



Client: Matcha Delights Bakery Project
Title: Mock Client Project
Designer Name: Xinyan Chen
Due Date: Dec 9th, 2024



Key Messages

Premium, handcrafted Japanese-inspired baked goods with a focus on health-conscious flavors. Authentic, playful desserts like matcha Swiss rolls, offering a unique cultural experience.

Unique Selling Point (USP)



High-quality, culturally resonant flavors with a playful design (e.g., animal-shaped cakes). Appealing to both children and adults.



Current/Desired Perception

Current: A small, artisan bakery serving the Asian community in Ottawa.

Desired: A well-known brand for premium, culturally-inspired desserts, blending authenticity and creativity.



Strategic Focus

Differentiate with unique flavors (matcha, red bean) and exquisite presentation. Build a playful yet authentic brand, appealing to both Asian and non-Asian customers.

Tone & Manner



Tone: Playful, approachable, and authentic.

Manner: Elegant yet fun, embodying Japanese culture in a welcoming way.

Creative Considerations



Branding should balance clean lines with intricate details, adaptable across platforms.

Strategic Plan



Build a strong local presence, appealing to dessert lovers through social media and influencer partnerships. Create eye-catching marketing campaigns.



Project Mandates

Logo: Use "Matcha Delights" in Verveine font and "Japanese Bakery" in Chalkboard SE to blend tradition and modernity.

Branding: Reflect authenticity and creativity in all elements.

Objective



Establish Matcha Delights as the go-to destination for Japanese-inspired, high-quality desserts in Ottawa. Build a loyal customer base for future growth.



Matcha Delights

Japanese Bakery



Designer- Xinyan Chen
Chen1054@algonquinlive.com



CEO – Ariel Lau
Ariellau_matchadelights@gmail.com
(731)881-7188

From Hong Kong to Ottawa...

Matcha Delights was founded by two young bakers from Hong Kong, inspired by their love for Japanese desserts. They noticed that many local options were too sweet for Asian tastes. The business started small, catering to friends and family, and has since grown to serve the Ottawa community. Matcha Delights specializes in Japanese-style baked goods, focusing on matcha-flavored pastries and delicate, animal-themed desserts.

Project Objective

It aim to focuses on crafting a unique identity that highlights its Japanese-inspired, artisanal desserts and appeals to Ottawa's Asian community and broader audiences. By developing professional visuals and marketing materials, the project aims to differentiate the bakery and support its growth in the local market.



Target Audience

Primary :

Ottawa's Chinese community, including families, professionals, and students, who value less sweet, healthier desserts with a cultural flair.

Secondary :

Non-Chinese customers, especially those interested in Japanese culture and artisanal baked goods. This includes food enthusiasts, Instagram users, and those seeking unique desserts for special occasions.

Customer Profile:

- Age: 25-40
- Gender: Majority female, but also couples and families.
- Personality: Outgoing, curious, and socially active.
- Interests: Attending events, socializing, exploring unique culinary experiences.
- Values: Caring for loved ones, cultural appreciation, and quality.

Key Needs:

Health-conscious options that balance sweetness with flavor. Beautifully crafted, Instagram-worthy designs for celebrations. A welcoming brand with an authentic story behind its products.



Competitive Analysis



T&T Supermarket (Bakery Section)

Simple, functional displays with a focus on volume rather than aesthetics.

Low prices, strong brand recognition, broad customer base.

Affordable, mass-produced Asian-inspired baked goods, lacking intricate designs.

Limited focus on quality and personalization, lacks premium options.

Focuses on affordability and convenience.

Continues to attract budget-conscious customers but lacks differentiation in a niche market.



Independent Bakeries (e.g., Little Jo Berry's, Quelque Chose Pâtisserie)

Generally minimalist, focusing on traditional aesthetics with limited appeal.

Niche products, mainly focused on Japanese-style desserts.

