

# [Branding and Application Process Book]

Christina Bui  
LMC 2720  
Prof. Joshua Fisher  
7/3/17

# Table of Contents

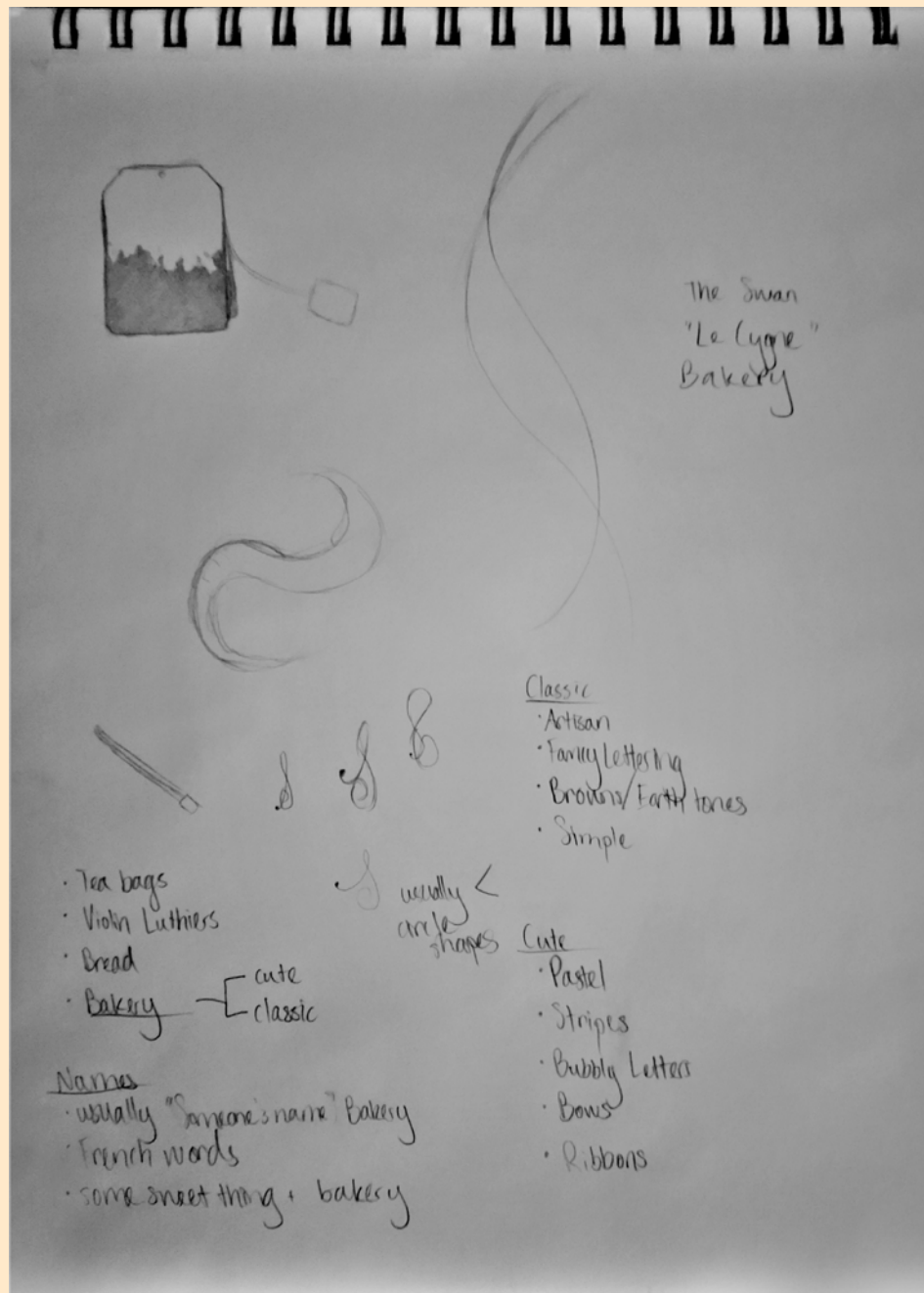
I.	Concept & Purpose .....	2
II.	Brainstorming.....	3
III.	First Drafts.....	6
IV.	Revisions & Final Drafts.....	8
V.	Critiques & Their Application.....	12

