

# Peg's Pastries

GRC 377  
BY KATIE WALKER

# The Idea

I was inspired by my mom and her love for baking. She absolutely loves making sweet treats for her family and friends so this seemed like the perfect idea for this project.



# Client Profile

## Who Are We

Peg's Pastries is a baking business on wheels in the Long Beach area that brings the best homemade treats to you. The company is run by Peg Walker, who prides herself on her love for her baking, and this new business allows her to share her delicious recipes with the rest of her community. She wants her customers to know her desserts are made with love and that a lot of time and care went into the final product.

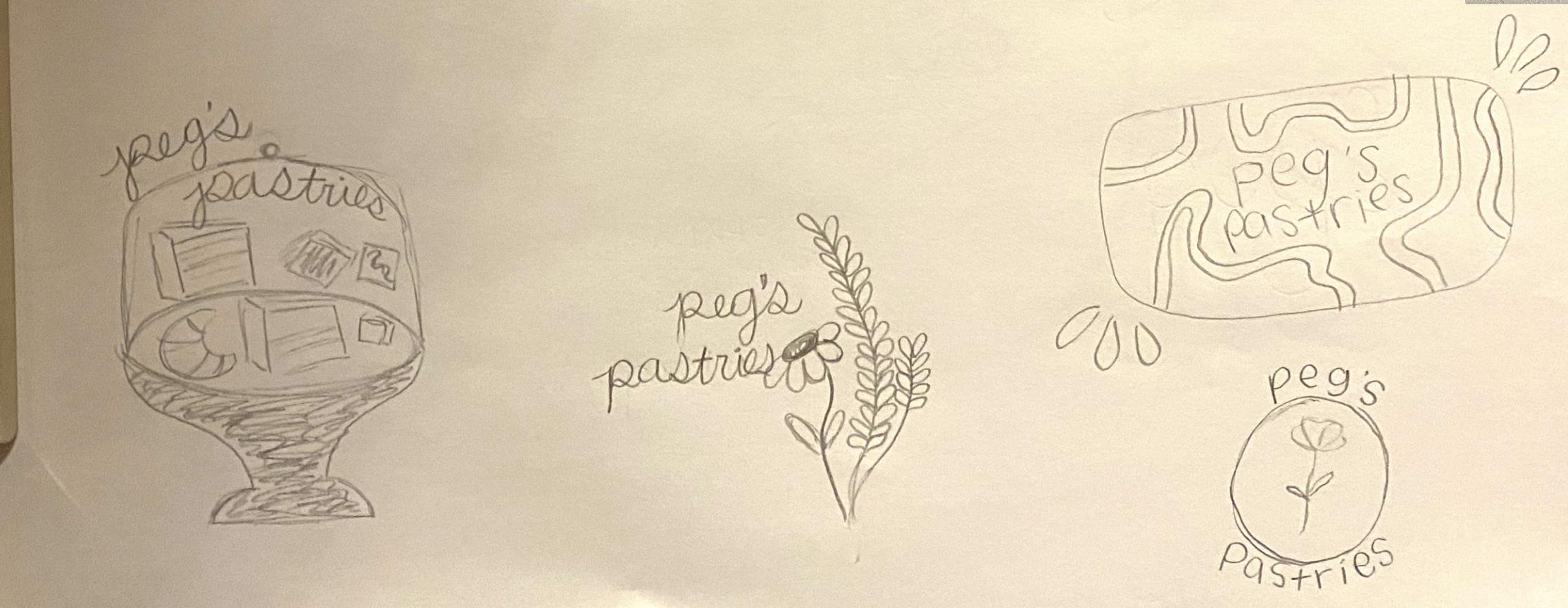
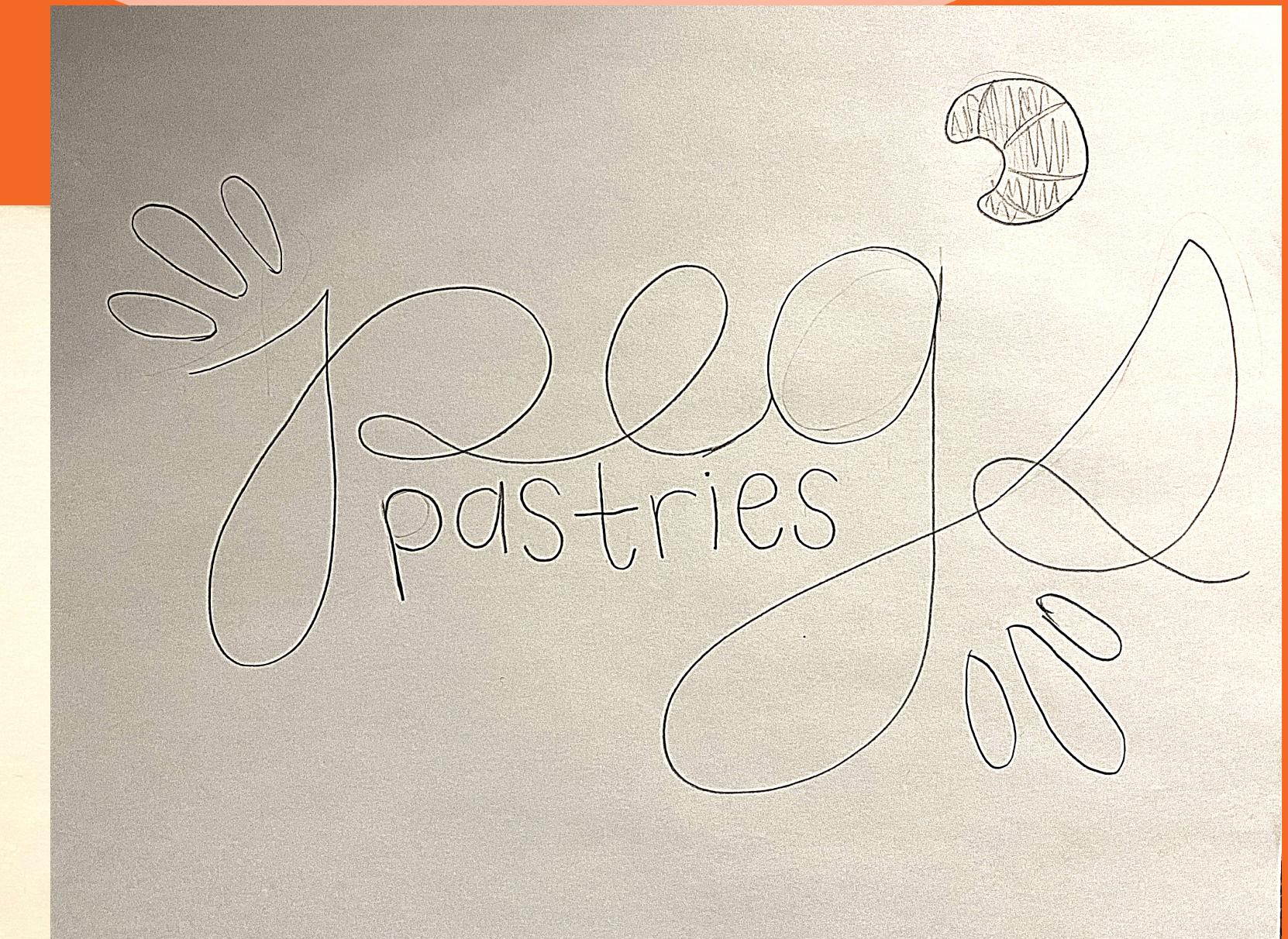
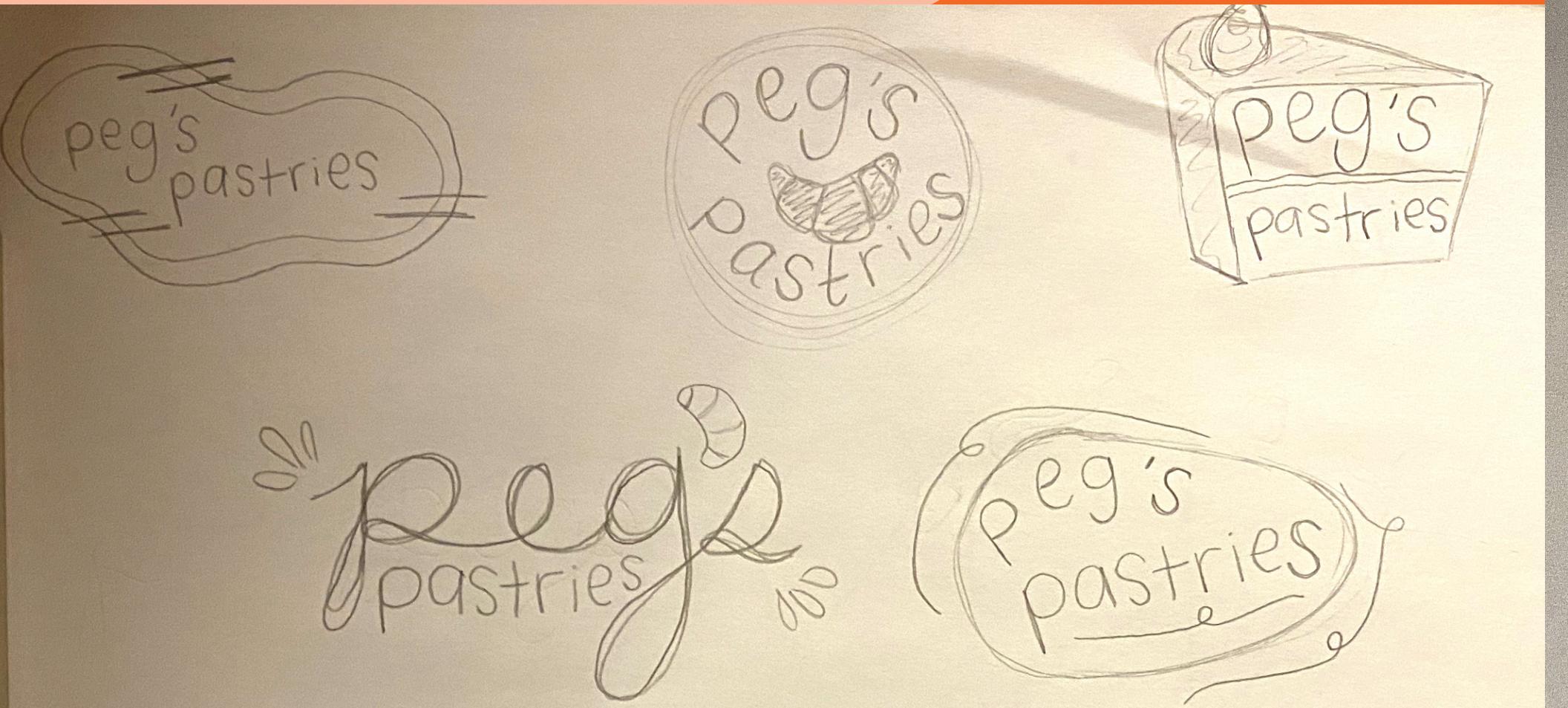
## Target Audience

