

Zachary Brown
04/17/2021



Table of Contents

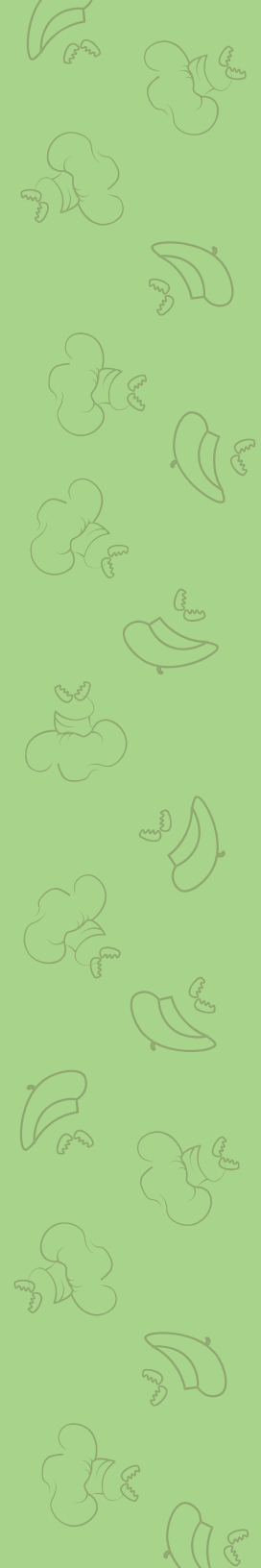
Overview	2
Logo Design	3
Type Specifications	4
Color Specifications	4
Logo Usage	5
Stationery Items	6-7
Rationale	8



Overview

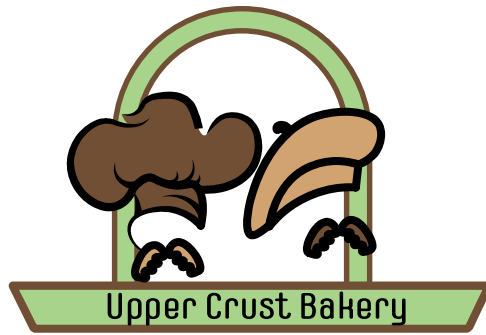
The Upper Crust Bakery is a family run business utilizing French recipes handed down from generation to generation. Upper Crust Bakery provides the freshest and best tasting bakery goods in the area and sources local products as much as possible.

Entering the Upper Crust Bakery, one should feel the essence of Paris.