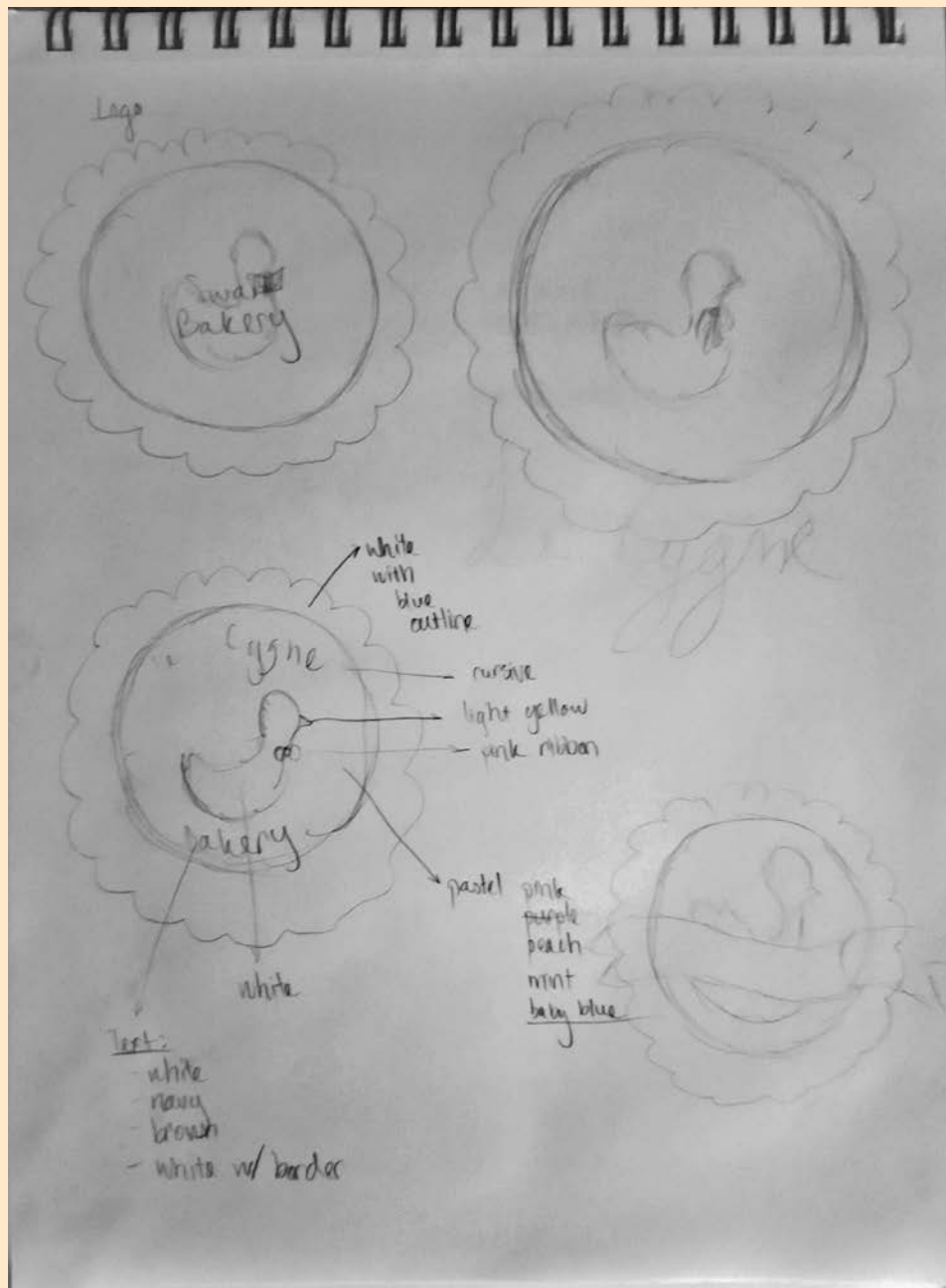
## Concept & Purpose

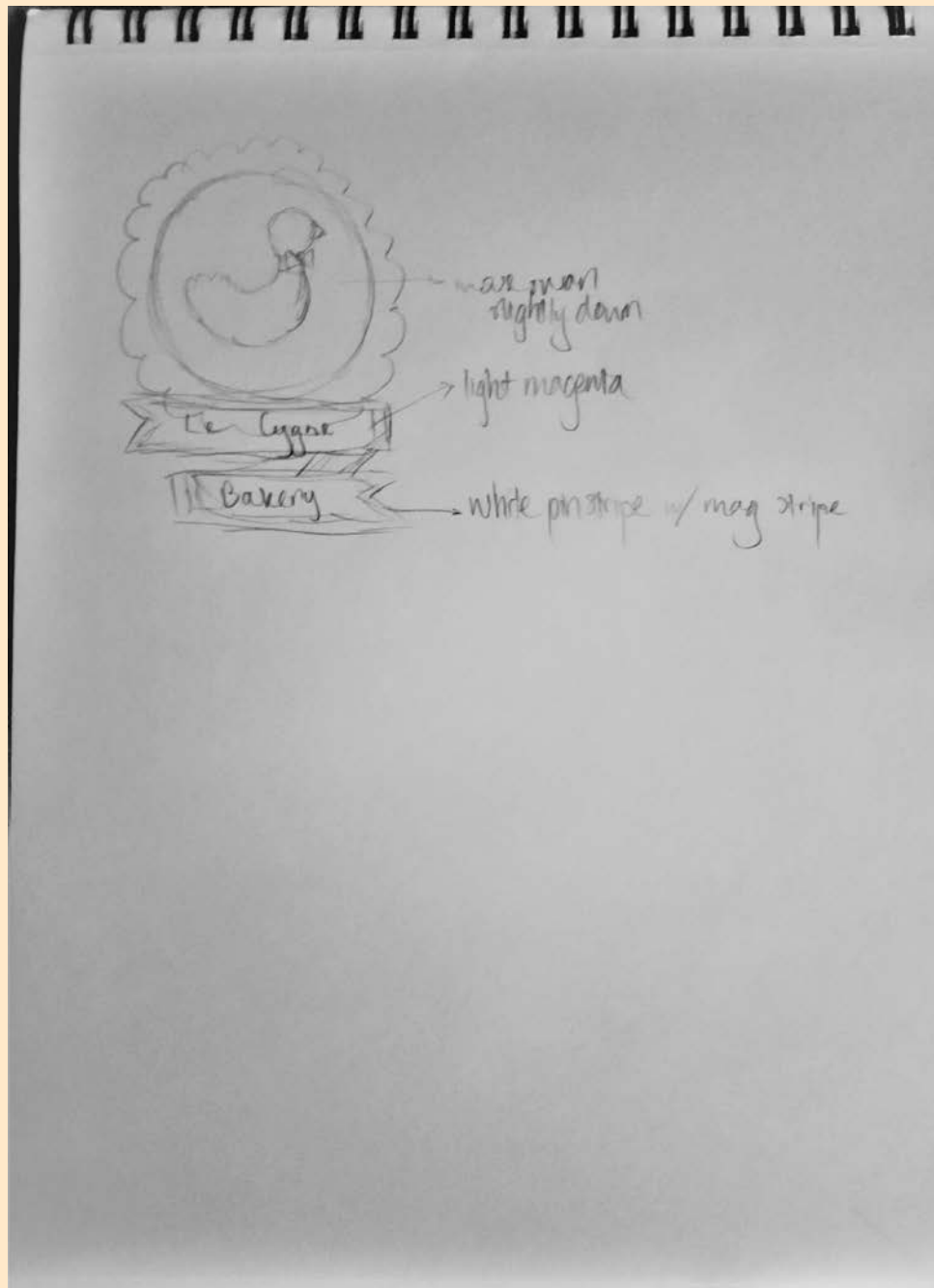
---

The goal of this project is to create a logo for a brand and apply that logo to different formats such as business cards, flyers, and brochures. This brand can be an existing or made-up brand. I chose to create my own, Le Cygne Bakery, after being inspired by Saint-Saens famous musical piece, *Le cygne*, or *The Swan*. I wanted to make something that evoked a French or European feel without being too fancy or pretentious; something along the lines of Amelie's Bakery, which has an aesthetic that I thought was elegant but playful.

# Brainstorming







## First Drafts

---



*Le Cygne Bakery Vers. 1*



*Business Card 1 Vers. 1*



*Business Card 2 Vers. 2*





Le Cygne  
Bakery



Have a bite with us!

<p data-bbox="391 1371 513 1444">Open</p> <p data-bbox="354 1472 548 1518">Mon - Sat</p> <p data-bbox="297 1549 602 1591">1:00 A.M. - 10:00 P.M.</p>	<p data-bbox="816 1287 1190 1335">3556 Confederate Drive</p> <p data-bbox="881 1367 1125 1413">Cicero, NY 13031</p> <p data-bbox="898 1444 1109 1486">315 - 699 - 7431</p> <p data-bbox="813 1518 1198 1570"><a href="http://www.lecygnebakery.com">www.lecygnebakery.com</a></p> <div data-bbox="862 1581 1157 1644"></div> <p data-bbox="894 1654 1133 1707">@lecygnebakery</p>
