

# BRAND BOOK

OUR RECIPE FOR RECOGNITION



# INGREDIENTS

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# WELCOME TO MADISON ORIGINALS! CAN WE GET YOU SOMETHING TO EAT?

Welcome to Madison Originals! At MO, you are family. We support each other and help each other grow. We embrace established and emerging restaurants and associate member businesses with open arms. We learn from each other by sharing our successes and our flops. We step up when our extended family, meaning the larger Dane County and Madison community, is in need, and participate in many ways to help with a variety of local causes.

# INTRODUCTION

Born to show how awesome it is to eat local and independent, Madison Originals has grown to define Madison's food scene for natives, newcomers, and travelers alike. We are here to lead our culinary community of amazing, eclectic, Madison-grown restaurants with engaging events and a shared know-how so all our members have what it takes to be one of the quintessential tastes of Madison.

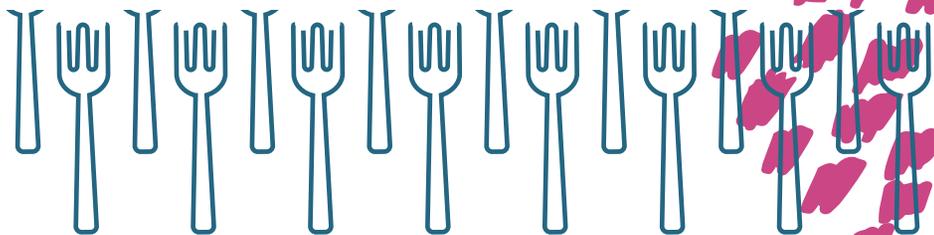
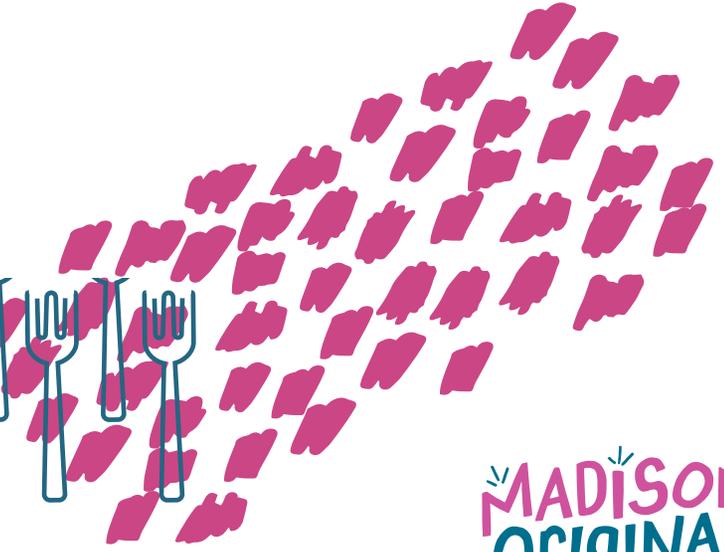
## COLD CUT FACTS

Madison Originals (MO) is a 501 C (6) non-profit association of independent restaurants and affiliated businesses. We are made up of restaurants and businesses throughout Madison and Dane County.

# OUR MISSION

Our mission is to promote our community's local, unique and independent dining scene.

WE ARE  
YOUR  
BIGGEST  
FANS!



# WHO ARE WE TO OUR MEMBERS?

**WE ARE** Madison-grown independent restaurant owners and associated businesses.

**WE ARE** our fellow members' biggest fans.

**WE ARE** a community of creative nonconformists and applaud each other for our uniqueness.

**WE ARE** do-gooders in our community and in the world.

**WE ARE** experts in cuisine, hospitality, and business.

**WE ARE** the local restaurant scene makers.

# HOW WE SOUND TO OUR MEMBERS

We sound like the kitchen of a big family getting ready for a holiday dinner. We are warm, inviting, casual and fun. Sometimes we get a little spicy with convivial back-of-house sass.