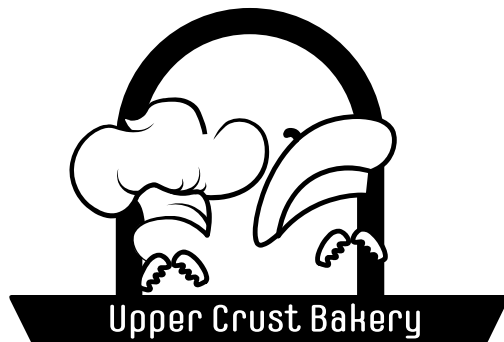


Logo Design

Logo Color



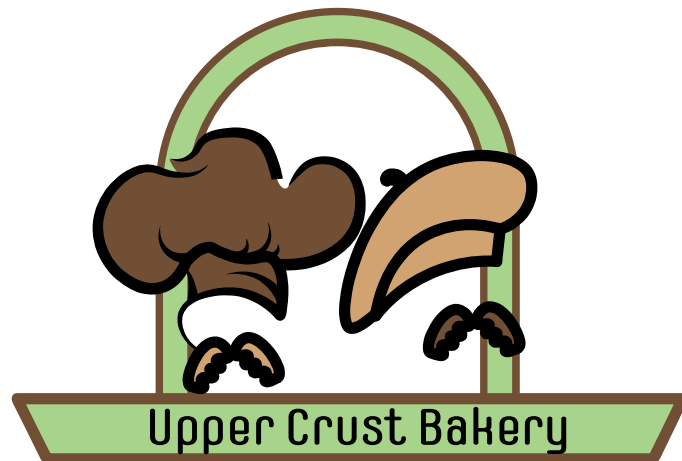
Logo Black and White



Type Specifications

CarlMark Regular

Color Specifications



0C 35M 35Y 67K
113R 79G 52B



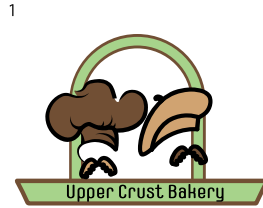
0C 26M 51Y 20K
208R 163G 113B



37C 0M 60Y 0K
167R 211G 139B

Logo Usage

Do's



Do use the correct logo

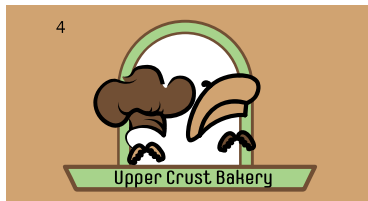


Upper Crust Bakery

Do use the logo without the arch



Do use the logo in black and white

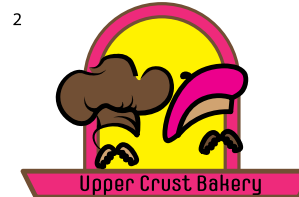


Do use the logo over light, solid backgrounds
away from text

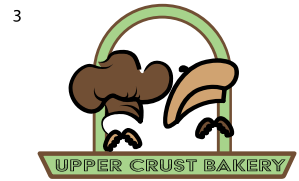
Dont's



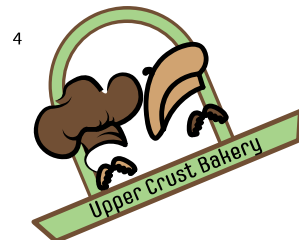
Do not stretch the logo



Do not use the wrong coloring

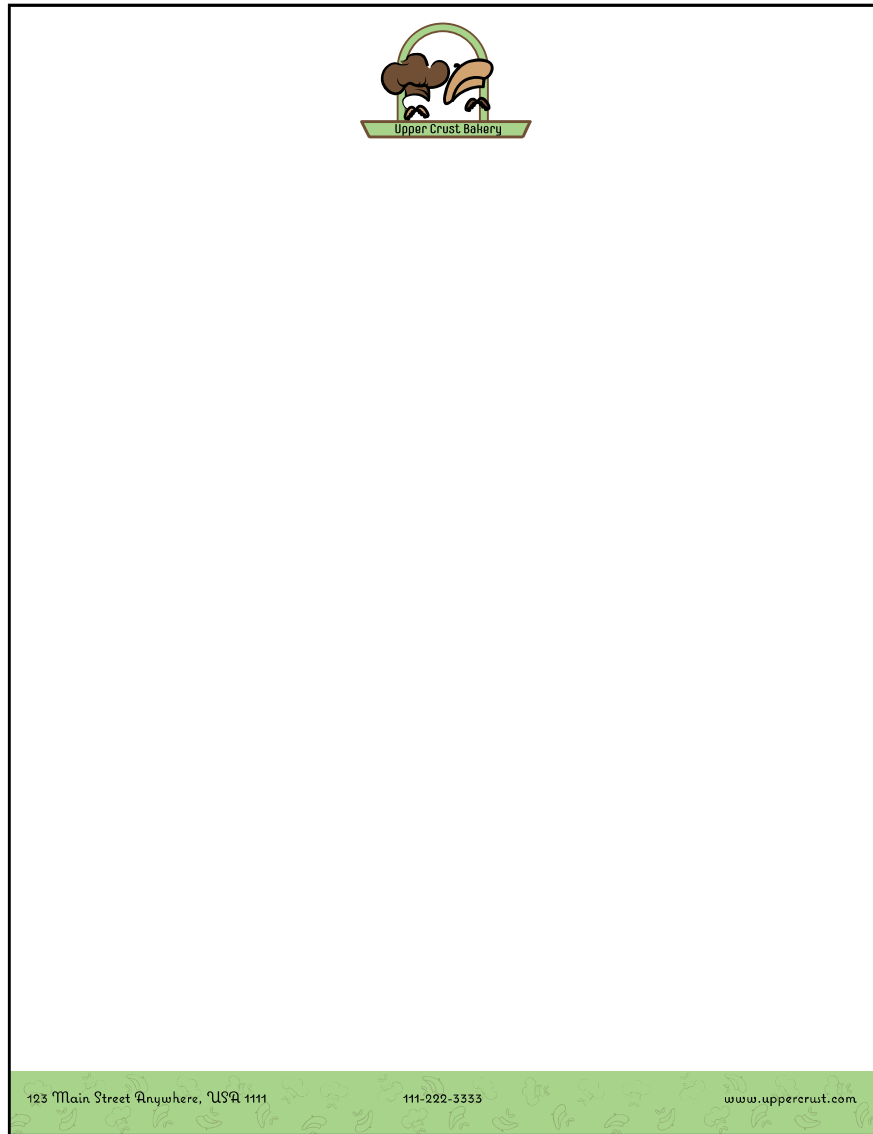


Do not change the font



Do not rotate the logo

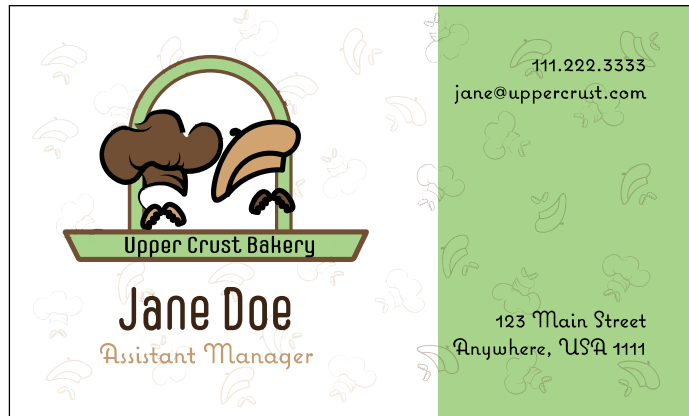
Stationery



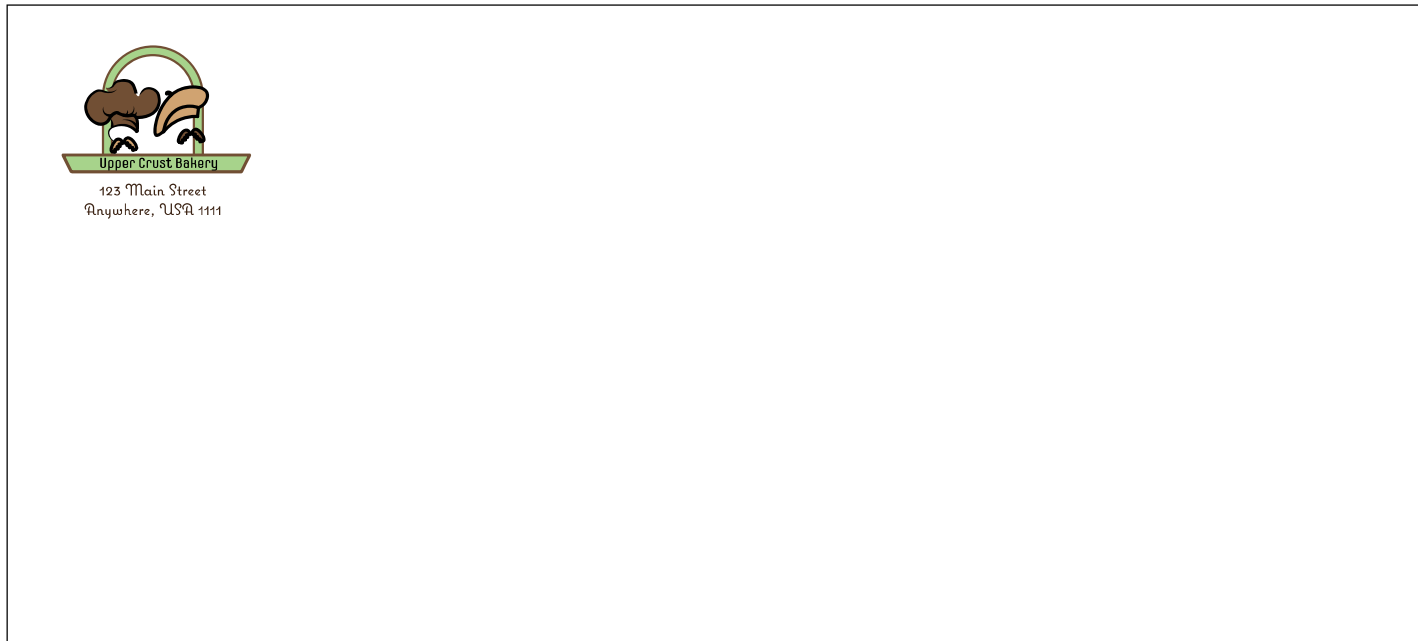
Letterhead



Stationery



Business Card



Envelope

Rationale

Upper Crust Bakery is an already well known bakery but needed a new logo due to moving to a new location. This new logo creates a brand image that is professional, unique, and works well at conveying a freshness and quality of goods.

The light green was chosen to invoke freshness, whilst the browns to invoke wholesomeness. This directly mirrors the client's mission statement to provide the best tasting bakery goods while sourcing local as much as possible.

The hats and mustaches were chosen to imbue the logo with an essence of Paris. The chef's hat utilizes curves that swirl into points, signifying the smells of baked goods as you enter the store. The beret signifies the tradition of the recipes, both are balanced while framed inside the arc, a subtle nod to the inside of the arc du triomphe.

The sans-serif type font is a sophisticated, easy-to-read addition bringing the entire logo together whilst conveying the atmosphere inside to be consistent and comfortable.

The target audience of all men and women ages 21-65 is achieved through this design. Due to it not being overly complicated, simple to read, and enjoyable to look at. It does not exclude anyone and is sophisticated for all walks of life.

Utilizing this design, as well as the stationery items included, will provide a solid brand identity and will be memorable for any who come in contact with it.