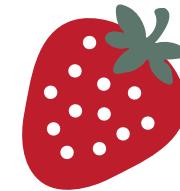
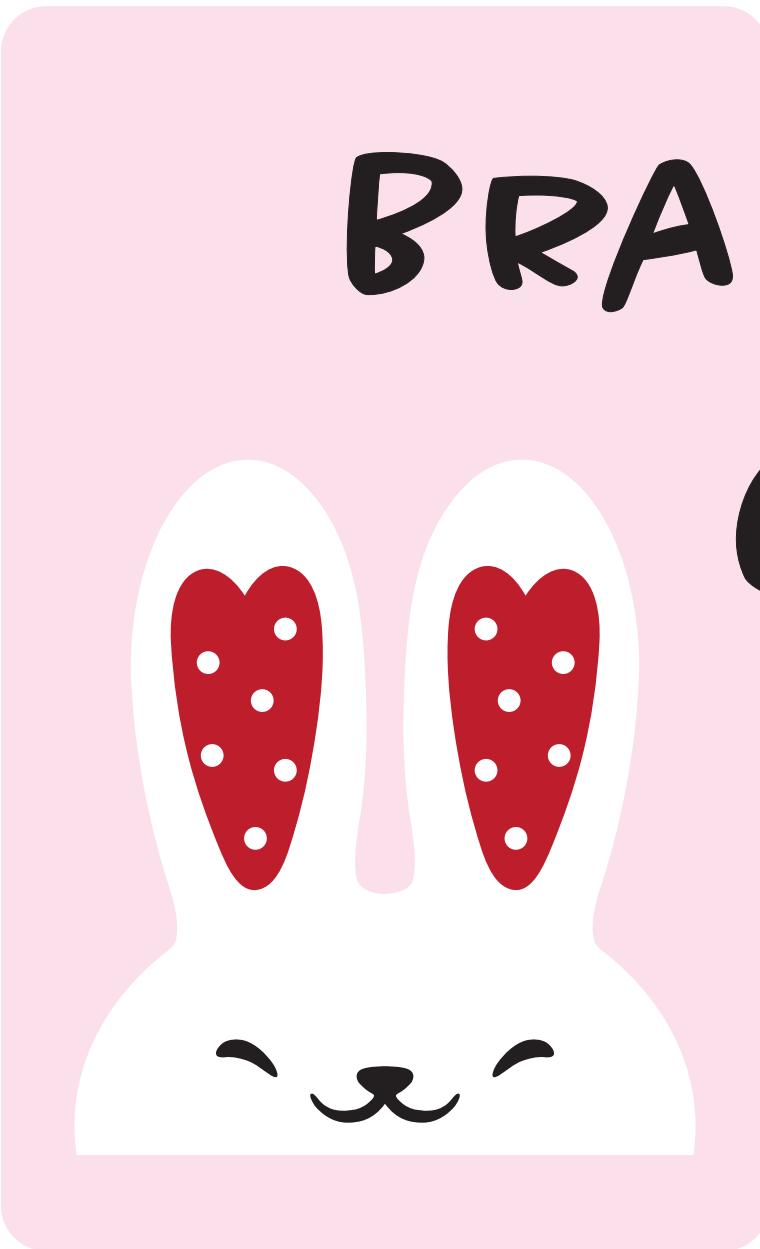


# BRAND GUIDELINES

Bunberry Bakery



**INTRODUCTION**

- About **4**  
Mission **5**

**OUR LOGO**

- Logo usage **7**  
Clear space **8**  
Dimensions **9**

**COLOR PALETTE****10****TYPOGRAPHY****11**

- Typefaces **12**  
Slogans **13**

**STATIONARY**

- Business card **15**  
Letterhead **16**  
Postcard **17**

**SWAG**

- Coffee mug **19**  
Hoodie **20**

**VISUAL ASSETS****21**

- Pattern **22**  
Illustration **23**

# INTRODUCTION

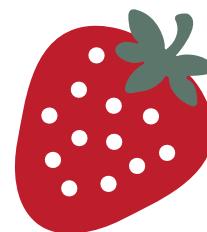


# ABOUT

Bunberry bakery is first found in Abbotsford B.C. first as a popup store with very little resources and successfully we opened up a small shop! We combined our yummy desserts with cutely shaped animals to represent our company. Even though the flavors are mainly strawberry we also have other flavors as well for different tastes. We have pastry workshops throughout the year to help educate people more about desserts and making their own.

