



STARBUCKS®

Copywriting Style Guide

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Mission

To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

Values

With our partners, our coffee and our customers at our core, we live these values:

- Creating a culture of warmth and belonging, where everyone is welcome.
- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity and respect.
- Delivering our very best in all we do, holding ourselves accountable for results.

We are performance driven, through the lens of humanity.

Core Messaging

We make sure everything we do is through the lens of humanity – from our commitment to the highest quality coffee in the world, to the way we engage with our customers and communities to do business responsibly. – Starbucks

Every day, we go to work hoping to do two things: share great coffee with our friends and help make the world a little better. – Starbucks

We believe that coffee can be the common thread that ties humanity together, connecting people from different cultures, backgrounds, and identities. It's people who are the driving force behind our passion.

Voice Description

The Starbucks voice is functional and expressive. The functionality in the voice allows people to easily find exactly what they're looking for, whether that's a drink in the store or how to earn rewards. But functional shouldn't be mistaken for boring. Starbucks describes this idea well on their website when they say, "functional doesn't mean sterile; it means clear."

In being expressive, Starbucks invokes positive feelings in anyone who reads their copy. They take into account where their audience is—both physically and emotionally—and craft their copy

to meet people where they are. They “use expressive moments on focal products to present a product truth in a fresh, relevant, interesting way,” and when space is available, they try to tell a passionate coffee story. Whatever they write, they want to make their audience smile.

Tone Description

The tone throughout Starbucks’ copy is warm and inviting. Whether they’re writing product descriptions or social media content, they make people feel like they belong. They create a culture of inclusiveness with their copy. It doesn’t leave anyone out with the use of big fancy words and it makes anyone who reads it feel like they’re part of the Starbucks club. The tone varies with the context; it can be warm and empathic when describing sustainable farming or fun and playful in their drink descriptions or social media content.

Characteristics

- Inclusive
- Welcoming
- Accommodating
- Cheerful
- Passionate
- Focused on humanity
- Integrity
- Transparency
- Openness
- Growth-mindset

Manifesto

We believe there is a common thread that’s woven through humanity, and it’s the intrinsic desire of all people to find a sense of belonging. No matter your background, heritage, culture, ethnicity, or gender, you matter. We desire to cultivate environments of belonging, and we want nothing more than to leave the world a better place than we found it. We have a passion for progression, moving the world forward by uniting the people who live in it. Coffee is what we do, but people are who we do it for. We hope to one day see coffee as the world’s first sustainable agricultural product, setting a trend in motion that leads to a more eco-friendly planet. Through our coffee and our love of humanity, our ultimate goal is to live in a world where everyone cares about the planet and each other.

Emails

Subject Line: Dreaming of summer?

Preview Text: Our new drinks will leave you feeling delightfully refreshed



Body Copy: It's about to get hot, so make sure you're cooling yourself off with one of our new ice cold beverages. Wrap yourself in a cloud of cool with an iced Cloud Macchiato, taste your way to the tropics with the new Iced Guava Passionfruit drink, or keep it classic with our signature Starbucks Cold Brew. Whatever pleasure your palette demands, we've got you covered.

CTA: Order now

Subject Line: Earn stars. Get rewards

Preview Text: Don't miss out on earning stars to help you get rewards faster



Body Copy: The Starbucks rewards program helps you get more of the things you love. Earning rewards is simple. All you have to do is create an account (it's easiest if you download the Starbucks app), load money onto your card, and start earning stars. You earn stars by:

- Using a registered gift card or paying through the app at Starbucks (you'll earn \$2 for every \$1 you spend).
- Earning bonus stars through games and offers in the app and in your inbox.
- Making sure you don't miss double star day. You'll get double the stars on every order.
- Applying for the Starbucks Visa Card or Rewards Visa Prepaid Card, and earning points when you spend at Starbucks, or anywhere else.

The stars are waiting for you. Download the app to get started.

