## Brand Details

**Logo**:

[BakedbyAisha logo .pdf.png](https://drive.google.com/file/d/14qaCZUUI9pHIgzi3Zf24adkUYt8vnvjG/view?usp=sharing)

**Primary Colors:**

| **COLORS** | **HEX CODE** |
| --- | --- |
| Light Pink | #FEEFF8 |
| Dark Gray | #545454 |
| White | #FFFFFF |
| Dark Pink | #FFA2DA |

**Fonts:**

Belleza

Headings: Larger size and in Bold

Body text: smaller, lighter color

**Photography**:

[Baked by Aisha media](https://drive.google.com/drive/folders/1ANqGOb6nfHph1FY-x1miL8tQTL0Rte3c?usp=sharing)

Shown as a gallery on the website (let me know if you want descriptions?)

[Baked by Aisha customer gallery](https://drive.google.com/drive/folders/1Iluwl31-taHXUAEYOlrA7TN3CFRVC3Wu?usp=sharing)

## About Section / Company Description

[About Section Profile photo.JPG](https://drive.google.com/file/d/1m1T1yP0aM7m-jGQHGABa6t3DhzkiXnxj/view?usp=sharing)

About Baked by Aisha

Welcome to Baked by Aisha, where every cake tells a story and every bite is a memory. Founded in 2023 by Aisha Sattani, a passionate baker and undergraduate student at Babson College, our bakery has quickly become a cherished destination for those seeking unique, handcrafted baked goods. Growing up, Aisha was inspired by her family’s tradition of celebrating with multiple homemade birthday cakes, leading her to hone her skills and open her bakery.

Our Products

At Baked by Aisha, we specialize in a delightful array of baked goods, from specialty cakes and cupcakes to cookies and cake pops. Our signature flavors include chocolate malt, salted caramel, red velvet, vanilla bean, chocolate chip, and the vibrant rainbow cake. Each creation is made with fresh ingredients and artistically frosted with Swiss meringue buttercream, adorned with everything from fondant decals and edible images to exquisite buttercream flowers. Our mission is to transform your inspirations into edible art, making each order a unique masterpiece.

Customization and Dietary Options

Understanding our customers' needs, we offer a tailored experience, including gluten-free and dairy-free options to cater to various dietary requirements. Each product is crafted with the utmost care to ensure that everyone can enjoy our delicious treats without compromise.

Our Values and Vision

Driven by our core values of customer commitment, passion, and innovation, Baked by Aisha is dedicated to continuously experimenting with new flavors and baking techniques to enhance your experience. Whether it's a wedding, birthday, or graduation party, our bakery provides the perfect addition to celebrate life's special moments.

Looking Ahead

As we look to the future, Baked by Aisha aims to broaden our reach and touch more lives in the Houston area with our distinctive and delightful offerings. We are excited to grow our community and continue sharing our passion for exceptional baked goods.

Join us on this delicious journey and let Baked by Aisha make your next celebration unforgettable.

## 

## Contact us:

Contact information:

* Link to Instagram - https://www.instagram.com/bakedbyaisha\_/
* Email: [aishasattani0110@gmail.com](mailto:aishasattani0110@gmail.com)
* Physical address: **Google Maps Location** [Katy](https://www.google.com/maps/place/Katy,+TX/@29.7924306,-95.9401726,12z/data=!3m1!4b1!4m6!3m5!1s0x8640dff9ae358adf:0x17966e0d7c2b1125!8m2!3d29.7857765!4d-95.8245093!16zL20vMDEzbW1y?entry=ttu)

Contact us form:

* Name
* Phone number/email
* Subject
* Message

Alternatively - social media section

* Instagram
* Facebook
* Linkedin

## Future developments:

Shop now page with prices

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