Songbird Acres

Jefferson, GA

Prepared for **Songbird Acres hosts**
November 2026

BRAND GUIDE

"Eleven acres between you and noise."

The quiet is the product. Every touchpoint protects it or gets out of its way.

THE BRAND PROMISE

BRAND MODEL	FOR	NOT FOR	VOICE
One brand One property, one kind of guest	**UGA parents in their 40s and 50s who come for games and campus weekends and want to sleep somewhere calm.**	**Groups looking for a party base before or after the game · Anyone who wants to walk to downtown Athens · Events, showers or photo shoots · Guests who can't manage one flight of stairs**	**Plain · Calm · Specific** Values: Quiet, Unhurried, Honest, Neighborly

1. Foundation

What the place is, what makes it different, and what this guide settles.

Songbird Acres is a one-bedroom studio above the hosts' workshop on 11 acres of meadow and pecan trees outside Jefferson, Georgia. It sleeps four (a king bed and a sofa bed), has a full kitchen and a covered patio facing the meadow. The hosts live on the far side of the property.

WHAT MAKES IT DIFFERENT

- 11 private acres. No neighbors in sight of the patio.
- About 25 minutes to Sanford Stadium, by back roads on game day.
- Deer at sunrise and cardinals at the feeder most mornings (from the first two reviews).
- Hosts on site but out of sight, with replies inside the hour.
- Pecans from the property's own trees.

WHAT THIS GUIDE SETTLES

- Lead every channel with the quiet and the drive time, not the décor.
- No events, ever, even when asked.
- The welcome gift comes from the land, not a store.
- Game weekends are never discounted. The quiet is worth the rate.

2. Brand architecture

THE DECISION

One brand

One home, one kind of guest. A second name or sub-brand would cost time and confuse the few reviews the listing has.

EXPRESSION	FOR	LIVES ON	WHAT IT SAYS
Songbird Acres	UGA parents on game and campus weekends, plus couples on quiet weekends	Airbnb, Vrbo, a simple direct booking page for repeat guests	Eleven acres, 25 minutes to campus, a real king bed, and quiet.

Revisit when: If a second unit is built on the land, or the hosts ever decide to host small gatherings. Gatherings would become a separate expression, sold by direct enquiry only, never on the stay listings.

3. Brand identity

The name	Named for the birds that wake guests up. The name is the promise in miniature: the loudest thing here is a bird. • Always Songbird Acres, two words, both capitalized. Never 'the Acres' or 'SA'. • In guest messages, the hosts sign off as themselves, not as 'the Songbird Acres team'.
Mission	To give parents a place so quiet that a game weekend feels like a rest, by keeping eleven acres between them and everything loud.
Personality	A calm Georgia neighbor who waves from the porch, answers fast, and then leaves you be.

Values

Quiet	Unhurried	Honest	Neighborly
No check-in visits, no humming appliances, no events. Protect the silence first.	Late checkout when the calendar allows. Short messages that never rush the guest.	Say there are stairs before they ask. Photos show exactly where they sleep.	Answer inside the hour, then leave them be. Help like a neighbor, not a concierge.

4. Who it is for

One specific guest. Saying who it is not for is part of the brand.

The guest	A UGA parent in their 40s or 50s, usually a couple from metro Atlanta, whose son or daughter is at the university.
Why they book	The football schedule drops and Athens hotels are already over $300 a night with two-night minimums.
Arriving	Braced for game-day prices, traffic and a noisy rental full of students.

Leaving	Rested. They saw their kid, saw the game, slept like they were at home, and already want next season's dates.
Not for	• Groups looking for a party base before or after the game • Anyone who wants to walk to downtown Athens • Events, showers or photo shoots • Guests who can't manage one flight of stairs

5. Competitive position

A private studio on eleven acres, 25 minutes from Sanford Stadium. Close enough for game day, far enough that the only thing you hear at night is the meadow.

POSITIONING STATEMENT

Why believe it

CLAIM	EVIDENCE
It is quiet	11 acres, no neighbors in sight of the patio. Review: "We slept better than at home." (demo review)
It is close enough	About 25 minutes to Sanford Stadium by Google Maps, longer on game day.
The hosts answer	Replies inside the hour (Airbnb response time).
It is what the photos show	Every room photographed, stairs shown and mentioned in the first message.

The moat

Eleven acres this close to Athens	Land this size within 30 minutes of campus is rarely a rental. Hotels can't add acreage.
The hosts live there	Fast, local answers and small touches (pecans, bird cards) that a remote operator can't match.
A clear 'not for' list	Downtown rentals need party groups on game weekends. Songbird Acres can turn them away.

The landscape

ALTERNATIVE	WHAT IT OFFERS	THE GUEST PICKS US WHEN
Athens hotels	Walk to the game, front desk, points.	They want to sleep, not queue for an elevator, and pay less than game-day hotel rates.
Downtown Athens rentals	Walking distance to bars and campus.	They want quiet and don't want a student party through the wall.
Other rural rentals near Jefferson	Space and lower prices. Est. similar drive times.	The host answers in an hour and the photos match. Few have a real king bed and the meadow.
Driving home the same night	No cost.	A 90-minute drive after a night game sounds worse than a quiet bed 25 minutes away.

6. Brand voice

Short, warm and plain. Specifics over adjectives: acres, minutes, bird names. Never pushy, never loud.