# OUR MISSION

Our goal is wanting to convey our feelings through our pastries and wanting our customers to smile once they first take a bite out of our delicious yet cute pastries.





## LOGO USAGE - LOGO VERSIONS

Our logo is a visual representation of a bunny and strawberry ears meaning it is designed to show that the bakery logo should give the message that it is cute and fruity. The ears gives more symbolism to the logo.



# Bunberry Bakery



# Bunberry Bakery

## CLEAR SPACE - NEGATIVE SPACE AROUND LOGO

The white area around the logo defines the minimum space that must be left between the logo and any graphic elements such as text, illustrations, and borders. This is to ensure that the logo has a strong appearance whenever it appears.



**WHOLE IMAGE** - 320pt x 250pt  
**BUNNY** - 162pt x 181pt  
**NAME** - 320pt x 50pt  
**BERRY EARS** - 40pt x 85pt  
**EYES** - 16pt x 10pt  
**MOUTH & NOSE** - 40pt x 15pt  
**DOTS** - 6pt x 6pt



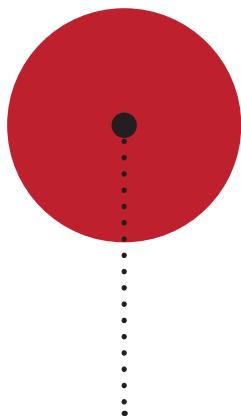
Bunberry Bakery

**WHOLE IMAGE** - 320pt x 115pt  
**BUNNY** - 94pt x 105pt  
**NAME** - 204pt x 115pt  
**BERRY EARS** - 23pt x 50pt  
**EYES** - 9pt x 5pt  
**MOUTH & NOSE** - 22pt x 8pt  
**DOTS** - 3pt x 3pt



Bunberry  
Bakery

The color goal for the brand was to make it cutesy so the color pink is most suitable. Its important to choose the right colors so contrast colors will help make it pop.

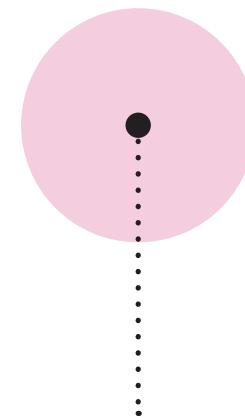
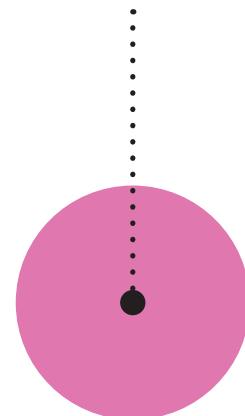


**RED**

**HEX:** bd212f  
**CMYK:** 18 99 89 8  
**RGB:** 189 33 47

**MIDDLE PURPLE**

**HEX:** e078b0  
**CMYK:** 7 65 0 0  
**RGB:** 224 120 176

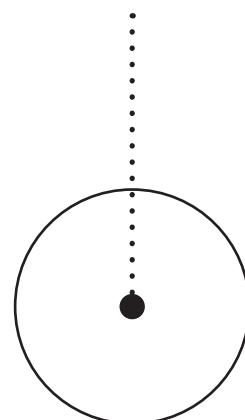


**PINK LACE**

**HEX:** fcdfeb  
**CMYK:** 0 15 0 0  
**RGB:** 252 223 235

**WHITE**

**HEX:** ffffff  
**CMYK:** 0 0 0 0  
**RGB:** 255 255 255



# TYPOGRAPHY

# on Living La Vita Local

There are two fonts used one is Yu Gothic UI (Light) which is used for simple basic texts to make it easier to read.

The second font is Giulia which is more fun written for the brand name making it more suitable for the logo.

Yu Gothic UI (Light)

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

Giulia

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

The slogan "So cute. So Sweet."  
Is a short, simple, sweet yet a  
memorable expression to catch  
the readers attention.

**So cute. So sweet.**



STATIONARY

Front

Centered logo with pink lace background color.

Back

Pink lace background color with strawberries spread out and the opacity to 50%.

Name - 19pt

Job Title - 12pt

Details - 10pt



## LETTERHEAD

Using the strawberry pattern around the top to the middle corners and adding the logo on the bottom of the page.



