

Else Nutrition

Voice, Tone & Design Guide





Tone & Voice

Key Point

Else is the new and next generation of early childhood nutrition. As such – we look, feel and sound different in what we do. We are something ELSE that parents have been waiting for. The content created should reflect this direction.

If Else were a human...

She would be a well-educated mom with several kids suffering from sensitivities, allergies, and “picky-eater syndrome.” She would be dressed in high-end sustainable fabrics with statement eyeglasses. Her look can best be described as “progressive-organic-intellect-mom.”

Else’s personality is a bit candid, open, honest, inspiring, and outspoken. She speaks with a playful, witty tone - using puns and adding an adjective in front of nearly every verb to exaggerate the importance of it, “superhero moms,” “mouthwatering shakes.” She starts conversations with thought-provoking questions and shines light on important topics like the baby formula industry, sustainability, choice, allergies, and plant-based alternatives.

She is so passionate about wanting change: sustainable, plant-based, natural, organic solutions to daily living and nutrition for everyone, starting with our kids! She is highly educated in these areas, and seen as a credible, trustworthy resource for facts and inspiration.

Who is our audience?

Our audience is a mix of folks that fit into more than one of these categories:

- Healthy progressives looking for healthy, organic, clean/minimally processed solutions.
- Parents of little ones with allergies, sensitivities, behavioral issues and failure to thrive.
- Parent's looks to supplement or find an alternative to breastfeeding
- Frustrated parents of picky eaters
- Parents ages 25-49
- Predominantly mothers living in egalitarians households with partners
- Health conscious households
- Predominantly urban families living in California/ west coast and New York/ east coast
- Middle-upper middle class household income
- Well-educated
- Egalitarian couples
- Vegetarian/flexitarian/vegan families



Vocabulary and key phrases

Something Else

Real Choice.

Finally, a real choice.

A real alternative...

Unlike anything else

Picky-eater approved

Delicious taste
(Toddler-Approved Taste)

Complete nutrition
without compromises

Clean label nutrition

Plant-Powered

The only whole food
real alternative to
cow's milk and soy

Claims

Dairy free

Soy free

Gluten free

Corn Syrup free

Glyphosate free

Complete Nutrition

Clean Label

Organic

USDA Organic

Non-GMO

Plant-Based

Plant-Powered
(for Kid's Shakes)

>90% whole food plant
ingredients in their
natural form

50% less sugar than
leading brands

20+ essential vitamins
and nutrients to promote
healthy growth and
development

Pediatricians and
Nutritionists endorsed

The trusted alternative to
dairy-based baby nutrition

Minimally-processed
ingredients

FODMAP Friendly (For
Toddler Nutrition
and Kid's Vanilla Shake)

Low FODMAP certified
(For Toddler Nutrition and
Kid's Vanilla Shake)

Sustainable for vegan diets



Personality & Style

Natural

Informative

Healthy

Organic

Alternative

Colorful

Statement

Wholesome

Progressive

Unprecedented

Bold

Disruptive

Rebel with a cause

Brave

Meaningful



Voice (see examples below)

Transparent / clear / open / honest

Compassionate / empathetic

Conversational

Informative

Playful (slightly witty)

Thought-provoking

Tone (Difference in Tone across media platforms)

Across social (social media, email, videos and blog)

More playful, conversational, and open here - yet still informative and trustworthy. Not too wordy, but is ready for a long, engaging conversation!

B2B (HCPs, investors)

More educational, formal, scientific, trustworthy, and straightforward. Focused more on informing and getting straight to-the-point versus holding a long, engaging conversation.

Style Tips

- Stick to an active voice - you are taking action, the action is not done to you.
 - In other words, avoid “was” and “by”
 - Yes: Jill bought our product.
 - No: The product was bought by Jill.
- Avoid slang and jargon (Plant-Based, not PB)
- Write positively, not negatively. We are inspiring, not using scare tactics. (Examples below)
- Be playful where appropriate. If a joke or pun feels forced, keep a straight face. (Examples below)
- Be conversational and interactive with the audience (Examples below)

Examples

Do's & Don'ts

Regarding Our Voice on Social Media

Transparent/clear/open/honest

Do Inform that we are the best choice for health in a subtle way.

Example

Else uses 50% less sugar than leading brands.

We don't use isolated and fractionated proteins, we keep ours intact through minimally processing procedures.

We use the cleanest production process we can.

Don't Dis competitors, it comes off unprofessional, tacky and pathetic.

Example

Else uses 50% less sugar than Pediasure.