- Demographics
  - Women aged 25-60 who need treats for different events and gatherings
- Location
  - Long Beach and the surrounding area but really anywhere in So Cal is accessible on the food truck
- Needs
  - Someone who can be there for a variety of events
  - A dependable option for baked goods





# The Process





## The Final Logo

Things I took into consideration for planning the logo...

1. Color scheme
2. Adding unique accents
3. Curvy and friendly fonts
4. Fun and playful energy overall

## Our Brand

Peg's Pastries prides itself on being a warm and welcoming company that truly sets itself apart from the competition.

Our number one goal is to bake delicious homemade treats and create a superioir guest experience. Peg wants her customers to know her desserts are made with love and lots of effort and care went into creating each.

123 Market Street  
Long Beach CA  
90808





## Meet Peg

Peg Walker is a hardworking mother to two kids, and loves baking treats for her friends and family. This passion of hers started when she took her first cooking class in middle school. She began her small business as a way to share her made with love treats with others in Long Beach. Her personal favorite items off the menu are her crowd favorite gooey cake and any of the holiday cookies!

## Menu

- Breakfast pastries
- Pies
- Croissants
- Cakes
- Cookies
- Biscuits
- Brownies
- More sweet treats!



Come on  
down to get  
the most  
scrumptious  
pastries in  
town!



# Design Decisions Overall

Cohesive  
Color  
Scheme

Soft and  
Smooth  
Edges  
Throughout

Fun and  
Playful Energy

Unity  
and  
Balance

Thank You  
For Listening!