



by

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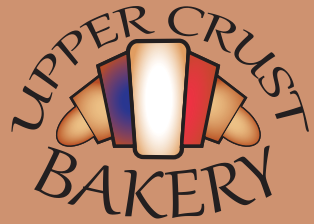


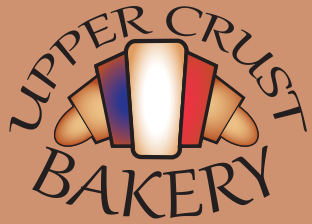
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Overview

Upper Crust Bakery is a family run French bakery known for their assortment of baked goods from bread and muffins to desserts. The Upper Crust family prides itself on its French heritage of generational family recipes. Entering the lobby of the bakery will engulf you in the smell of freshly baked goods all using the best locally sourced ingredients when possible, everyone of all ages will feel the essence of Paris inside!



Logo Design

Black and White



Colored

Primary

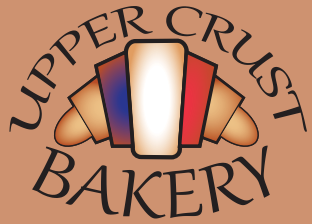


Secondary
Type Under



Secondary
Type Right





Type & Color Specifications







Type Specification

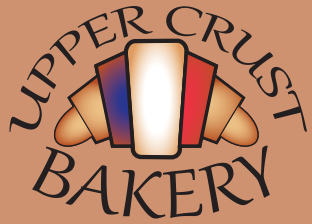
Gabriola

Courier New

Color Specification



	100c 95m 2y 2k 40r 56g 144b
	0c 0m 0y 0k 255r 255g 255b
	0c 95m 75y 0k 238r 48g 66b
	21c 82m 100y 10k 184r 73g 12b
	7c 25m 53y 0k 236r 192g 134b
	0c 0m 0y 100k 35r 31g 32b



Background Color Specifications



CMYK (43, 28, 61, 3)
RGB (152, 159, 118)



CMYK (44, 41, 51, 7)
RGB (144, 135, 120)



CMYK (19, 46, 59, 1)
RGB (205, 146, 112)



CMYK (33, 62, 78, 20)
RGB (149, 96, 65)

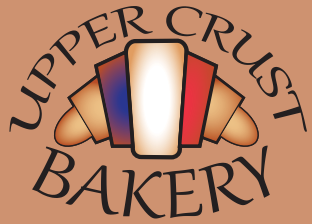


CMYK (40, 34, 32, 0)
RGB (161, 158, 160)



CMYK (6, 9, 16, 0)
RGB (237, 226, 211)

Use earth-tone background colors to accentuate locally sourced / natural ingredients.



Logo Usage

DO

Use One of the Accepted Logos



Do keep area surrounding logo free from text and graphics



-Safe Area Dimensions-
(Minimum Size Requirement)

Primary:

Width: 1.58in (4cm)

Length: 1.16in (2.9cm)

Secondary Type Under:

Width & Length: 1.2in (3.1cm)

Secondary Type Right:

Width: 2in (5.1cm)

Length: 0.75in (1.9cm)

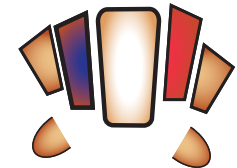
Any text elements must be 8pt or larger

DO NOT

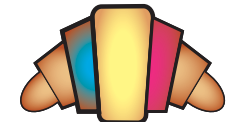
1. Warp/ Stretch/ Rotate Logo



2. Don't Disassemble Glyph



3. Don't Recolor Glyph



4. Remove Type from Logo



5. Scale Too Small

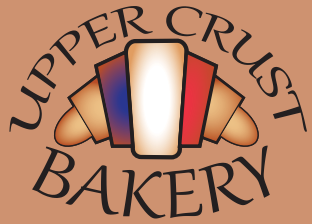




Stationary

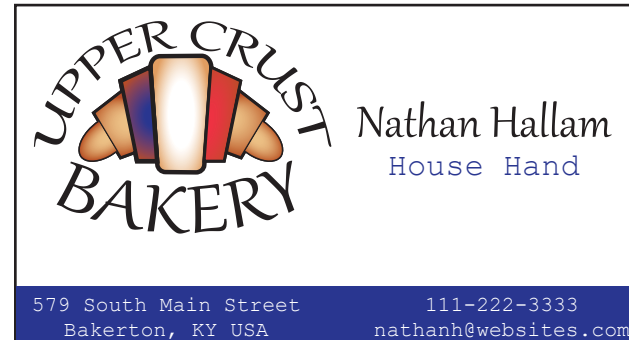
Letterhead





Stationary

Business Card



Envelope





Rationale

The Upper Crust Bakery was looking for a new logo whilst relocating the bakery to a new location. The bakery has been in family hands for multiple generations, with recipes being passed down from one baker to the next, with many recipes originating from France.

The owners wanted to project an essence of France within their bakery. To emphasize this fact a croissant was selected as the logo's base as the general stereotype of French pastries includes the croissant. To further drive this idea home the French flag has been embedded into the croissant, emphasizing the French origins of the bakery.

The bakery utilizes fresh local ingredients in their recipes as much as possible, and makes their products daily. This is represented in the glyph by the golden color of the croissant, giving you the sense of refinement in the baking process and making your mouth water as you think of the crispy texture. Additionally a color can be selected for the background, of which earth-tones have been recommended to further accentuate the natural local grown ingredients.

People of all ages come to the bakery, with a target audience of people between ages 21-65 of both men and women. Because of the massive age gap an easy to read font was used for the type, as well as a large size to allow for the elderly to read any signs from a distance.

A variety of line thicknesses and a colored gradient have been used to give depth to the multilayered nature of the croissant. The chosen color gradient also shows how the edges are more crispy than the center.

The design of the logo encompasses the key ideals for the Upper Crust Bakery and relays the desire of the owners and staff to provide fresh products each and every day. The overall design is more mature in nature with toned colors representing the essence of France, the local ingredients, and the daily fresh products.

The final design has been represented on multiple stationary items, with each item staying in harmony with the brand identity.