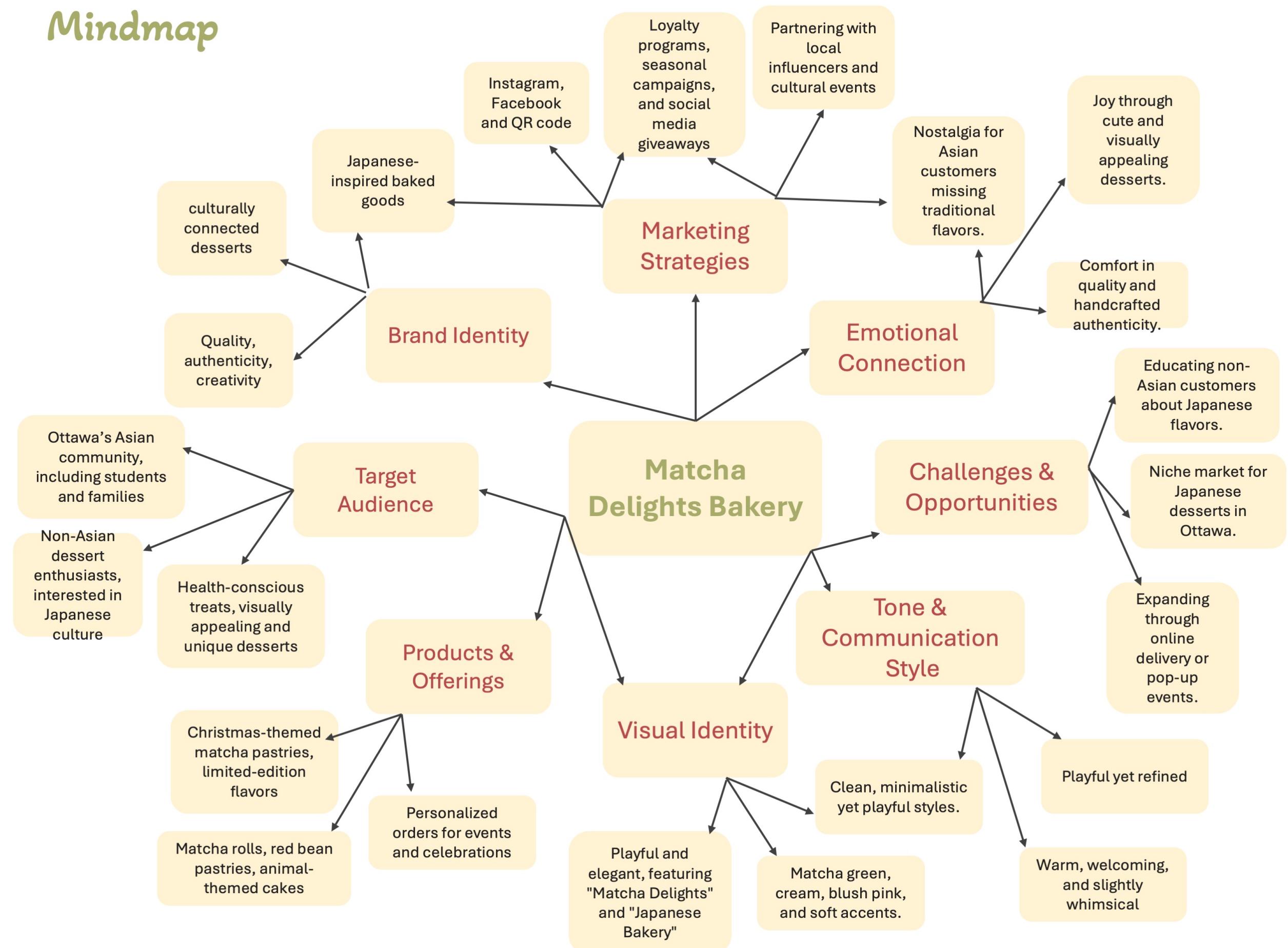
Authentic flavors, catering to a specific cultural preference.

Limited reach and visibility, often not marketed as premium.

Leverages authenticity but struggles with scale and visibility.

Growing interest but limited by the small customer base and competition from more established brands.

Mindmap



PERSONA DEVELOPMENT



Amy Wong

"A culturally curious student who seeks desserts that evoke nostalgia while being Instagram-worthy."