## Front

Centered logo and words in with pink lace background color with strawberries spread on the top.

## Back

Pink lace background color width is 3.3 in and height is 5 in with a cutout circle showing the photo.

Information - 24pt

Details - 13pt





The color of the mug is Pink lace and added the logo in the center of the mug with strawberries pattern going around the mug.



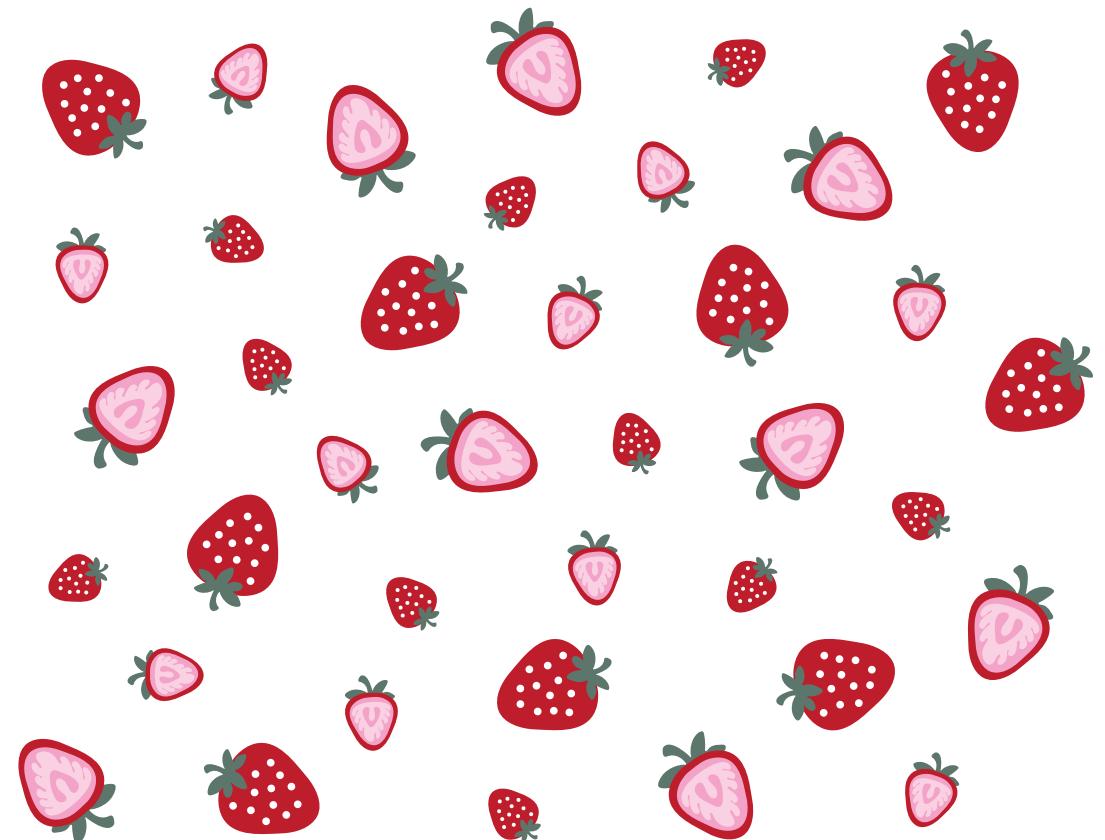
The color of the hoodie is also Pink lace and added the logo on the right side where the heart would be with strawberry pattern going all over the hoodie and having the strawberry pattern opacity down to 40%.



A photograph of a white bowl with a gold rim, filled with sliced strawberries. A whole strawberry with its green leafy top is placed on the rim of the bowl. A sprig of rosemary is tucked behind the strawberry on the rim. The bowl sits on a light-colored surface with a dark background. Overlaid on the image is the text "VISUAL ASSETS" in a large, bold, black, sans-serif font.

VISUAL ASSETS

The pattern is made for background uses and for swag items to show viewers the main idea of the logo and representation of the company.



The illustration could potentially be a mascot for the company, a bunny holding the strawberry and could also be in merch.





A close-up photograph of several strawberries on sticks, partially coated in dark chocolate. One strawberry is shown being dipped into a large bowl of melted chocolate. The strawberries are bright red with green stems and small white seeds. The chocolate is a rich, dark brown color. The background is a light-colored wooden surface.

THANK  
You

- BETUL YALCIN