BRAND ATTRIBUTE	DESCRIPTION	DO	DON'T
COMMUNITY	We are local community makers.	<ul style="list-style-type: none"> <li>• Be warm</li> <li>• Be cheerleaders</li> <li>• Be inviting</li> <li>• Be casual</li> <li>• Provide valuable, usable information</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be too cute and cuddly</li> <li>• Don't be passive</li> </ul>
INDEPENDENT	We pride ourselves on being independently owned and operated.	<ul style="list-style-type: none"> <li>• Share successes</li> <li>• Capture the freedom that comes with being independently owned</li> <li>• Be real about the good times and the hardships</li> </ul>	
ECLECTIC	We celebrate our diversity of food, personalities, and experiences.	<ul style="list-style-type: none"> <li>• Use unexpected examples</li> <li>• Use on-point adjectives</li> <li>• Describe the uniqueness with certainty</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be generic with your words (i.e... no "delicious")</li> </ul>
YAY	Food is fun and we like to have fun. (Mimosas show up at our quarterly meetings!)	<ul style="list-style-type: none"> <li>• Have some fun with restaurant humor and slang</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be cheesy</li> </ul>
BADGE OF DISTINCTION	We celebrate our excellence that sets us apart from other restaurants by sharing our knowledge with each other to grow and become even more distinct.	<ul style="list-style-type: none"> <li>• Feature awards and successes, experimentation, and timelessness</li> <li>• Be humble</li> <li>• Share knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be snobby</li> <li>• Don't be a know it all</li> </ul>



MADISON  
ORIGINALS

ALL  
ACCESS  
PASS

# WHO ARE WE TO OUR FANS?

**WE ARE** our fans' all-access pass to Madison's independent dining scene.

**WE ARE** the go-to for info on things like:

- hot new menu items and restaurant happenings
- interesting cooking techniques -both traditional and innovative
- our restaurant owners' passions, their awards, and how they give back to the community

**WE ARE** food lovers.

# HOW WE SOUND TO OUR FANS

There's no denying it, thanks to the rise of food channels, celebrity chefs, and streaming series dedicated to eating, the biz is kind of cool. Yeah, we know that we're a little hip, and we know that we can make something delicious with a sharp knife and a bay leaf, but we're not too cool for school. We're just your local, rooted-in-Madison restaurants who are approachable and fun. We're like the nice kid who throws the best parties and everyone is invited.

BRAND ATTRIBUTE	DESCRIPTION	DO	DON'T
INDEPENDENT AND ECLECTIC	We celebrate our diversity of food, personalities, and experiences	<ul style="list-style-type: none"> <li>• Use unexpected examples</li> <li>• Use on-point adjectives</li> <li>• Describe the uniqueness of each experience, the sounds, smells, feels</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be generic with your words often. Use delicious, yum to fit with the regular Joes, but don't rely on these words alone when describing our restaurants and food.</li> </ul>
TEMPTING	We tempt diners with everything from buttery, melt-in-your-mouth, pan-seared scallops to juicy, crunchy, springy, bright local greens to pinked-to-perfection bacon burgers.	<ul style="list-style-type: none"> <li>• Make their mouths water. Use adjectives that describe the smells, tastes, textures of our restaurants' food.</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be lazy with generic descriptions. See above.</li> </ul>
COMMUNITY/ROOTED IN MADISON	We are regular people in the community just cooking food and trying to make it a better place.	<ul style="list-style-type: none"> <li>• Be authentic and inviting</li> <li>• Connect our restaurants to the larger community with nods to local landmarks and icons</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be too cute and cuddly, over the top friendly/excited, remember, we are the nice kid with the all-access pass.</li> </ul>
YAY!	Food is fun and we like to have fun.	<ul style="list-style-type: none"> <li>• Write like you're inviting a friend to an awesome party</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be bland.</li> </ul>
BADGE OF DISTINCTION	We celebrate our achievements without pretension.	<ul style="list-style-type: none"> <li>• Feature awards and successes, experimentation, and timelessness</li> <li>• Be humble</li> <li>• Share knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be snobby</li> <li>• Don't be a know it all</li> </ul>

# TAGLINE

**EAT LIKE A MOCAL.**

We want people to join our culinary community, as members and as fans. The tagline is friendly and fun, like us. #eatlikeamocal

# YOU EAT WITH YOUR EYES FIRST

Our look is vibrant like our independent dining scene. Our colors stand out from the crowd. We have fun infusing Madison landmarks and icons with photos of our food. This creative take on our visuals shows that we are rooted here. Our use of hand-drawn patterns visually mirror our eclectic and one-of-a-kind restaurants and we use clusters of drawings and patterns that convey a sense of community.

For colors, logo usage, and examples, see the Madison Originals Brand Guidelines Book.

# THANKS!

Welcome to the family! These guidelines are our recipe for recognition. Stick to these like white on rice and we won't have to 86 you.

Love,  
Your Madison Originals Family