PERSONA BIO

Amy is a Chinese-Canadian graduate student who craves nostalgic flavors that connect her to her roots. She enjoys finding aesthetically pleasing desserts that blend tradition with modern creativity.

GOALS / NEEDS

- Balance flavor and health(low sugar but rich taste)
- Connect with her cultural heritage through food
- Share beautiful and unique food experiences on social media

FRUSTRATIONS / FEARS

- Most local desserts are overly sweet .
- Fear of missing out on cultural trends.
- Limited options for premium Asian-inspired baked goods.

MOTIVATIONS



AGE 29

OCCUPATION Freelance Graphic Designer

STATUS Single

LOCATION Downtown Ottawa

GENDER Female

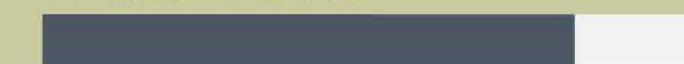
ARCHETYPE The Explorer (seeks meaningful cultural and culinary experiences)

PERSONALITY

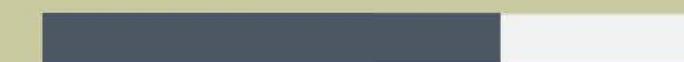


TECH KNOWLEDGE

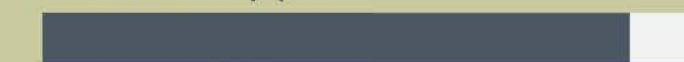
IT and Internet



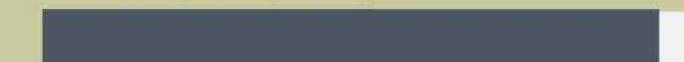
Software



Mobile Apps



Social Networks



BRAND AFFILIATIONS



PERSONA DEVELOPMENT



Emily Carter

"A sophisticated marketing professional with a passion for visually stunning and culturally inspired desserts."

PERSONA BIO

Emily is a Caucasian professional who loves exploring new cuisines and cultures. She seeks desserts that are not only delicious but also visually stunning and memorable.

GOALS / NEEDS

- Discover unique desserts that combine taste
- Experience authentic cultural flavors.
- Enjoy sharing beautiful food experiences with friends and family.

FRUSTRATIONS / FEARS

- Dislikes desserts prioritize aesthetics over flavor.
- Frustrated by a lack of boutique dessert options.
- Fears overspending on products that don't deliver quality.

MOTIVATIONS



AGE 35

OCCUPATION Marketing professional

STATUS Married, no kids

LOCATION Westboro, Ottawa

GENDER Female

ARCHETYPE The Aesthete (seeks visually appealing, high-quality experiences)

PERSONALITY

Extrovert Introvert

Sensing Intuition

Thinking Feeling

Judging Perceiving

TECH KNOWLEDGE

IT and Internet

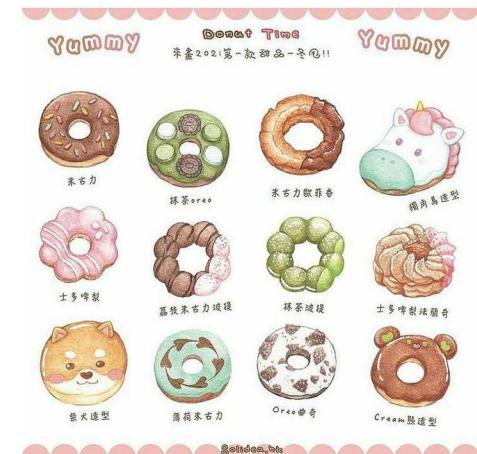
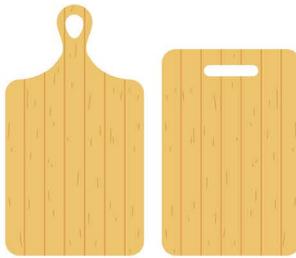
Software