Unlike ripple, we don't use isolated and fractionated sources of whole food protein. We keep ours intact, and that's why we have the cleanest production process in the industry.

Compassionate/empathetic

Do Acknowledge parents for their hard work, struggles, and wins!

Example

Mom's Rock/ Mother's Day Sale: Today we're celebrating the one that does it all: the Super Moms, like you! We want to thank you for raising the next generation. And for doing the HARDEST, but also the BEST job in the world. To show our appreciation for your superhero-like qualities, we're giving you 15% OFF Else today - your side kick Complete Nutrition products.! USE PROMO CODE "MomsRule" at checkout to redeem!

Don't Play the blame game. In other words, don't worsen the situation and make them feel bad (this is a thin line we don't want to cross) unprofessional, tacky and pathetic.

Example

You have trouble feeding your kid veggies and other nutritious foods. You are worried you're not being a good parent or raising your kid right. Keep them healthy and get complete nutrition into their diet with Else formula.

Else Nutrition

Conversational (to promote engagement)

Do Choose related conversation topics in the industry (i.e., sensitivities, food, recipes, dairy

Example 1

Mom's Rock/ Mother's Day Sale: Today we're celebrating the one that does it all: the Super Moms, like you! We want to thank you for raising the next generation. And for doing the HARDEST, but also the BEST job in the world. To show our appreciation for your superhero-like qualities, we're giving you 15% OFF Else today - your side kick Complete Nutrition products.! USE PROMO CODE "MomsRule" at checkout to redeem!

Example 2

Sparkling related conversation: What's your favorite toddler shake recipe? We love finding unique ways to shake up Else Complete Nutrition - smoothies, cookies, oatmeal, muffins, and more! Try one of our Else Recipes yourself and report back on your kiddos feedback. Link to our recipe blog in bio.

Example 3

Have you ever done a Plant-Milk comparison? While Oat Milk* is definitely on trend, it may not be the optimal source of nutrition for your kiddo. We like to consider ~Complete Nutrition~ which can come from milk sources rich in essential nutrients, healthy fats, protein, carbs, and high-performing calories. With Else, there's no need to compromise any of that. Else products contain nutritious values, high quality, Clean Label, organic ingredients sourced from nature. Raise a glass of nature's goodness.

Conversational (to promote engagement)

Don't Be random and have conversations just to have them

Example

What's your kid's favorite sport? Keeping them active is a great way to promote a healthy lifestyle. This is a core value at Else, a company that focuses on sustainable, healthy living.

Informative

Do Be informative where it leads to engagement and thought-provoking information.

Example

The problem with ultra-processed foods is that they are not what nature intended. Processed, or "isolated" components, interact differently with our digestive systems than whole foods. They are absorbed differently and can affect our gut flora by encouraging growth of non-beneficial bacterial strains. That's a lot of text to simply say: non-isolated, minimally-processed foods are best for you and your little one's health!

Don't Create negative statements and/or act like a know-it-all

Example

Highly processed foods can seriously harm your body, causing inflammation, cancer, and potentially death! Look out for the words "Processed" or "Isolated" on nutrition labels and do not buy products that contain them. These ingredients interact differently with our digestive systems than whole foods, and cause growth of bad bacteria strains. Choose Else, we do not isolate proteins!

Thought-Provoking

Do Share topics that shed light on the industry / valuable causes we care about (i.e, dairy, plant-based, health, sustainability, etc.)

Example

3 Simple swaps to lower your carbon footprint on World Environment Day :

1. Swap the car ride for biking or walking.
(Perhaps it's time to explore the tricycle?)
2. Swap your plastic straws for a reusable copper one.
3. Swap cow's milk for plant milk.
(We recommend Else Complete Nutrition for Toddlers)

Don't Use scare tactics to create fear around topics of interest (going vegan, ultra-processed industry, environment etc.)

Example

How to lower your carbon footprint and stop harming the environment on

1. Stop driving your car and start riding for biking or walking. (Cars account for ~15% of the destruction to the ozone layer)
2. Stop using plastic straws
(They'll end up in the ocean and harm sea creatures)
3. Replace all dairy products with plant milk.

World Environment Day :

(Dairy causes hormone imbalances and the over-population of cow's is deteriorating the health of our planet)

Playful language

Do Use puns, dad jokes, slight humor, and be conversational.

Example 1

National Parent's Day Sale: Thank you for being patient, compassionate, supportive, strong, and a bunch more important adjectives. Essentially, trying to describe how important your role is for your child in order to celebrate you on this all-about-you day is way too much pressure for us! So instead, we're giving you a special one day sale on Else!

