

MENU WRITING STYLE GUIDE

This guide is to be used as a quick reference for writing menu content. It provides specific formatting details to help maintain consistency as the menu is revised.

Writing style and tone should align with the brand's core "Vision, Values, and Tone" tenets: Accessible, Service-Driven, and Fun and Creative. (More details are included in the brand guidelines.)

Section Titles

(HALCYON, HEY LIQUID ATAXIA, BEER, CIDER, WINE, VIANDS)

__Written in ALL CAPS

__If title includes "and" it should be written as "+" to mirror the primary logo

Drink/Dish Names

__Written in Title Case

__If name includes "and" it should be written as "&" to mirror the secondary logo

Drink/Dish Descriptions

__Written in Title Case

__Ingredients in a list separated by commas

__Do not use "and" before last ingredient

Correct: Light Rum, Lime, Sugar

Incorrect Light Rum, Lime, and Sugar

__Use "and" when it connects two or more words that describe a single item/ingredient

__If a description includes "and" it should be written as "and"

Correct: Sheep's/Goat's Milk Cheese
and Chive Beignet

Happy Layers of House Made
Amarena Cherry, Rum Vanilla,
and Pistachio Ice Cream

Artist Bio

__Name(s) written in Title Case and Bold

__Contact line italicized

__Contact line can include website, social media handle, email or phone number (1 option only)

__For websites, do not include "www."

Featured Charity

__Name(s) written in Title Case and Bold

__Contact line italicized

__Contact line can include website, social media handle, email or phone number (1 option only)

__For websites, do not include "www."

__1 - 2 sentence description of the charity (max. character count, including spaces: 215)

