



# Branding and Application: Le Cygne Bakery

Christina Bui

7/3/17

# Contents

Concept & Purpose

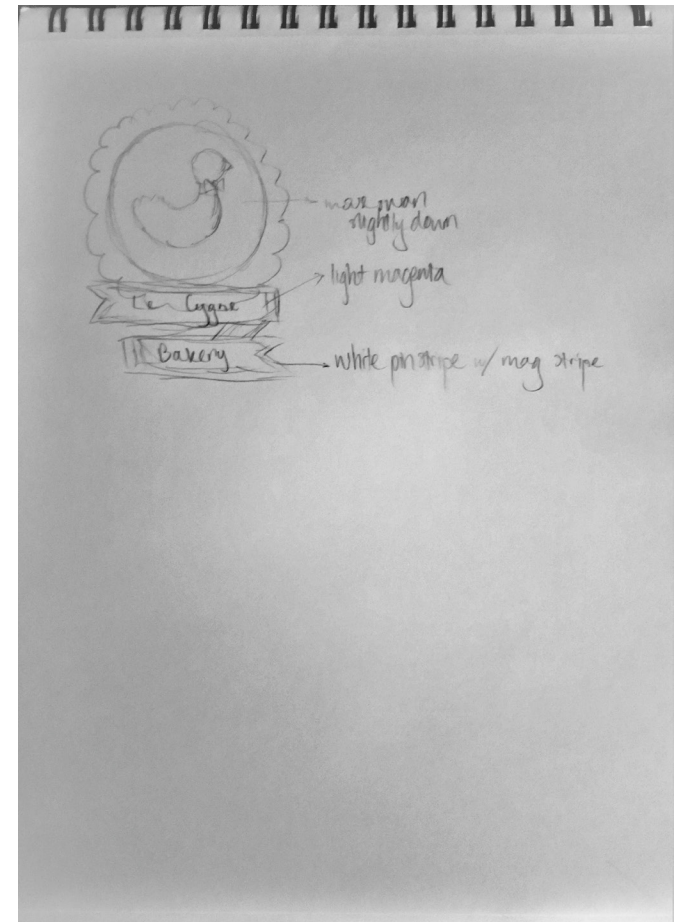
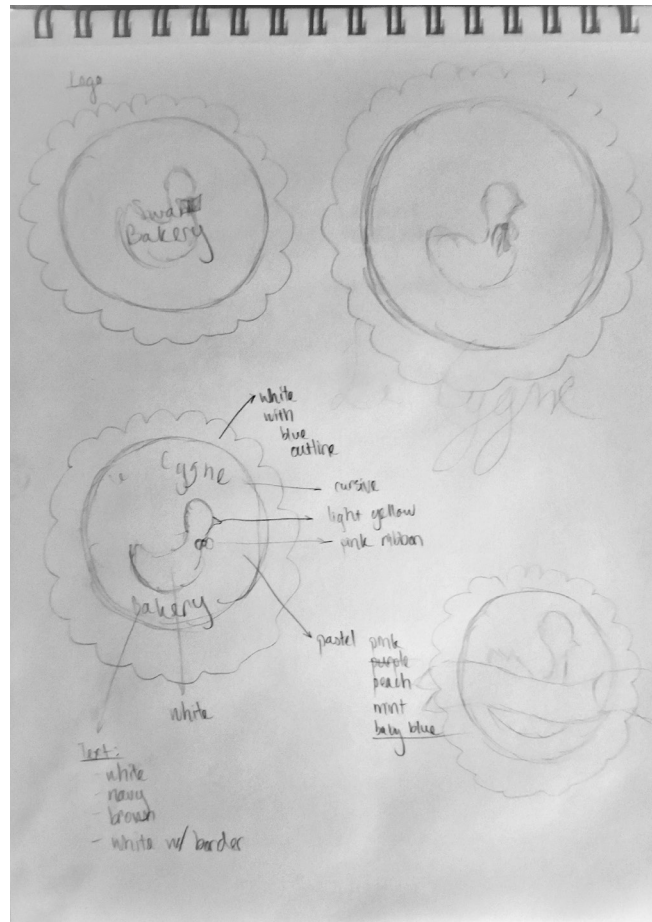
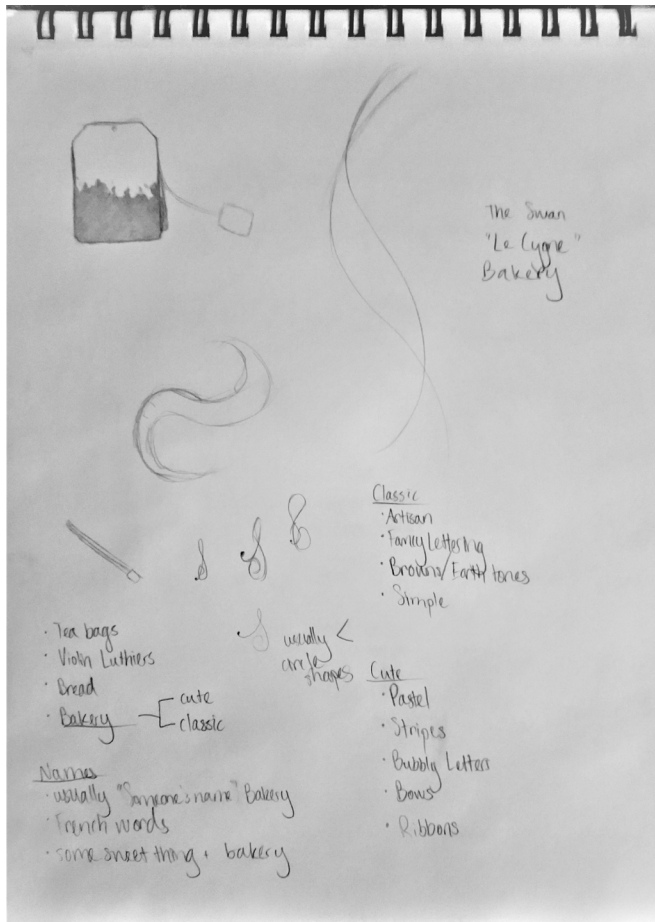
Initial Sketches