Plain

SOUNDS LIKE

> "25 minutes to the stadium. Take Hwy 129 in on game day."

NEVER

> "Conveniently located near all the action!"

Calm

SOUNDS LIKE

> "The patio lights come on at sunset. The deer come out a bit after."

NEVER

> "Get ready for the ultimate game-day experience!!"

Specific

SOUNDS LIKE

> "Cardinals at the feeder around 7 am."

NEVER

> "Abundant wildlife in a breathtaking natural setting."

Voice in practice

CONTEXT	SOUNDS LIKE THIS	NOT LIKE THIS
Location	Eleven acres outside Jefferson. About 25 minutes to Sanford Stadium.	~~Nestled in the heart of beautiful Georgia countryside, just minutes from all the action in Athens!~~
The home	One bedroom with a real king bed, a sofa bed, and a full kitchen for game-day food.	~~Our stunning cozy studio boasts luxurious amenities and charming rustic décor!~~
Privacy	We live across the meadow. You'll have the patio and the quiet to yourselves.	~~Enjoy your own private oasis, a true hidden gem away from it all!~~
An evening	Back from the game by dark? Sit on the patio. The only sound is the field.	~~Unwind and relax in total serenity after an amazing day!~~
A problem	So sorry. Unplug the white box under the TV for 30 seconds. I've left a hotspot at the stairs too.	~~We apologize for any inconvenience! Rural internet can be spotty, please be patient!~~
Call to action	Next season's home games are open. Book direct and we'll hold the same weekend for you next year.	~~Don't miss out!! Book NOW before it's gone!!!~~

WORDS WE USE

eleven acres · 25 minutes · the meadow · game day · quiet · the patio · deer at sunrise · back roads

WORDS WE NEVER USE

~~cozy~~ · ~~nestled~~ · ~~stunning~~ · ~~oasis~~ · ~~hidden gem~~ · ~~serene~~ · ~~getaway~~ · ~~amazing~~ · ~~!!!~~

Voice by channel

OTA listing	Lead with the acres and the drive time. Title example: "11 private acres, 25 min to UGA, king bed".
Guest messages	Under 80 words. Use their name, answer the question they haven't asked yet, then step back.
House book and cards	One page. Handwritten card in the host's words. Bird names, not adjectives.
Social posts	One real photo, one plain line, one fact. No walls of hashtags, no stock phrases.

Email to past guests	Seasonal, short, from the host by name. Lead with what the land is doing that month.

7. Visual direction

Starting point. There is no logo yet, so these four colors come from the meadow, the pines and the pecan shells. Swap in the logo's real colors once it exists.

Ink	Ground	Accent	Support
`#24382c`	`#f3efe3`	`#b5743b`	`#5d7a5f`
Headlines, text and the dark quote blocks	Backgrounds and paper	One highlight per page: labels, rules, the banner	Section labels and secondary color

Headlines	Georgia, for headlines and the promise
Body	Inter or Arial, for everything else
Labels	Small capitals with wide letter spacing, used sparingly

SHOOT THIS

- The meadow from the patio in the last hour of light
- The king bed, made tight, in morning light
- The stairs and the luggage cart, honestly
- Pecans and the bird card on the counter
- A deer or the feeder at sunrise (real, not stock)
- The gravel pad and parking sign, so arrival is clear

AVOID

- Wide-angle lenses that make the studio look bigger than it is
- Drone shots that hide the home in the landscape
- Filters and heavy edits
- Football props and party scenes
- Empty staged rooms with no sign of life

8. Distribution alignment

Where each expression lives and what it says there. The OTA Distribution skill (step 5) builds the full channel plan.

Songbird Acres stays Airbnb, Vrbo, direct booking page	Same facts everywhere. Airbnb and Vrbo lead with the acres and the drive. The direct page speaks to repeat parents and holds next season's weekends first.

SEPARATION RULES

- No party, tailgate-host or event language on any channel.
- Never list on deal or last-minute party apps for game weekends.
- If gatherings ever start, they are sold by direct enquiry only, never on the stay listings.

9. Brand usage guide

THE DECISION FILTER. ASK THESE IN ORDER.

1. Does it serve the right guest?
   A UGA parent who wants to see the game and then sleep in quiet. Not a party group, not a crowd.
2. Does it keep the promise?
   "Eleven acres between you and noise." Anything that adds noise, rush or worry at the promise's expense is wrong.
3. Does it pull in the wrong guest?
   If a photo, line or channel would attract a party group or an event, it doesn't run.
4. Is it specific?
   "Eleven acres" over "private". "25 minutes" over "close to Athens". "Cardinals at 7 am" over "wildlife".

THE BRAND ALWAYS

- Answers inside the hour
- Mentions the stairs before arrival
- Uses real photos, taken in real light
- Gives gifts from the land
- Holds next season's dates for repeat guests first

THE BRAND NEVER

- Discounts a game weekend
- Hosts events or parties
- Visits guests during a stay unless asked
- Uses the banned words or exclamation marks
- Asks for a 5-star review

Sample guide for a demo property. The two review lines are demo text, the palette is a starting point (no logo yet), and anything marked Est. is an estimate.

Made with the free Brand Guide skill from the STR Booster playbook, strbooster.com/playbook.