CTA: Get started

Twitter Posts

**Starbucks Coffee** 
@Starbucks

Test your Starbucks knowledge. See if you know which of these drinks isn't on the menu:
Guava Passionfruit Iced Drink
Irish Cream Cold Brew
Pumpkin Spiced Latte
Girl Scout Cookie Frappuccino

12:00 PM · Jun 1, 2020

956 Retweets 3K Likes



**Starbucks Coffee** 
@Starbucks

Earning stars can get you free coffee, really. Download the app and start earning. starbucks.app.link/download



12:00 PM · Jun 1, 2020

956 Retweets 3K Likes







Starbucks Coffee ✓

@Starbucks

Iced coffee. Need we say more? 😊



12:00 PM · Jun 1, 2020

956 Retweets **3K** Likes



Starbucks Coffee ✓

@Starbucks

Try a mocha frappy, it'll make you happy.
Order it through the Starbucks app.
starbucks.app.link/download



12:00 PM · Jun 1, 2020

956 Retweets **3K** Likes

**Starbucks Coffee** ✓

@Starbucks



The [#Starbucks](#) Pink Drink is waiting for you. Order now on the Starbucks app. starbucks.app.link/download



12:00 PM · Jun 1, 2020

956 Retweets 3K Likes

**Starbucks Coffee** ✓

@Starbucks



Do you know how your best friend takes their coffee? Tag your friend and their order to see if you're right 🐶🐶☕

12:00 PM · Jun 1, 2020

956 Retweets 3K Likes



Instagram Posts

starbucks • [Follow](#)

Liked by xyz and 20 others

starbucks Where's the best place to sip your Iced Guava Passionfruit drink? Let us know in the comments. 🌴 🍓

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6 August



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Liked by xyz and 20 others

starbucks Green team ❤️ #IcedPineappleMatchaDrink

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Liked by xyz and 20 others

starbucks So hot. So many ways to cool off 💧

#StarbucksRefreshers

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Liked by xyz and 20 others

starbucks Everyone gets a free drink on their birthday.

What do you order? #birthdaydrink ... [more](#)

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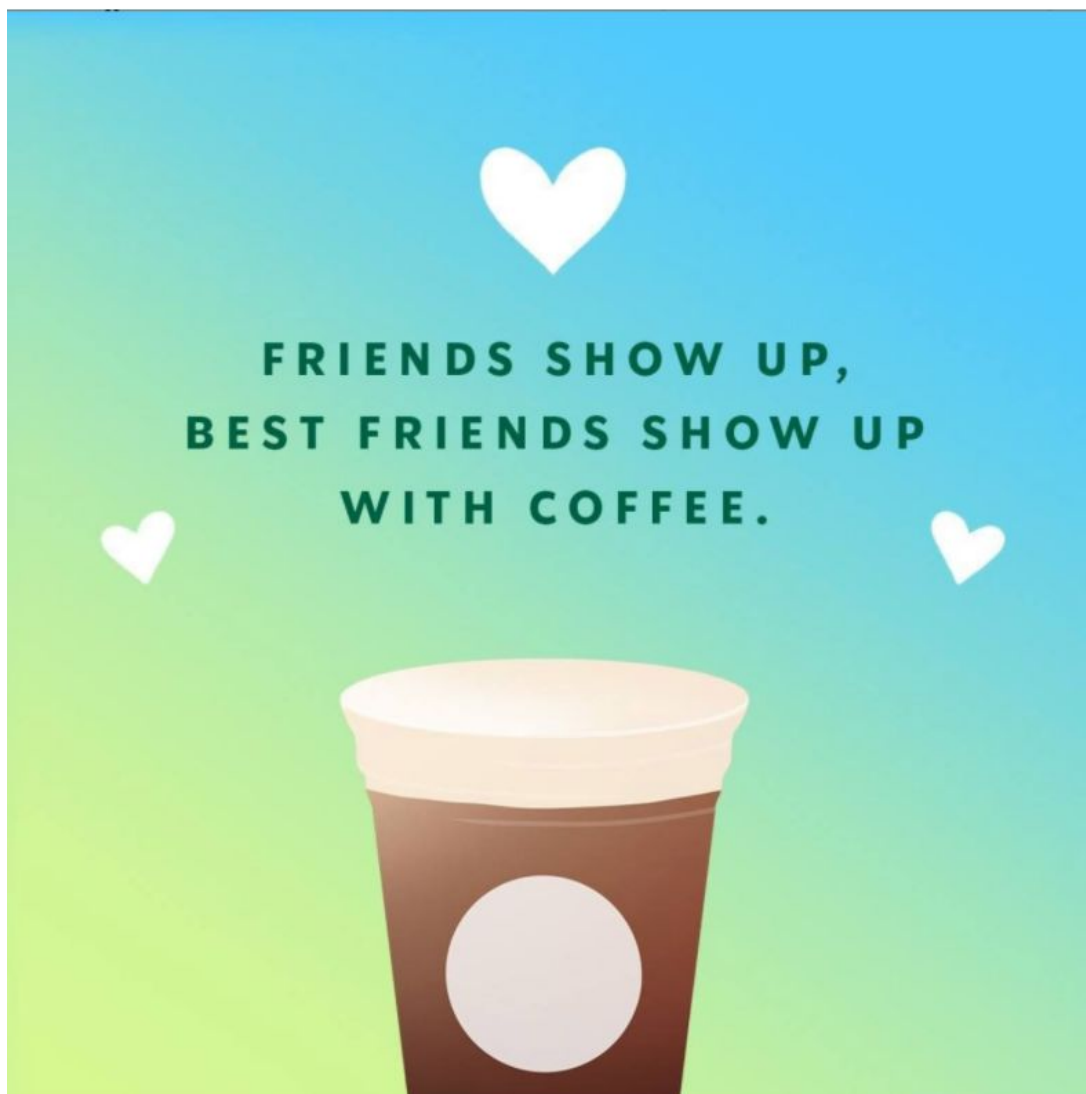