First Drafts

Final Drafts & Revisions

# Concepts & 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 brand, 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 had an aesthetic that I thought was elegant but playful.

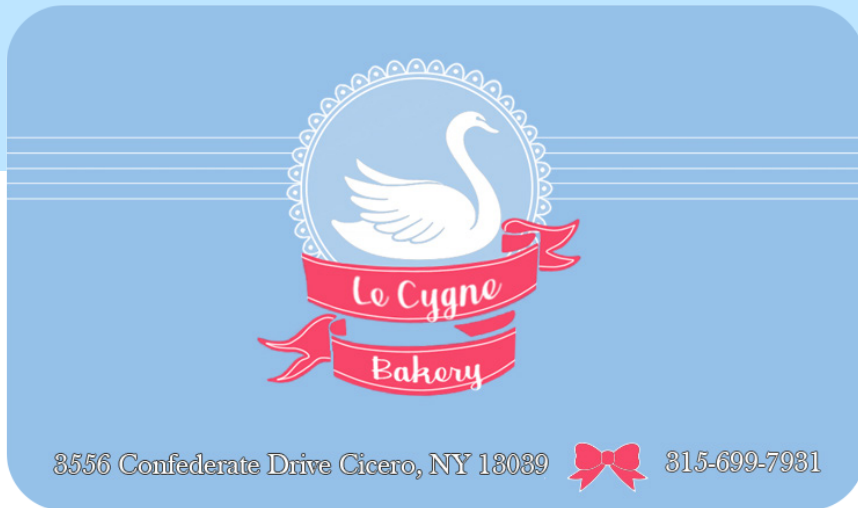


# Initial Sketches



Logo First Draft

## First Drafts



Business Card 1 First Draft



Business Card 2 First Draft



Flyer First Draft



# Final Drafts

## Revisions

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



Logo Final Draft





Business Card 1 Front Final Draft



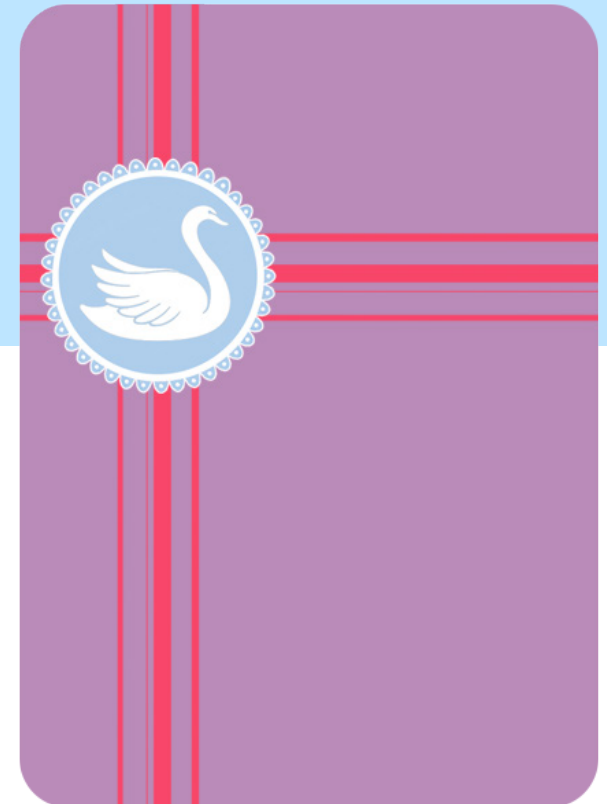
Business Card 1 Back Final Draft

## Revisions

- 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



Business Card 2 Front Final Draft



Business Card 2 Back Final Draft

## Revisions

- Add a back
- Align the logo with the text

## Revisions

- 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



Flyer Final Draft