

TONE OF VOICE

Glou Glou’s tone of voice is a key part of its brand identity. It shapes how the brand communicates across all platforms and plays an essential role in creating a consistent, memorable experience for customers. Whether it’s a social media post, website copy, or menu description, the tone should reflect Glou Glou’s playful, vibrant, and natural personality. The tone of voice helps reinforce Glou Glou’s brand as more than just a wine bar—it’s a lively community hub where great wine, good vibes, and sustainability come together.

1. PLAYFUL & VIBRANT

Glou Glou’s brand is rooted in joy and energy. The tone should feel fun, modern, and full of life, echoing the colourful and inviting aesthetic of the bar’s visual identity.

- Use expressive, upbeat language that matches the lively design elements—bright colour palettes, organic shapes, and quirky illustrations.
- Quirky phrases and casual, friendly language help build a sense of fun.
- Brand Application: Menu descriptions, event flyers, social media captions.

2. WELCOMING & APPROACHABLE

At its heart, Glou Glou is a place for everyone. The tone should be inclusive and warm, making customers feel at ease whether they’re wine experts or first-time tasters. This aligns with the brand’s rustic, inviting interior design and approachable fonts.

- Use language that feels conversational, avoiding technical jargon.
- Maintain a friendly, down-to-earth vibe that mirrors the brand’s focus on community.
- Brand Application: Website copy, in-store signage, customer interactions.

3. NATURAL & CONSCIOUS

Glou Glou’s brand is deeply connected to natural wine culture and sustainability. The tone should reflect these values by promoting eco-consciousness in a positive, non-preachy way. This pairs with the brand’s earthy tones, raw textures, and sustainable design choices.

- Emphasise authenticity and sustainability without sounding overly serious.
- Focus on storytelling—highlight the origins of the wine, the people behind it, and its organic production.
- Brand Application: Merchandise tags, website product descriptions, social media content.

4. AUTHENTIC & MODERN

Glou Glou’s brand combines rustic charm with a trendy, contemporary vibe. The tone should be real and relatable, avoiding clichés or overly polished language. This resonates with the brand’s bold-yet-earthy colour scheme and mix of modern typography with handcrafted elements.

- Be genuine—avoid corporate-sounding phrases or overly salesy language.
- Incorporate modern expressions and playful wordplay that resonate with a younger, socially active audience.
- Brand Application: Brand tagline, social media bios, promotional materials.