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starbucks Who's the last friend you went to Starbucks with? 🧑🧑 Tag them in the comments to celebrate #InternationalFriendshipDay ... [more](#)

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starbucks There's something about that frappuccino finesse. 🙌 Order in the app. Link in our bio

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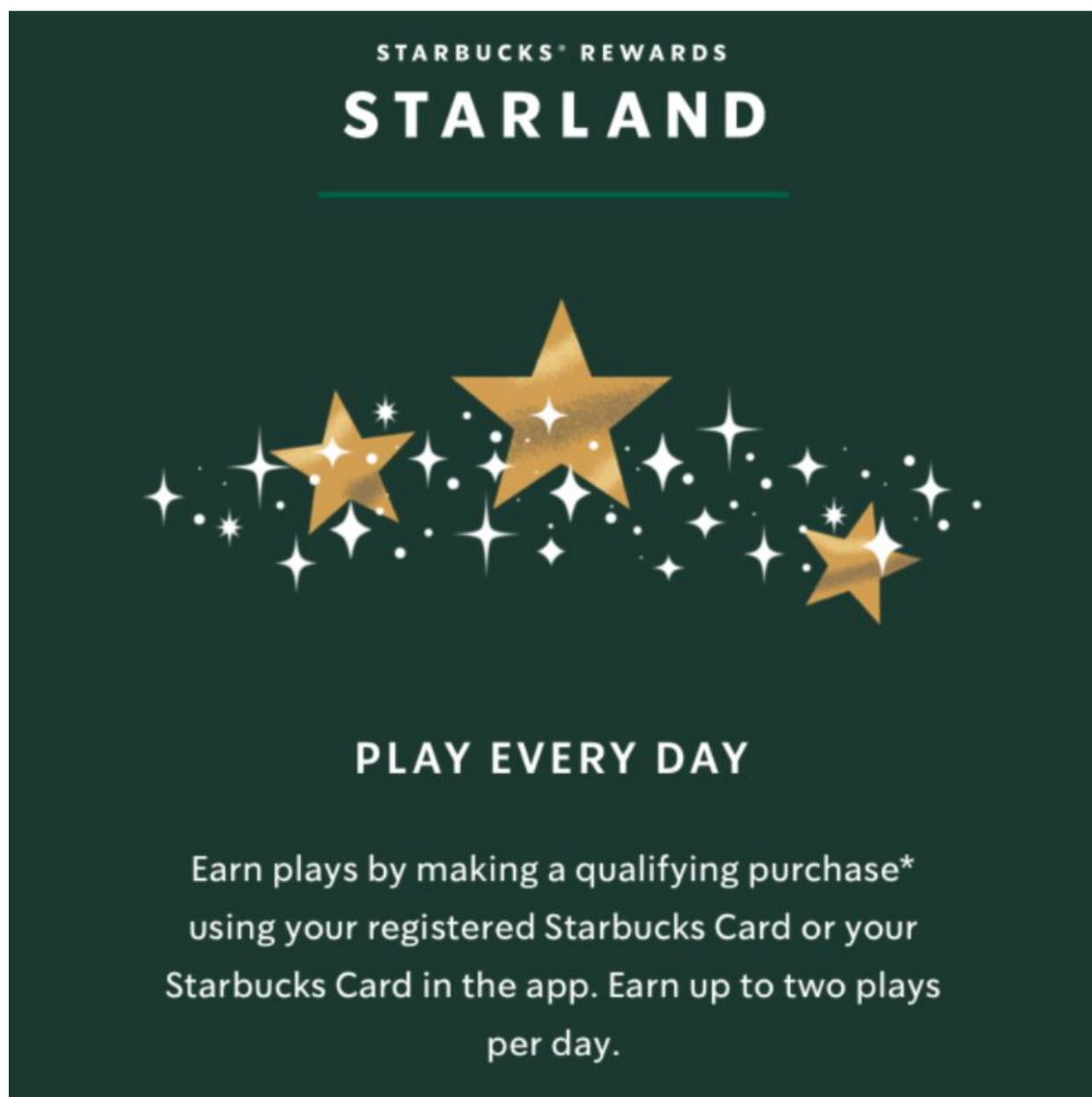


