



Baked by Melissa

BRAND GUIDELINES

WE MAKE LIFE SWEETER

Welcome to the Baked by Melissa Brand Guidelines. This document gives a peek into the magic that has captured the attention of New Yorkers and beyond since 2008. In it, you'll find who we are, what we stand for, and how we present ourselves to the world.

These guidelines ensure that we communicate our vibrant, colorful brand at every opportunity, including introducing new hires to our basic brand elements and guiding partners in every asset creation. Welcome to our tie-dye world! We're so happy you're here.





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01. OUR BRAND



We exist to make
people happy.



MISSION

To make people happy and inspire our community to lead joyful, balanced lives with delicious, ever-evolving, bite-size treats and empowering tips for the home kitchen.

VISION

Bring inspiration and happiness to all people **one bite at a time.**



Baked by
Melissa

BRAND GUIDELINES 2024 | OUR BRAND





→ (Baked by Melissa's Opening Day, March 5, 2009)

BRAND STORY

Driven by passion, creativity, and a little magic, Melissa Ben-Ishay baked her first bite-size cupcake in 2008, inspired by her favorite childhood desserts. Soon after, the cupcakes drew lines around the block when the Baked by Melissa window popped up in Soho. The bite-size treats were different from anything else on the market.

At Baked by Melissa, we make our cupcakes small, so you can try them all! Each handcrafted cupcake is the perfect bite of nostalgic flavors, like S'mores and Cookies & Cream, packed with an irresistible ratio of cake, stuffing, and icing. Melissa personally develops over 80 new flavors a year, including gluten-free, vegan, and no-nut options.

After nearly two decades, our bite-size treats are still made entirely by hand. They're easy to share at parties, fit perfectly into little hands, and make a delicious gift for every occasion, whether you buy online or from one of our 14 retail locations. Plus, we've partnered with internationally beloved brands like Sesame Street, the Make-a-Wish Foundation, and Entenmann's—proving that even the smallest packages can have a big impact.

Most importantly, we continue to inspire our community to lead joyful, balanced lives with delicious bite-size treats and nourishing recipes — making life sweeter, one bite at a time.

BRAND VALUES

AUTHENTIC

We are **genuine, transparent, and approachable**. We strive to create products and interactions that **cultivate trust** within our community and team. Our honesty and relatability create a brand experience that promotes customer loyalty and engagement.

PROACTIVE

We work with a **sense of urgency** and take action to efficiently move forward. Rather than focus on perfect, we're **driven by progress** and improvement. We're **eager to learn**, and by approaching all situations from the customer's perspective, we proactively create the optimal customer experience.

THOUGHTFUL

We're open to **trying new things** and being challenged. We communicate **directly, intentionally, and respectfully**. There are no dumb questions and we're okay with being wrong. Our customers and community inspire every new flavor, project, and step forward.

QUALITY-DRIVEN

We pay close **attention to detail** in order to consistently produce the best results. We celebrate each individual's talent and foster a **collaborative environment** where teamwork drives quality work across all channels.

RESOURCEFUL

We find unique, clever ways to **make things happen** and empower our team to solve problems and ask for help when needed. Everything we do **has a purpose**; we don't do anything just for the sake of doing it—but we're always **looking for new**, innovative ways to move the brand forward.

GROWTH-MINDED

We see every challenge as an opportunity to **learn and grow**. This growth mindset encourages our team to embrace weaknesses and **find opportunities** beyond their comfort zone. **Seeking to understand** moves us forward: we welcome feedback from our team and community, using honest dialogue to improve for the future.

GIVING

We **care about people**: our community, our customers, and the world. We're generous with our time to support and collaborate with fellow team members, and our team thrives knowing they're **part of something greater** than themselves.





VALUE PROPOSITIONS

- We make them small so you can try them all
- Handcrafted with the most delicious ingredients
- Premium, colorful packaging that is thoughtfully designed
- Unique flavors inspired by nostalgic childhood desserts

WE ARE...

Fun/Playful

We pride ourselves in bringing joy to people in good times and bad.

Optimistic

We lead with positivity and inspire our customers to do the same.

Premium

Our products are packaged thoughtfully and made with the most delicious ingredients.

Relatable

We approach all situations genuinely and with honesty.

Direct

We say what we mean, but keep it kind.

Purposeful

Our community is at the heart of everything we do.

WE ARE *NOT*...

