A fictional neighbourhood bakery. Speculative sample, not actual client work.

Morning Ritual

NEIGHBOURHOOD BAKERY

Morning Ritual

THE SUN-UP MOTIF

A sun on the horizon: the oven glow, the first customer, the start of the day.

Peach
#F0C5A8 · warm ground

Butter
#F6D77B · highlight

Ember
#B8472C · the oven glow

Cocoa
#4A2520 · text and ink

Herb
#4F6340 · small accents

Cream
#FBF3E8 · paper and space

TYPE

Fresh ideas. Every morning.

Fraunces ExtraBold · display, warm and slightly wobbly, like hand-shaped dough

Baked before sunrise, shared with the neighbours. Plain words, set in DM Sans so they stay easy to read on a phone at 6 AM.

DM Sans · body, captions, labels

VOICE: WARM, PLAIN-SPOKEN, A LITTLE CHEEKY

We say

Out of the oven. · The usual? · Still warm.

We don't say

~~Artisanal experience~~ · ~~Limited time only!!!~~

THREE MESSAGE PILLARS

Fresh — Show the bake, never boast. Warm light, steam, flour on the counter.

Familiar — Neighbours first. Regulars, usual orders and first-name greetings.

Ritual — Repeatable little moments: a weekly rotation, a bake of the day, the morning poll.

Morning Ritual

Fresh bread. Every morning.

Your neighbourhood bakery, opening soon.
Come see what the ovens have been up to.



BAKE OF THE DAY

Morning Ritual



Coconut bake.

Warm, soft, best with butter.

Out at 6:30 AM

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The usual?



Say it with a nod. We already know.

Your neighbourhood bakery, where your order is half-wrapped before you reach the counter.

WEEKLY ROTATION

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This week's mornings.

Mon	Salt bread
Tue	Guava turnover
Wed	Coconut bake
Thu	Cheese paste roll
Fri	Sweet bread & butter

Same ovens. Fresh every morning.

Save this post

Morning Ritual

5:45 AM.

Ovens on.

The first tray is almost ready.
Doors open at 6.

Open at 6

Morning Ritual

Pick your ritual.

How do you start your morning?

Coffee + a bake

Tea + a bake

Settle it in the poll. We'll tell you what the neighbourhood picked tomorrow at 6.

MORNING RITUAL · SAMPLE CONTENT CALENDAR

The first two weeks.

One post a weekday, always early morning, so the content matches the product: fresh at sunrise.

DAY	FORMAT	PILLAR	CONCEPT	SAMPLE CAPTION
Wk 1 Mon	**Feed post**	Fresh	Opening announcement: "Fresh bread. Every morning." (Post 1)	Fresh bread. Every morning. Doors open soon, follow along for the first bake.
Wk 1 Tue	**Story**	Ritual	Dawn at the ovens, 5:45 AM countdown (Story 1)	5:45 AM. Ovens on. Doors open at 6.
Wk 1 Wed	**Feed post**	Fresh	Bake of the day template, coconut bake (Post 2)	Coconut bake today. Warm, soft, best with butter.
Wk 1 Thu	**Story poll**	Ritual	Coffee or tea with your bake? (Story 2)	Coffee or tea with your bake? Settle it in the poll.
Wk 1 Fri	**Feed post**	Familiar	"The usual?" neighbour moment (Post 3)	You know who you are. Your usual is half-wrapped already.
Wk 2 Mon	**Reel, 15 sec**	Fresh	Dough to counter: a morning bake in quick cuts, no voice, just sound	From dough to counter before the sun is fully up.
Wk 2 Tue	**Feed post**	Ritual	Weekly rotation, Monday to Friday (Post 4)	This week's mornings. Save this so you know what is coming.
Wk 2 Wed	**Story**	Familiar	Neighbour of the week and their usual order (shared with permission)	Meet [NEIGHBOUR NAME] and their usual. Tag us to be next.
Wk 2 Thu	**Reel, 20 sec**	Ritual	"My morning ritual": three neighbours, one sentence each (with permission)	What is your morning ritual? Tell us below and we might feature it.
Wk 2 Fri	**Feed post**	Fresh	Weekend teaser: a Saturday special revealed in the bake-of-the-day template	Saturday has a surprise. Hint: it is warm.

Hashtag for every post: #MorningRitual. Neighbour features only with their permission.

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