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Liked by xyz and 20 others

starbucks Play games 🎮 earn stars 🌟 and get free coffee



Download the app. Link in our bio. #StarbucksRewards

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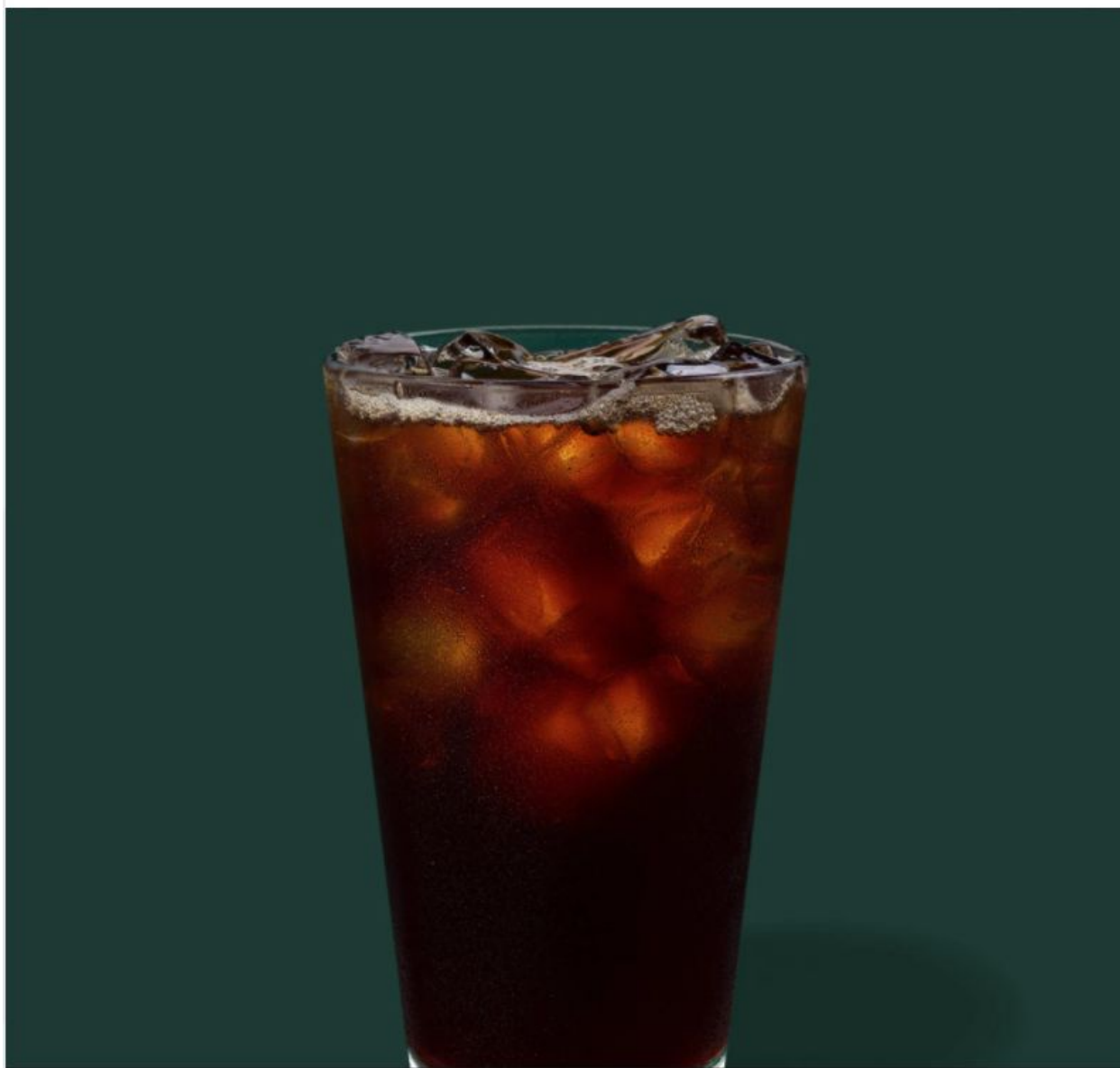