Mobile Apps

Social Networks

BRAND AFFILIATIONS





Mood Board

Branding Guide

Matcha Delights

Japanese Bakery

MAIN LOGO



LOGO VARIATIONS



FONTS

Headline

Verveine Regular - 36px

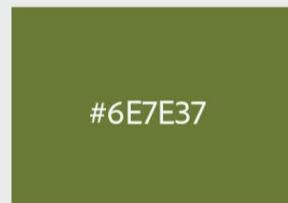
Sub Headline

Chalkboard SE Light- 16px

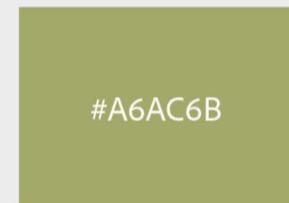
LOREM IPSUM is simply dummy text of the printing and typesetting industry. LOREM IPSUM has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting,

Chalkboard SE Light- 9px

COLOR PALETTE



#6E7E37



#A6AC6B



#C55152



#FFF4D3



BOTTON



BOTTON



BOTTON



Samples

Follow Us
for more recipes!

Match Rolls

A perfect balance of earthy matcha and light sweetness, rolled into a soft and fluffy delight.

Welcome to Matcha Delights Bakery!

Discover the taste of Japan right here in Ottawa! At Matcha Delights Bakery, we specialize in handcrafted Japanese-style baked goods, featuring matcha-infused pastries, red bean delights, and adorable animal-themed cakes. Every treat is a blend of artistry, tradition, and a touch of playfulness—crafted to bring joy to your taste buds and your heart.



Follow Us
for more recipes!

Matcha Delights Bakery

888 Woodfield DR, Ottawa,

ON K3G 4A7

+1 (753) 888 7888

info@matchadelights.com



Matcha Delights
Japanese Bakery



What Sets Us Apart

- Healthier Sweetness:
Our desserts are less sweet,
catering perfectly to Asian palates.
- Artisan Quality:
Handcrafted with love,
each piece reflects precision and passion.
- Cultural Connection:
A taste of Japan with a playful and modern twist.

Signature Creations

- Matcha Rolls:
A perfect balance of earthy matcha and light
sweetness, rolled into a soft and fluffy delight.
- Animal Cakes:
Cute and intricate designs with
flavors like matcha, chocolate, and vanilla.
Perfect for special occasions or as a gift!
- Red Bean Delicacies:
A modern take on a traditional
favorite, blending smooth red bean paste with
delicate textures.

Design Tips

- Use soft, pastel colors inspired by matcha green,
cream, and blush pink.
- Choose elegant and clean typography
(e.g., Verveine for titles, complementary
sans-serif for body text).
- Include plenty of white space for a refined look.
Add a QR code linking to the website or menu.



Match Rolls

A perfect balance of earthy matcha and light
sweetness, rolled into a soft and fluffy delight.



Uji Kintoki Mochi Cake



Red Bean Bun



Happy Shiba



Pink Piggy



Cute Kitty Chocolate
Mousse Cake



Panda Paradise



Pistachio Milk Roll



Christmas Tree
Pistachio Slice



Honey Butter Cake



Japanese Chestnut
Milk Roll



Dual-Tone Kitty
Milk Toast



Kitty Milk Toast



Matcha Red
Bean Mini Loaf



Okinawa Brown
Sugar Roll



Japanese Mentaiko
Salad Cheese Bun

A TASTE OF JAPAN, RIGHT IN OTTAWA

Indulge in handcrafted matcha delights and adorable animal-themed desserts.

[Order Now](#)



Great feature about our products

Matcha Roll

Our signature Matcha Roll is a delightful fusion of tradition and indulgence. Made with premium Uji matcha, its vibrant green sponge cake is soft and airy, enveloping a creamy red bean filling for a perfect balance of earthy and sweet flavors.



OUR SIGNATURE SERIES



Pistachio Milk Roll

[Order Now](#)



Pistachio Milk Roll

[Order Now](#)



Red Bean Bun

[Order Now](#)



WHAT OUR CUSTOMERS ARE SAYING

"Absolutely love their matcha desserts! The flavors are perfectly balanced." - Anna L.

"Adorable designs and delicious cakes. A treat for the eyes and the taste buds!" - Michael T.

[Contact Us Now](#)