

Brand & Identity Guidelines

Brand Identity Manual



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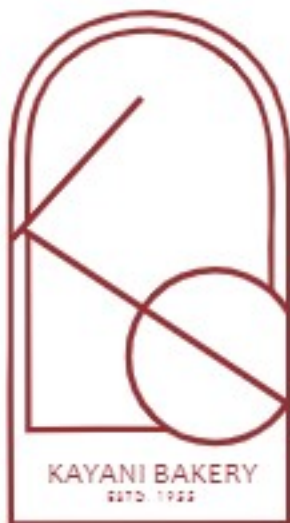
Welcome

Welcome to the official Brand Guideline Book for Kayani Bakery, a testament to decades of passion, tradition, and excellence. This guide has been meticulously crafted to showcase the essence of our brand and to ensure its legacy is represented with consistency, integrity, and pride. It serves as a blueprint for all creative and communication endeavors, preserving the values that have made Kayani Bakery a household name for generations.



Overview

This brand book encapsulates the story, values, and identity of Kayani Bakery, reflecting its journey from a humble establishment in 1955 to an iconic symbol of Pune's culinary heritage. It offers a comprehensive framework to align every aspect of our brand—from visuals and messaging to customer experience—with the legacy we hold dear. By adhering to these guidelines, we aim to celebrate our traditions while embracing the future with confidence and authenticity.





Introduction

1. Brand Origination

- 01. About
- 02. History
- 03. Worth
- 04. Legation



About

Kayani Bakery is one of Pune's most cherished landmarks, known for its rich heritage and authentic baked goods that have delighted generations. Nestled on Pune's bustling East Street, the bakery is a treasure trove of traditional recipes crafted with care and precision. It has become a household name, synonymous with timeless taste and unmatched quality. From its iconic Shrewsbury buns to its delectable masala cakes, Kayani Bakery has built its reputation as a pioneer in the art of baking, blending tradition with excellence.



History

Established in 1955 by the Kayani brothers, Hormus and Khodayan, Kayani Bakery was born out of a desire to bring authentic, high-quality baked products to Pune. It began as a modest family-run establishment, gradually transforming into a culinary icon as word spread about its signature recipes and consistent quality. Over the years, the bakery's charm has remained unchanged, with its warm, old-world ambience standing as a testament to its legacy. Through decades of challenges and changing times, Kayani Bakery has remained a symbol of resilience and excellence, preserving the flavors that have made it an integral part of Pune's cultural fabric.



Worth

The value of Kayani Bakery extends far beyond its commercial success. It is an institution that carries immense **emotional significance** for its loyal customers, who view it as more than just a bakery—it is a part of their lives and memories. Kayani's products have traveled across the globe, gifted and cherished by those seeking a taste of Pune's **heritage**. Its reputation for quality and authenticity has earned it a cult following, making it a brand that holds unparalleled trust and affection.

Cultural Significance

The brand evokes nostalgia and pride among locals and visitors alike.

Unparalleled Trust

Built on decades of consistent quality, it enjoys the trust of generations of loyal customers.

Global Recognition

Kayani's products are sought after by people from across the globe, often carried as gifts by visitors and expats.

Emotional Value

Kayani Bakery's offerings are more than just baked goods—they are tied to emotions, celebrations, and personal memories.

Legation

With over six decades of history, Kajani Bakery represents more than just tradition; it is a living legacy. The bakery's unwavering commitment to authenticity and its refusal to compromise on quality have cemented its place as a cultural icon. Generations of families have grown up savoring its products, and it remains a symbol of nostalgia, pride, and consistency. Kajani Bakery is not just a business—it is a story of dedication, a symbol of excellence, and a cornerstone of Pune's identity. Its legacy is a reminder that great brands are built on trust, passion, and a connection to the community.





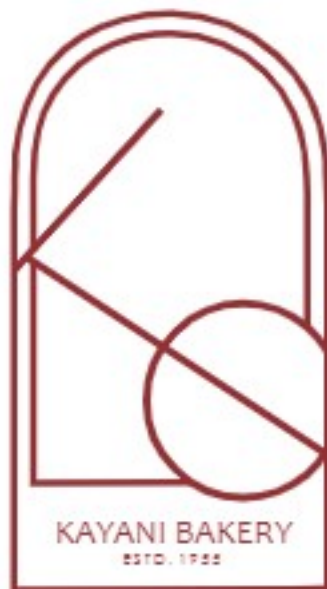
2. Logo

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Logo

The Kayani Bakery logo is a harmonious blend of tradition, culture, and modern aesthetics, thoughtfully designed to reflect the bakery's rich heritage and timeless values. Each element tells a unique story, connecting the past, present, and future of the brand. Rooted in its cultural origins, the logo pays homage to the bakery's Maharashtra roots, its Iranian legacy, and its longstanding reputation for quality and authenticity. It is not just a symbol but a visual representation of Kayani Bakery's journey, embodying the pride, tradition, and trust that have defined the brand for generations.



KAYANI BAKERY

ESTD. 1955

Logotype

Cendra-

Cendra has been chosen as the primary logotype for Kayani Bakery because it perfectly embodies the brand's essence of tradition, sophistication, and timeless quality.

Century Gothic-

Century Gothic has been chosen as the secondary typeface for Kayani Bakery due to its clean, modern, and versatile design that complements the elegance of the primary typeface, Cendra.

Meaning



- The "K" for Kayani

The bold and structured "K" represents the name of the brand, standing as a modern symbol of trust and timeless quality.

- The "क" in Marathi

Paying homage to Pune's rich Maharashtrian roots, the "क" is written in Marathi script, celebrating the bakery's connection to its local community and cultural heritage.

