAVAGANT FOOD**  
 CHEAT MEALS **FOOD HACKS**  
 SWEET AND SAVOURY **FOOD FAME**  
**OVEN CAMERAS TIME LAPSE FOOD**  
**COLOURFUL FOODS BIG FOOD** MINI FOOD  
**FOOD PORN**  
 EATING COMPETITIONS **SELFIE EATS**

Our vocabulary is appealing to many different audiences and is adaptable with the latest food trends.

It encourages new prospects to think about food differently, providing an inherent inference that Foodhub is the place to access the very latest creations. Think FOMO.



Rethink  
 Reimagine  
 Discover  
 Rehash  
 Carve out  
 Concoct  
 Experiment  
 Intimate  
 Go to  
 Custom-design  
 Reinvent  
 Sustainable  
 Plant-based  
 Healthiness  
 Meal-planning  
 Anti batch-cooking  
 Guilty pleasure



**HOW WE  
WANT TO  
BE SEEN.**

## Using imagery

Foodhub's imagery represents everything that we love about our brand.

Quality imagery helps to tell our story in the most visually compelling way.

We want our images to be provocative, disruptive and engaging.

Our followers will take pride in sharing our content.

Imagery is used across many marketing channels including our website, our

app, social media, in our takeaway partners, printed collateral and media coverage. We need quality imagery to help convey our story.



**Our photographs are**

Foodhub image language is designed to connect with emotion. It is either food-centric or human-centric.

It is contextual to the latest trends and designed to disrupt and provide shareable, engaging content.

Each image tells a unique, bright, compelling story, complementing our brand guidelines, images should be selected for their unique attribute, never mediocrity.

We show people together, sharing, having fun and being happy.

**Our photographs are not**

Never staged or static.

Desaturated.

Unconvincing.

Showing people eating on their own.

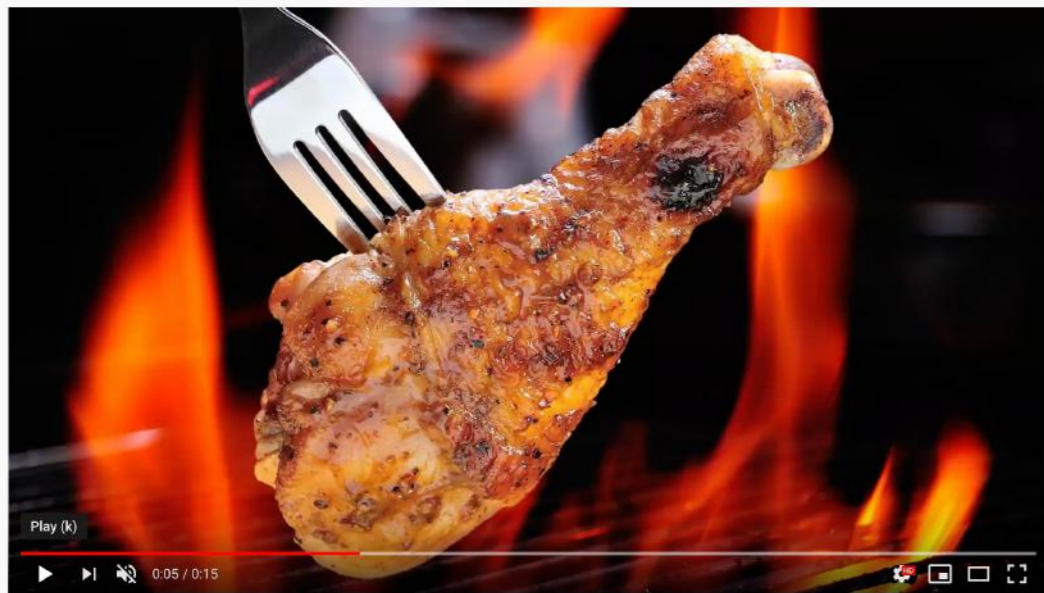
Showing unhappy people.



## Using moving image

Our promotional videos or gifs are always food-centric or people-centric.

Our logo should always appear at some point, with consistent placement at the end of each video.



Brand guideline colours and fonts should always be adhered to where captioning is required.

Video should be shot in the highest-definition available and then scaled down depending on the platform used for publishing.

Our video style is modern, sleek, fast-paced and informative. We do not use illustration or animation.

Tone of voice and language styles for use are outlined in this document.

## Using audio

Sound supports all our visual elements and is another way to communicate our brand.

It is important that we have a coherent and consistent approach to our use of audio across all relevant channels.



Our sonic logo is a key part of our identity and is a reflection of our brand personality.

It consists of an animated logo and supporting sound to create brand awareness and identity.

To accentuate authenticity, audaciousness and relatability, when working with voice artists or specifying voice overs, we will gravitate towards young (20s), friendly, male or female, fast paced with a light regional accent.





**WE STAND OUT.  
WE'RE AUDACIOUS.  
WE'RE FOODHUB.**

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Creating change that we believe in.