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starbucks Iced coffee anytime. Anywhere. We just want to help you do you. Order now through the Starbucks app. Link in our bio.

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Liked by xyz and 20 others

starbucks Once it's gone, you'll want S'MORE 🥰

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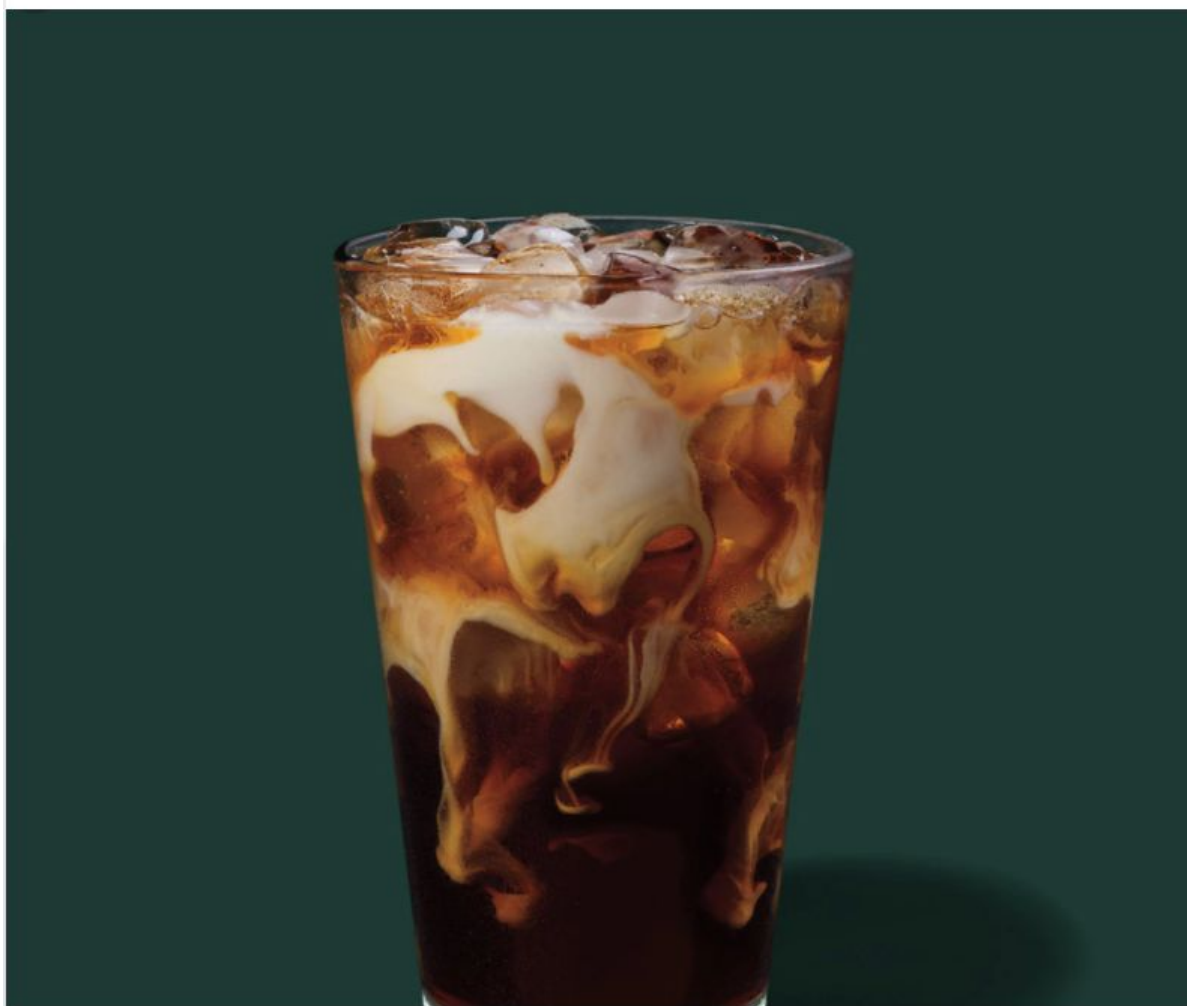


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Liked by xyz and 20 others

starbucks It's smooth. It's sweet. It's the Vanilla Sweet Cream Cold Brew. 😊

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Add a comment...

