

Sans Blé

Objective Statement

Sans Blé bakery seeks to provide alternative breads and desserts for health-conscious individuals, especially those following grain free and low carbohydrate diets. Its items are wheat-free and sugar-free.

Sans Blé targets urban areas, initially the Twin Cities. It targets educated, middle to high income white women, 30–50 years old, women who are conscious of the latest medical and nutritional recommendations. The appeal to the customer is one of being able to enjoy types of foods that are normally off limits to someone adhering to a low carbohydrate diet. In addition, the convenience factor is appealing, since it takes considerable time and effort to shop for alternative ingredients and turn them into the desired baked items.



Brand Colors



R 100 **C** 65
G 118 **M** 46
B 130 **Y** 39
 K 9



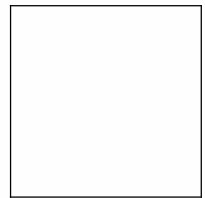
R 211 **C** 13
G 67 **M** 89
B 93 **Y** 54
 K 1



R 100 **C** 65
G 118 **M** 65
B 130 **Y** 64
 K 62

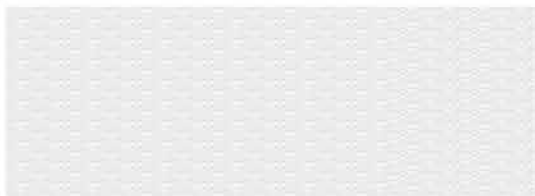


R 0 **C** 75
G 0 **M** 68
B 0 **Y** 67
 K 90



R 255 **C** 0
G 255 **M** 0
B 255 **Y** 0
 K 0

Texture



Texture from Toptal.com

Fonts

Lora Regular for headers
Open Sans Light for body text