

STYLE GUIDE

Press & Plow
Norman, Oklahoma

SOCIAL ACCOUNTS
facebook.com/pressandplow
@pressandplow

BUSINESS SUMMARY

Press & Plow combines the warmth of a coffee shop with delicious brunch all day and a full-service bar. Their coffee is second to none, and their house made items and constantly improving recipes ensure that guests will never be disappointed. Every menu item has gluten-free options where applicable, and all coffee drinks can be made dairy-free.

FONTS

IvyPresto
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
RIG SHADED
AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

COLORS



TARGET AUDIENCE

Demographic 1: Young adults ages 18-22 looking for a place to caffeinate and study	Demographic 2: Families looking for a tasty Sunday brunch	Demographic 3: Gluten-sensitive, vegan, or vegetarian individuals	Demographic 4: Adults ages 21 and up looking to enjoy mimosas, wine, or craft cocktails
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VALUES

Community. Integrity. Quality. Flavor. Warmth.

IMAGERY



POST SCHEDULE

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DEC 1

Topic: Holiday flavors

Platforms: Instagram, Facebook

Content: The holidays are just around the corner, and here at Press & Plow we've already decked the halls! Be sure to stop by to check out our holiday flavors, like a peppermint mocha or iced gingerbread cookie latte. We've also got the spiked baked apple pie for grown-ups looking for a little extra warmth this season. Just ask your bartender!

DEC 3

Topic: Coffee trivia

Platforms: Instagram, Facebook

Content: [Image text: How many cups of are consumed each year worldwide?]

Four hundred BILLION cups of coffee are consumed around the world every year! That's 25 million gallons of bean juice.

DEC 5

Topic: Wine dinners

Platforms: Instagram, Facebook

Content: Our first ever wine dinners last month were such a hit, we've decided to have them every month! The next dinner will be December 17th and will feature more signature recipes from our house chef, each paired with a different wine. We'll have some fun holiday desserts as well! Call today or stop by to reserve your spots, as seating is limited.

DEC 7

Topic: Mondays

Platforms: Instagram, story post

Content: We know early mornings are tough. That's why we open at 6:30 every weekday! Stop by and let our baristas brew your favorite pick-me-up.

DEC 9

Topic: Gift cards

Platforms: Instagram, Facebook

Content: With the holidays coming up, why not give the gift of specialty coffee? Stop by today and gift yourself a free latte with the purchase of a \$25 gift card!

DEC 13

Topic: Coffee quote

Platforms: Instagram, story post

Content: [Image text: As long as there was coffee in the world, how bad could things be? -Cassandra Clare]

How we're #CopingWith2020

DEC 16

Topic: Wine Dinner

Platforms: Instagram, Facebook, story post

Content: This is your last chance to book your spot for our wine dinner tomorrow night at 7:30! Spots are filling up quickly, so call today or stop by to make sure you don't miss out on this delicious, one-of-a-kind experience.

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DEC 20

Topic: Mimosa quote

Platforms: Instagram, Facebook

Content: [Image text: Do mimosas count as a juice cleanse?]

Have you tried our craft mimosas? They're made with our house-made, fresh-squeezed orange juice and they're the perfect Sunday morning treat.

DEC 23

Topic: Holiday Hours

Platforms: Instagram, Facebook, story post

Content: Press & Plow wants to wish you and yours a safe and happy holiday! We will be closed December 24th and 25th so our staff can spend time with their families.

DEC 25

Topic: Merry Christmas

Platforms: Instagram, Facebook, story post

Content: Merry Christmas from our Press & Plow family! Stay safe and warm this holiday.

DEC 28

Topic: Holiday Flavors

Platforms: Instagram, Facebook

Content: This week is your last chance to try our holiday flavors. Be sure to stop in and try an Apple Fog or Pumpkin Latte before they're gone!

DEC 31

Topic: New Year's

Platforms: Instagram, Facebook

Content: Cheers to the New Year! We can't wait to see what 2021 has in store. What's your New Year's resolution?

*Happy
New
Year*



*Merry
Christmas*

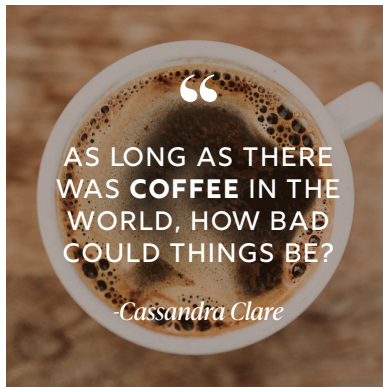


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Cassandra Clare



COFFEE TRIVIA:

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are consumed each
year *worldwide*?