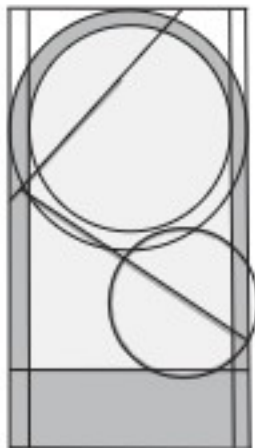
- The Dome Motif

Inspired by Iranian tile art, the dome reflects the founders' Iranian origins. It serves as a tribute to the craftsmanship and tradition of Persian design, which parallels the bakery's dedication to authentic baking.

Structure

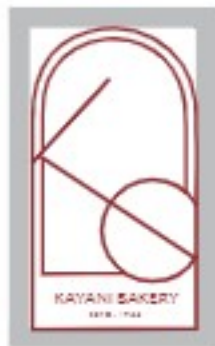
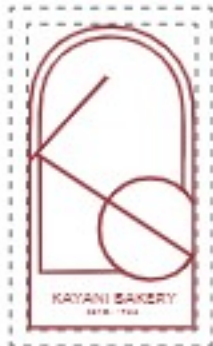
The Kajari Bakery logo is designed within a rectangular framework, ensuring balance, symmetry, and versatility. The structured rectangle provides a clean and modern silhouette, making the logo adaptable across various mediums.

The geometric elements—the “K,” the Marathi “Q,” and the dome—are harmoniously arranged to create a cohesive design that fits seamlessly within the defined space while maintaining its distinct identity.



Exclusion zone

To maintain the clarity and impact of the Kayani Bakery logo, an exclusion zone of 40% is required on all sides. This ensures that no other elements, text, or graphics encroach on the logo, preserving its visual integrity and prominence. The exclusion zone acts as a protective buffer, allowing the logo to stand out and remain legible across various applications.



Size

To ensure the Kayani Bakery logo maintains its clarity and impact across all applications, the logo is provided in three scalable size levels. These levels define the recommended sizes for different mediums, ensuring consistency and optimal visibility.



Purpose:

For prominent applications where the logo is the primary focus.

Examples:

Signboards, storefronts, large banners, billboards, event backdrops.

Minimum Size:

Width: 300px (digital) / 3 inches
Height: Proportional to maintain the logo's aspect ratio.

To Place

Logo should be placed in the guided spaces only. If placed randomly it may lose its structure and importance. WFF



Alternatives

Either of the alternatives can be used according to need.
Both horizontally and vertically can be used.



Horizontal Logo



Vertical Logo

02.07

Logo on Background



02.08

Logo on Images



Use Prohibited



1. Do not use fill.
2. Do not change brand colors.
3. Do not squeeze out the logo.
4. Do not change the typeface.
5. Do not change space between icon and typeface.
6. Do not change spacing between the font.
7. Do not use drop shadow.
8. Do not change alignment.

Dont's



3

3. Color System

- 01. Primary Color
- 02. Secondary Color



Primary Colors

Garnet

Hex code: 831316

R: 130

G: 40

B: 54

Raisin Black

Hex code: 131F20

R: 35

G: 31

B: 32

Pure White

Hex code: FFFF

R: 255

G: 255

B: 255

03.01



This color symbolizes its rich heritage, the warmth of freshly baked goods, and the trust built over generations. It reflects passion, tradition, and familiarity, reinforcing the bakery's long-standing connection with its customers.



This color represents elegance, and timelessness. It adds a sense of sophistication and depth, balancing the warmth of red while emphasizing the bakery's rich legacy.



This color symbolizes purity, freshness, and simplicity. It reflects the bakery's commitment to using high-quality ingredients and maintaining a clean, honest approach to baking. Also represents authenticity, reinforcing the brand's legacy while creating a sense of warmth.

Secondary Colors

Crayola

Hex code: #6C6880

R 230

G 198

B 128

New York Pink

Hex code: D68879

R 214

G 136

B 121

03.01



This color reflects a warm, neutral tone reminiscent of baked goods and tradition. Ideal for backgrounds, packaging, and subtle accents. Also similar to the baked goods of the bakery.



This color evokes warmth, friendliness, and a sense of freshness. Suitable for highlights, secondary backgrounds, or subtle accents to add a modern and inviting touch.

4

4. Typography

- 01. Primary Typeface
- 02. Secondary Typeface



Primary Typeface

Candra

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typeface

Century Gothic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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5. Mascot Integration

Preserving Tradition, Building Trust



Mascot

To ensure a smooth transition to a refreshed brand identity while maintaining the trust and nostalgia associated with Kayani Bakery, I have introduced a mascot that carries an essential element from the original logo. This mascot serves as a bridge between the past and the future, preserving the bakery's rich heritage while embracing a new visual direction.

By incorporating a familiar symbol, I reassure our loyal customers that while the brand is evolving, the core values and authentic flavors they love remain unchanged. The mascot embodies the warmth, reliability, and legacy of Kayani Bakery, making it an essential part of our visual storytelling.



KAYANI BAKERY

ESTD. 1955

MEANING



The Kayani Bakery mascot brings together two iconic elements—the beloved man from the original logo and the bakery's famous Shrewsbury biscuits. This fusion symbolizes the perfect blend of heritage and signature flavors, ensuring that while the brand evolves, its essence remains unchanged. The mascot serves as a friendly, familiar figure, reinforcing trust and nostalgia while celebrating the bakery's most cherished offering.

05.02



Old Logo



Mascot



New Logo

6

6. Brand Imagery

or. Imagery



06.01

Imagery



7

7. Merchandise

- 01. Cookie Box
- 02. Kraft Bag
- 03. Poster
- 04. Paper Bag
- 05. Buisness Card



07.01

Cookie Box



07.02

Kraft Bags



07.04

Poster



07.05

Paper Bag



07.05

Business Cards