--	---

*Flyer Vers. 1*



## Revisions & Final Drafts

---



*Finalized Logo*



*Finalized Logo without Ribbon*



*Finalized Business Card 1 Front & Back*



*Finalized Business Card 2 Front & Back*



*Finalized Flyer*

## Critiques & Their Application

---

The original draft of my logo was described as “lovely” by some and “pretentious” by others. Those who liked the logo believed that its color and theme were harmonious and went well with the bakery’s image; those who disliked the logo believed that certain colors were too strong or were incongruous with the other colors in the palette. Some did not like the doily-like border of the logo, others loved it. With the business cards, there were some who said that they looked like baby invitations while others said that they fit the aesthetic of the logo. The flyer had the most negative reactions. Most found it to be too busy and hard to read. In general, the comments for my work were very mixed.

### Revisions\*

#### Logo –

##### **Did –**

- **Cropped out some of the ribbon to improve sense of depth**
- **Added white border for aesthetic appeal**

##### **Didn’t –**

- **Change the French name to reduce pretentious-ness**
- **Change the color palette because the colors were harmonious**

#### Business Card 1 –

##### **Did –**

- **Make it square to make it look less like a baby invitation**
- **Add music notes to make it more playful**
- **Change the font to make it more readable**
- **Added a back**

**Didn't –**

- Change the overall structure of the card

Business Card 2 –

**Did –**

- Add a back
- **Align the logo with the text**

**Didn't –**

- **Change the color of the card because it went with the logo's palette**

Flyer –

**Did –**

- **Change the overall format of the flyer to make it more organized**
- **Change the font color and size to make it more readable**
- **Use a different picture with less items in it to reduce eye strain**
- Use a dark background to contrast the lighter elements
- Add a white border to the flyer to contain its contents
- Use the ribbon-less version of the logo to use a different ribbon to showcase the event

\*Note: The bolded bullets are feedback the I received from classmates and the Professor. The non-bolded bullets are revisions that I myself thought were necessary.