





COLOUR SCHEME

- **Primary Colors:**
- **Pink (#F8D7DA)** – Represents sweetness and warmth.
- **Beige (#FDF6E4)** – Neutral tone for balance.
- **Brown (#4A2C2A)** – Evokes richness and a connection to baked goods.
- **Secondary Colors:**
- **White (#FFFFFF)** – Clean and versatile.
- **Black (#000000)** – For text and outlines.
- **Accent Colors:**
- **Soft Gold (#F8E7B9)** – For premium or celebratory materials.

LOGO DESIGN

- **Shape and Layout:** The logo is circular, which conveys a sense of unity and completeness. It's suitable for a bakery, as it feels warm and inviting.
- **Typography:** The "RUKHSAR" part of the logo stands out with a bold, rounded typeface. This creates a friendly and approachable atmosphere, which is perfect for a bakery. The "BAKES" section is smaller and neutral in tone, complementing the main brand name.
- **Iconography:** The chef hat and utensils (rolling pin and whisk) are classic symbols of baking and immediately tell the audience the nature of the business.

