Reflection on My Design Process for [Ciél Pâtisserie](https://cielpatisserie.myportfolio.com/)

Creating the brand identity for Ciél Pâtisserie challenged me to include a variety of design concepts while maintaining a consistent and memorable brand presence. This project includes editorial and packaging design, corporate identity, and data visualization. Helped create a cohesive visual identity highlighting Ciél's artisanal craftsmanship commitment to premium quality. This reflects my design process, challenges, and insights gained while working on these four projects.

1. Editorial Design – Ciél Magazine

Ciél Pâtisserie Magazine played a role in storytelling and brand engagement, conveying the brand's ideas, seasonal products, and stories. My key objective was to design a visually appealing layout that combines visual appeal and accessibility.

To do this, I used an editorial grid system that maintained structure and hierarchy. The choice of fonts helps to shape the brand's identity. The 'Great Vibes' script font on the masthead adds a personal touch, emphasizing Ciél's handcrafted feel. I used a combination of a serif font for body text to enhance readability and the brand’s signature Great Vibes script for headers, evoking a handcrafted feel. Illustrations of signature pastries, such as the Orange Chocolate Mini Bundt Cake, highlight the creativity behind Ciél's creations, lending a personal and artisanal touch to the overall design.

The chosen warm and earthy colour palette, reflects the warmth and authenticity of Ciél’s baked goods. Soft beiges, deep browns, and muted golds were used to create a sophisticated yet inviting look while also representing the natural ingredients, sophisticated techniques, and rich flavors that distinguish Ciél pastries, reinforcing the brand's dedication to quality and timeless elegance. The challenge was ensuring that text remained organised and not overly cluttered,

For the cover page, I chose a close up pastry to highlight the intricate details of Ciél’s handcrafted pastries. This showcased colors and compositions that aligned with the brand’s refined yet comforting appeal. The layout merged engaging headlines and subheadlines with appealing visuals, reinforcing Ciél’s identity as a premium artisanal pâtisserie.

2. Packaging Design – Dielines & 3D Packaging

Creating the packaging design for Ciél Pâtisserie translates the brand’s identity into a tangible, consumer-facing element. The challenge was to design dielines and 3D mockups that not only looked visually appealing but were also functional and effective.

The first step involved researching packaging solutions that would best preserve the freshness and quality of the pastries while enhancing the overall customer experience. I explored materials that offered durability and a refined aesthetic, ensuring the packaging was both visually appealing and functional. The design needed to be sturdy enough for safe transport while also creating a memorable and premium unboxing experience.

In terms of design, I maintained minimalist aesthetics with illustrations to highlight the artisanal nature of the brand. The brand’s signature colors were incorporated subtly, with warm neutrals and gold accents to evoke sophistication. To further enhance the visual appeal, I integrated orange vector illustrations, symbolizing the fresh citrus notes used in some of Ciél’s signature pastries. These illustrations added a vibrant yet refined touch, reinforcing the brand’s focus on quality ingredients.

I encountered difficulties with the mockup stage, particularly when working with Dimension, as it lacked the specific 3D packaging design I envisioned. This required me to explore alternative solutions and adapt my approach to achieve a polished and realistic presentation.

3. Corporate Identity – Style Guide Poster, PPT Template & Email Newsletter

Developing the corporate identity was essential in maintaining a consistent visual language across different brand touchpoints. The style guide poster served as a reference for typography, color palette, logo usage, and graphic elements. I defined brand guidelines to ensure a uniform aesthetic across all platforms, emphasizing clarity and professionalism while maintaining Ciél’s artisanal elegance.

For the PowerPoint template, I focused on creating a sleek and modern design that aligned with the brand’s minimalist aesthetic. The slides incorporated illustration and a clean typography, ensuring that presentations remained visually appealing yet consistent. Maintaining the visual hierarchy of elements and texts was important to achieve a refined look without overwhelming the content.

The email newsletter design needed to be visually engaging while effectively conveying brand messaging. I structured the layout to prioritize key information, incorporating CTA buttons, images, and a warm, inviting tone in the text.

4. Data Visualization – Infographic

The infographic was designed to present key brand insights, mission statement, growth statistics, and brand values in a visually engaging format. My objective was to simplify complex information while maintaining a visually compelling and aesthetically aligned design.

I structured the infographic with a clear visual hierarchy, using icons, and illustrations to break down information into digestible sections. The color palette remained consistent with the brand identity, ensuring that the design felt cohesive within the broader visual system.

A significant challenge was balancing aesthetic appeal with clarity, ensuring that the data visualization elements remained intuitive and easy to understand and read. I experimented with different grid and infographic layouts to ensure that the chosen design can be effective in conveying the brand message. The final design effectively combined key information with informative content, reinforcing the brand’s credibility and appeal.

In conclusion, Ciél Pâtisserie communicates its story with authenticity and sophistication. This project establishes a unique and memorable brand presence through its works, engaging storytelling, and sophisticated design, elevating Ciél as a leader in the artisanal pastry industry.

Website Link

<https://cielpatisserie.myportfolio.com/>