6 August

Facebook Ads

**Starbucks**
Sponsored · 

Tut tut. Looks like... clouds ☁ The Cloud Macchiato in caramel and cocoa is here. Order through the app. starbucks.app.link/download



STARBUCKS.COM

The new Cloud Macchiatos are what dreams are made of

Shop Now

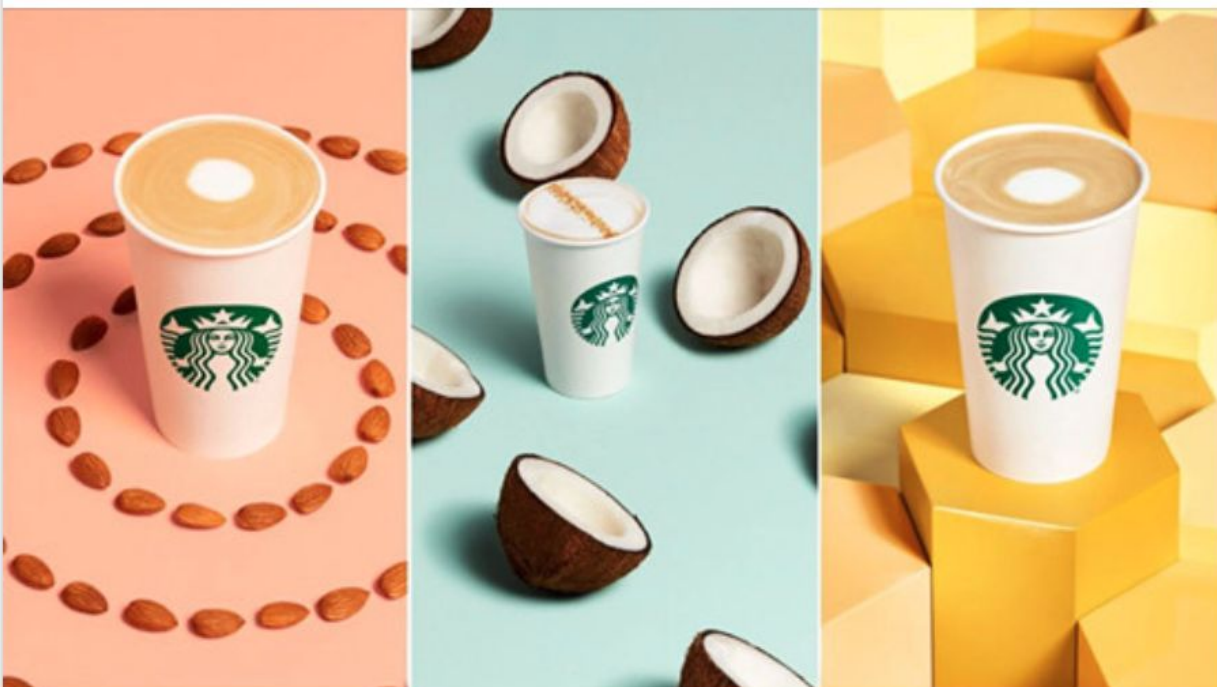
 Like  Comment  Share

Description: They're our foamiest macchiatos yet. This drink is so airy you might just float away.

**Starbucks**

Sponsored ·

No dairy, no problem. Our new non-dairy lattes are rich, creamy, and smooth. If you haven't already, you might make the switch for life. See for yourself. Order on the app. starbucks.app.link/download



STARBUCKS.COM

Dairy alternatives: you are so good

Try the Almondmilk Honey Flat White, Coconut Milk Latte, or Oatmilk Latte

**CTA: Download**

**Starbucks**Sponsored · 

Starbucks Nitro Cold Brew is velvety smooth and sweet without the sugar. Order now through the Starbucks app.

starbucks.app.link/download



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Experience smooth like never before

Nitro cold brew is made by infusing the base with nitrogen, giving it a...

