

## Booklet | Tasteful Indulgence

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### Project Summary:

Tasteful Indulgence is looking to advertize their products and services in the form of a small booklet that can be provided as a handout during birthday parties or weddings. Tasteful Indulgence is a bakery and delivery service based in Seward, selling pastries, cakes, and even candies of all kinds.

### Audience Profile:

The audience Tasteful Indulgence is looking to attract are those planning to have a party soon -namely people who would find said booklet at a friend's party, marvel at the cakes and pastries provided, and decide to order Tasteful Indulgence's services as well. These people are mostly parents, ages 25-45, with younger children, or with children soon to hit age 16, or graduating high school. Other people interested in Tasteful Indulgence's catering or cakes would be those about to have a wedding, or celebrating an anniversary.

### Perception, Tone, Guidelines:

The booklet will be fashioned in a "tasteful" manner, exhibiting the cakes and pastries that Tasteful Indulgence has to offer. The type will be set on a clean background, easily legible, and set with titles in script that resembles the swirling designs in frosting.

