

HOKKAIDO — Complete Brand System

This document contains the full strategic, operational, and creative framework for building and scaling HOKKAIDO as a premium bouquet brand. This is a private execution blueprint.

1. Brand Book

- Brand Positioning: Premium, emotional, calm.
- Core Colors: Dusty Rose, Ivory, Charcoal, Rose Gold (accent).
- Typography: Serif wordmark logo only.
- Design Rule: Less elements = higher value.

2. Daily & Weekly Execution Checklist

- Daily: Quality check before every delivery.
- Daily: Packaging consistency.
- Weekly: Review best-selling bouquet.
- Weekly: Review customer feedback quietly.

3. Team SOP & Training

- Handle flowers slowly and carefully.
- Maintain calm working environment.
- Follow wrapping and ribbon standards.
- Respect brand tone in customer interaction.

4. Campaign Calendar

- Mother's Day: Emotional hero campaign.
- Love & Gratitude occasions.
- Festivals: Subtle gratitude messaging.
- Corporate & Events: On request only.

5. Website & Instagram Copy Pack

- Website Hero: Premium handcrafted bouquets.
- CTA: Order calmly, no pressure language.
- Instagram: Soft quotes, real people, calm visuals.
- Avoid discounts and loud promotions.

6. Founder Control Dashboard

- Track average order value.
- Track repeat customers.
- Track bouquet costs.
- Review monthly, not daily.