Example 2

Father's Day Sale: Today we're celebrating Fantastic Fathers like you! You teach your little one to grow up strong, smart and healthy - and you find pride in your dad jokes no matter how many times you repeat them! So thank you for raising the future generation of Else toddlers and kids.

Don't Get overly crafty with the jokes, we prefer that most people will understand them.

Example

(see how it's unrelated):

Father's Day Sale: "I thought the dryer was shrinking my clothes. Turns out it was the refrigerator all along." -

Common Dad joke. Dad's have their jokes, and that's why we love them! Happy Father's Day - enjoy this discount on us.

Colors, Fonts, Sizes & More

Color palette.

This plus every diluted version of the color

Toddler Complete Nutrition

YELLOW	ffed6e	R 255 G 237 B 110
TEAL	009a9a	R 0 G 154 B 154
ORANGE	f39200	R 234 G 146 B 0
GREEN	bbca00	R 187 G 202 B 0
BUTTERCUP	f2e2cf	R 242 G 226 B 207

Font

Standard font choice is **Euclid**

a b c d e f g h i j k l m n
o p q r s t u v x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % . ^ ~ \ | ”

Plant-Powered Kids Shakes

YELLOW	fff293	R 255 G 242 B 147
GREEN	bbca00	R 187 G 202 B 0
PINK	bff777	R 191 G 31 B 119
TEAL	4bafa7	R 75 G 175 B 167
ORANGE	f39200	R 243 G 146 B 0
BLUE	01b6e5	R 1 G 182 B 229
SOFT PURPLE	7e86cl	R 126 G 134 B 193
DEEP PURPLE	8507b3	R 133 G 7 B 179

Baby Cereal

ORANGE	fdc209	R 254 G 194 B 9
PINK	f08cb7	R 240 G 140 B 183
PURPLE	ac8ecl	R 172 G 142 B 193
TEAL	3cb7ae	R 60 G 183 B 174
GREEN	b0b84f	R 176 G 184 B 79

Design

The design is a mix of illustration, typography and photography. It is also a mix of minimalism and an exciting pop art style. Overall the style is artistic and open to creativity.

We avoid any generic looking clipart or shutterstock type images.

Collaborations

Dear Influencer/Partner/Collaborator,

We deeply thank you for your support and help on the Else journey so far.

We have compiled a 'best practice' list for you to use as a guide while creating and sharing branded content. Please see below for reference:

- Please be advised that the Instagram feed dimensions are 1080pixels x 1080pixels and the story sizing is 1080pixels x 1920pixels. Reels are also 1080x1920 and less than 30 seconds long. Instagram feed videos are less than one minute.
- We need your highest quality images (at least 300 dpi) and videos for editing.
- You may send these files to us via 'WeTransfer' or 'Dropbox' if content files are too large to send via email.
- When filming, please be sure to speak clearly and authentically.
- You are welcome to change camera angles; however, please make sure not to capture content from a low angle.
- Take note of good lighting and background ambience or colors that are pleasant to look at.
- Please make sure video content is steady by using a tripod or other means to prop your phone and/or camera in an upright and stable position.
- We would love to see a shot/image/images of your child getting involved with the process and enjoying Else.



- Please try to include a product shot at some point in your video/still image. It can be a stand alone shot or integrated in the video (if it's a video).
- Please do not add filters to pictures that change the product color and look unnatural.
- We want to keep bright, natural tones, the way that the photos on our Instagram feed and website appear.
- Make sure the product label/shot is front-facing and legible for viewers before adding text. Use image mirroring if needed - the packshot must be shown the right way.
- Please use a Sans Serif font, if available.
- While creative recipes are encouraged, it's also great for us to show how easy it is to just mix Else with water for a light meal replacement filled with complete nutrition to help support healthy growth and development.
- Be sure to tell us if your toddler has benefitted from a medical or healing perspective from using Else.
- Have fun with it! Show us a healthy, happy version of an Else influencer.
- Real, authentic, engaging videos work great. Tell us how your child/family are benefiting from Else. What you love about it, what difference it's making.
- In key messaging, you can mention that 'Else' gives a real choice. Now there's a real, plant-based alternative that you can feel good about.
- Please be sure to include a swipe up link to your discount code, and the discount code in post copy as provided by Else. Also be sure to use the following hashtags:

#elsenutrition #elseshake
#plantpowered #plantpower