 Like

 Comment

 Share

CTA: Download

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www.starbucks.com/merchandise



STARBUCKS.COM

Location specific merchandise, wherever you are

[Shop Now](#)

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**Starbucks**

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Stars are easy to earn and lead to rewards. What's not to love? Earn stars through in-app purchases. starbucks.app.link/download



STARBUCKS.COM

Earn stars. Get rewards.

Earning stars on the app is as easy as playing games or...

[Download](#)

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Blog Post

How Starbucks Makes a Statement About What Really Matters



At Starbucks, we believe in practicing what we preach. Our [mission statement](#) is:

To inspire and nurture the human spirit — one person, one cup and one neighborhood at a time.

And we're happy it is, because the principles that underlie our mission can be applied liberally to almost any scenario. We want to make the world a better place, and doing that begins with knowing what really matters, and then taking action to make a positive change. At the core of who we are and all that we do, is a love for humanity.

The Human Need for Belonging

One of our core values is creating a culture of warmth and belonging, where everyone is welcome. Now more than ever, we need to challenge ourselves and each other to cultivate this kind of environment wherever we are. We do this at our stores by having ongoing training for our baristas and managers to welcome all who come through the doors, but we don't want it to stop there. We want the culture of the third place (after home and work) to spread around the country and around the world. We believe that if someone feels like they belong to a community, they'll want to invite others to be a part of it too.

An idea that closely follows our desire to belong is the importance of inclusion, whatever the environment. Every single person matters, and they all have a right to be included in their community, workplace, schools, or anywhere else people gather. At Starbucks, we make sure that we provide [opportunities](#) for all to be included. Diversity and equity are of the highest importance to us, and we actively hire individuals with disabilities and make accommodations wherever possible. Our stores are filled with partners (employees) of different races, religions, ages, and genders, which creates an inclusive culture for all who work at and visit any Starbucks location.

Although we've made strides to make our culture a more inclusive one, there is always room for improvement. We're in this race for the long haul, and we'll never stop fighting for a future where racial walls are torn down and people are loved and accepted exactly as they are.

Just as there is so much opportunity to make the world a better place for people, we also see a lot of room for growth in caring for the Earth.

Sustainability, Coffee Farming, and Caring for the Earth



The world has a limited amount of natural resources, and that's why we're dedicated to reversing our habits that have been detrimental to the Earth and are taking action to protect our planet. Our business is coffee, so we're beginning there. We're currently working on making coffee the world's first sustainable agricultural product and reducing the footprint at all of our locations.

In 2013, we bought our first coffee farm in Costa Rica, called Hacienda Alsacia. Our goal is to improve the farming methods of coffee to produce higher quality coffee while using fewer resources. Our discoveries at Hacienda Alsacia aren't just for our own benefit though. We share our knowledge (and even coffee seeds) with other coffee farmers around the world, for free. We know that if we want to see a global improvement in agriculture, it's going to take more than just us working to get there.

In addition to our commitment to better agricultural standards, we're also dedicated to reducing our carbon footprint. In January 2020, we joined the Transform to Net Zero initiative as a founding member. As a part of this pledge, we plan to reduce our carbon, water, and waste by 2030. The ultimate goal of Transform to Net Zero is to have a net zero global economy by 2050. We want to give more than we take, and we hope others will join us in this cause.

At Starbucks, we have big dreams of change for humanity and for the world. But we wouldn't be able to do anything if it weren't for coffee and the people we serve.

Coffee: It Doesn't Discriminate



Our passion for coffee goes beyond the bean and the brew, it's what it does for humanity that fuels our flame. The thing about coffee is that there are no barriers to entry. Anyone from anywhere can enjoy the intoxicating simplicity of a cup of coffee. And not only can it be enjoyed, but it can be *shared*. Shared between friends, coworkers, blind dates, team members, and even strangers. Coffee is consumed around the globe, and no matter where you go, you can always bond over a love for this simple, wonderful beverage.

Coffee brings people together. That's one of the reasons behind us wanting your neighborhood Starbucks to be your third place aside from home and work. All of our stores are based on the principles of warmth and inclusion, where everyone is treated with dignity and respect. We want all people to feel like they have a place they can go to and feel like they're a part of something.

We believe that coffee is the thread that's woven through humanity, and we love being part of the tapestry.

To be a part of your community Starbucks, you can go to our [website](#) to find the location nearest to you.

