

Restaurant Founder Brand Book Builder Workbook

A practical operator's workbook for defining the identity, experience, and strategy of your restaurant brand.

Complete each section carefully. The goal is clarity before design, construction, or marketing begins.

1. Brand Foundation (The Why)

We exist to:

The emotional outcome for guests is:

If we disappeared tomorrow, people would miss us because:

Brand Vision (5–10 Years)

In 5 years we want to be:

We want to be known for:

We refuse to become:

Our long-term brand aspiration is:

2. Brand Positioning

Restaurant category (Fine Dining / Casual / Fast Casual / Bar-Driven / Hybrid / Other):

Subcategory description:

Comparable restaurant 1:

Comparable restaurant 2:

Comparable restaurant 3:

Comparable restaurant 4:

Comparable restaurant 5:

Why guests choose us over them:

3. Target Guest Profile

Primary guest description:

Age range:

Income range:

Dining frequency:

What they value:

What frustrates them in other restaurants:

What makes them loyal:

Secondary guest description:

4. Brand Personality

If the brand were a person, describe their personality:

How they dress:

How they speak:

Where they vacation:

What music they listen to:

Primary brand archetype:

Secondary brand archetype:

5. Visual Identity

Primary logo description:

Secondary logo:

Icon mark:

Primary color palette:

Secondary color palette:

Primary typography:

6. Physical Environment

Primary materials:

Lighting philosophy:

Sound design / playlist style:

Scent identity:

7. Menu Identity

Menu philosophy:

How often the menu changes:

Signature dishes:

8. Service Culture

Service style:

Greeting language:

Complaint recovery approach:

9. Brand Voice & Marketing

Tone of voice adjectives:

Social media content pillars:

Website hero message:

10. Financial Alignment with Brand

Labor model supports brand experience:

Build-out budget vs brand promise:

Where we intentionally spend more:

Where we protect margin:

11. Executive Summary

Who we are:

Who we serve:

What we promise:

What makes us different:
