



# Brand Identity Guide

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# TABLE OF CONTENTS



- 01 Overview
- 02 Logo Design
- 03 Color Specifications
- 04 Type Specifications
- 05 Proper Logo Usage
- 07 Stationeries
- 09 Rationale





# OVERVIEW



The Upper Crust Boulangerie is a French inspired bakery specializing in baked goods as well as desserts. They have been operating for many years now, but have decided to rebrand as they move to a new location.

The goal at Upper Crust is to provide customers with an experience that effectively reflects the freshness of the ingredients and the sense of community. Upper Crust strives to use local ingredients and are always looking for ways to give back to the community.





# LOGO DESIGN



Main Logo



Dessert Line



Black & White





Main Logo

# COLOR SPECIFICATIONS



0C 8M 100Y 0K  
255R 225G 0B



0C 20M 100Y 0K  
255R 205G 8B



0C 0M 0Y 100K  
0R 0G 0B

Dessert Line



17C 20M 0Y 0K  
207R 198G 225B



27C 31M 0Y 10K  
182R 170G 212B



0C 0M 0Y 100K  
0R 0G 0B





# TYPE SPECIFICATIONS



*Vladimir Script*  
*Regular*

*A B C D E F G H I J K L*  
*M N O P Q R S T U V W X*  
*Y Z a b c d e f g h i j k l m n o p q r s*  
*t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0*

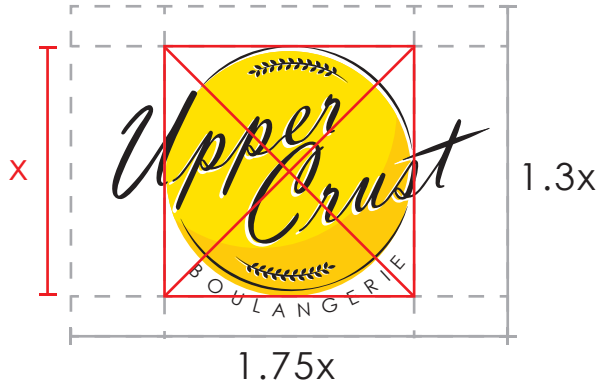
Century Gothic  
Regular

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z a b  
c d e f g h i j k l m n o p q r s t  
u v w x y z  
1 2 3 4 5 6 7 8 9 0





# LOGO USAGE: DO



- DO leave empty space around logo and text



- DO keep all elements within logo



- DO use in black and white with colored circle removed



- DO use these colors for dessert marketing





# LOGO USAGE: DON'T



- DON'T place text or objects over logo



- DON'T place logo over dark or colored background



- DON'T use logo in grayscale



- DON'T rotate



- DON'T use logo in colors not specified



- DON'T stretch



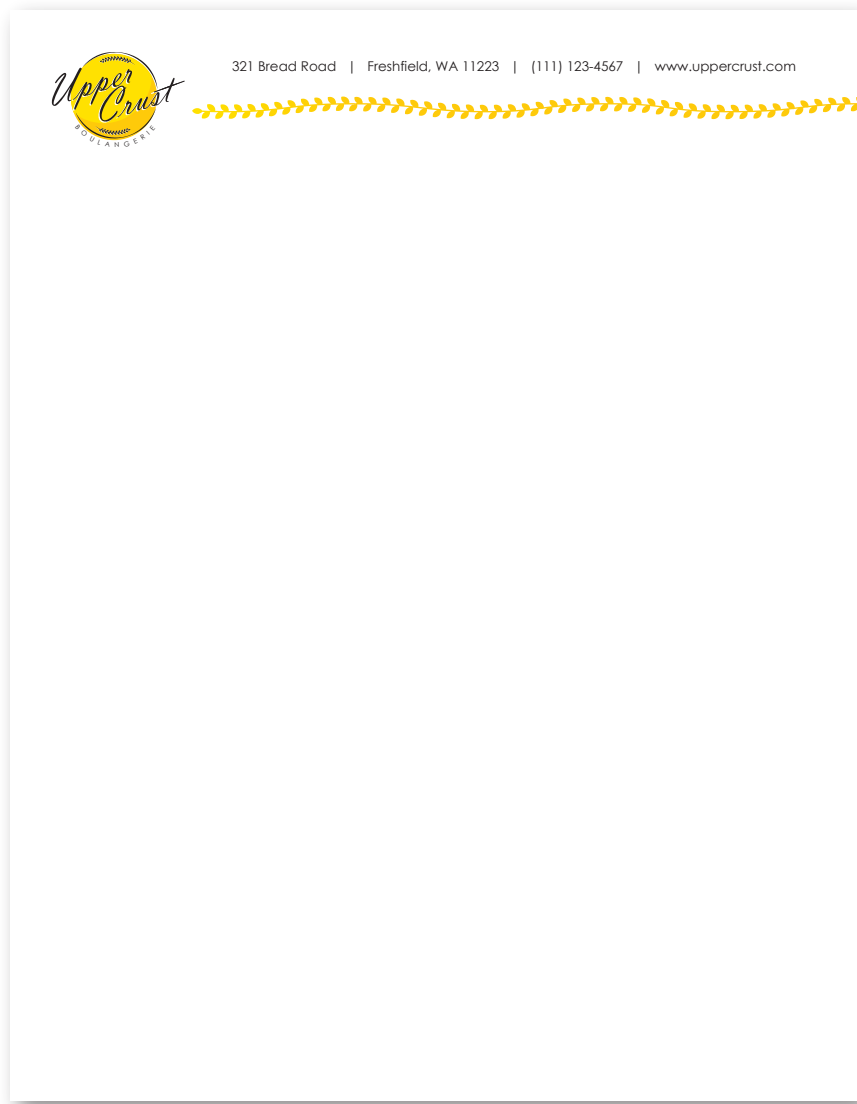




# STATIONERIES



Letterhead





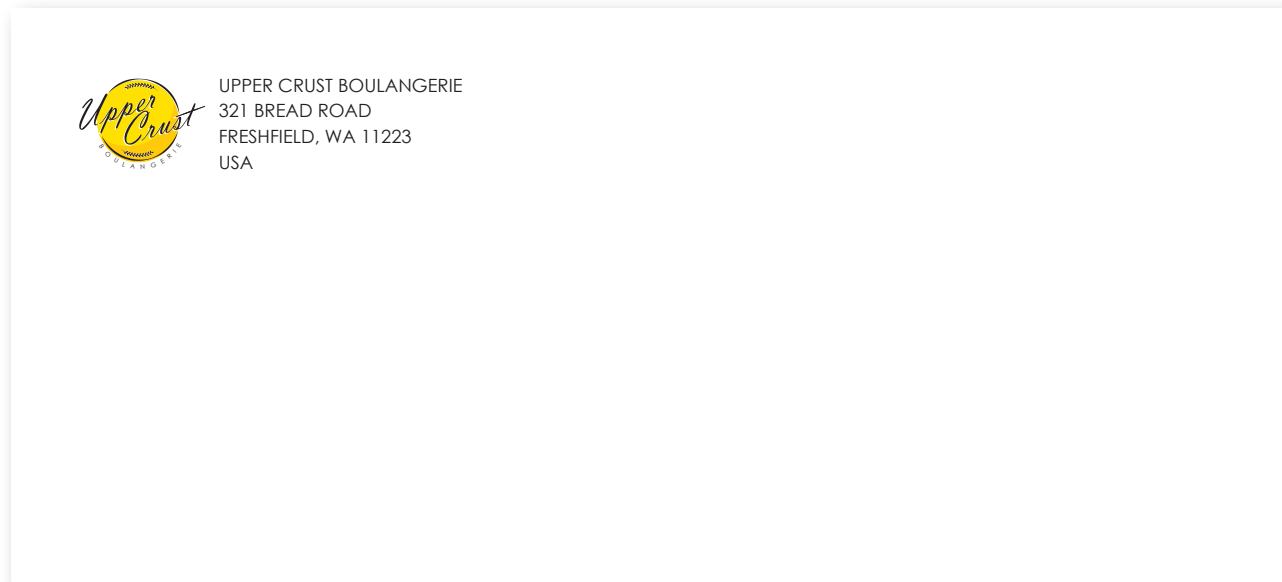
# STATIONERIES



Business Card



Envelope





# RATIONALE



When designing my logo for the Upper Crust, I wanted to create something that looked new and fresh but also had some classic aspects. I went with the script typeface to give a homemade feel to the logo while using the sans serif for a more modern and legible type. The yellow color inspires a warm feeling and is often associated with happiness.

The Upper Crust is devoted to preserving their French heritage and using only fresh, local ingredients in their baking. To incorporate these ideas into the brand, I used the French word “boulangerie” instead of “bakery” to hint at the French culture. The ears of wheat not only help the logo identify with baked goods but also apply to the freshness of the ingredients by displaying the most unprocessed form of wheat grains.

The slight offset of the logo elements encapsulates the idea of “ordered chaos” that is baking. This makes the logo fun and welcoming but still preserves the professional look to target mature audiences. The circular shape is easy on the eyes and can also be related to a ball of dough before it has been baked.