Stuffy

Sarcastic

Mean-Spirited

Overly Formal

Corny

Opportunistic

Wordy



Fast Facts

ABOUT MELISSA

Melissa Ben-Ishay (pronounced Behn-ish-EYE) is the co-founder and CEO of Baked by Melissa, a New York-based dessert company famous for its handcrafted bite-size cupcakes and treats. Since it was founded in 2008, Baked by Melissa has opened 14 retail stores in the New York City metropolitan area and beyond, and ships its premier gifts nationwide. In 2020, Melissa gained popularity on TikTok with videos of her salads and everyday meals, each of which was developed to give you the perfect ratio of flavors in every bite—just like her namesake cupcakes. She lives in Hoboken, New Jersey with her husband and two daughters.

ABOUT BAKED BY MELISSA

Our brand name should always be spelled out in full, using title case formatting. Do not abbreviate or shorten (never BBM, Baked, BbyM, etc.).



02. DESIGN ELEMENTS



LOGO

Our Logo

We have two standard logos: the primary is a horizontal layout while the secondary is vertically stacked.

These can be used interchangeably depending on the dimensions of the asset, but should always be shown with the cupcake pictorial mark.



PRIMARY - HORIZONTAL

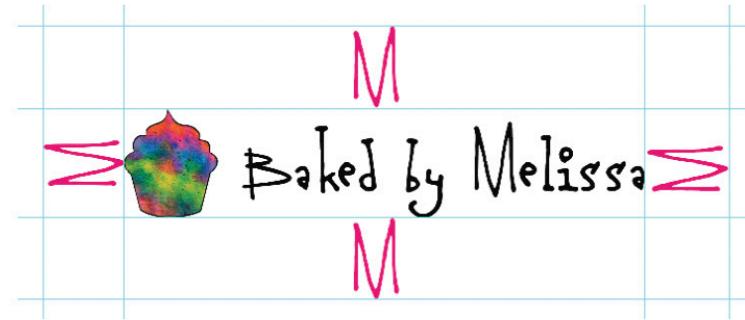


Baked by Melissa

SECONDARY - VERTICAL

Logo Lockup

Make sure the logo can breathe by reserving clear space equal to the height and width of the “M” on all sides.



LOGO SIZING

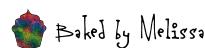
- For digital use, our logo should be at least 40 pixels wide.
- In print, it should measure at least .5 inches.

LOGO USE WITH PARTNERS

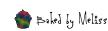
When used for collaborations, our logo should not be smaller than the partnering brand.

In Baked by Melissa assets, our logo should always appear first.

PRIMARY LOGO FOR SMALL USE



PRINT: 1 inch (width)



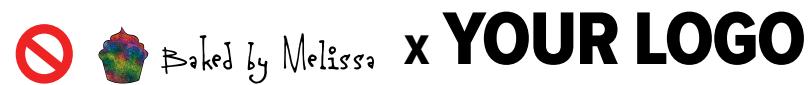
DIGITAL: 48 Pixels Wide



PRINT: 0.5 inch (width)

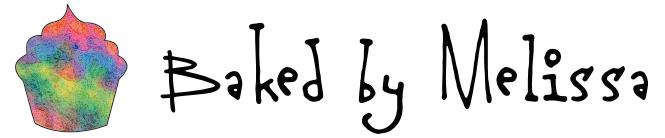


DIGITAL: 48 Pixels Wide



FULL COLOR LOGO

- Preferred logo—should be used wherever possible in print and digital.
- Do not use a black knockout. If black copy is used, it should be paired with the tie-dye pictorial mark.



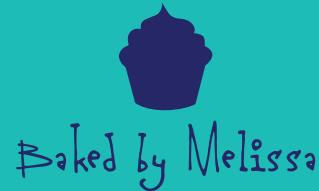
KNOCKOUT LOGO

- Use the white knockout on busy backgrounds or solid colors where the full-color logo doesn't read well.
- Can be used both horizontally and vertically



COLOR LOGOS

- To be used on **occasion** in print and packaging when necessary to the overall design and/or to ensure legibility



Logo Usage



🚫 DON'T:
squash, flip, or stretch
the wordmark or cupcake.



🚫 DON'T:
add a drop shadow.



🚫 DON'T:
rotate the logo on an angle



🚫 DON'T:
add any extra markings.



🚫 DON'T:
alter the size of the
wordmark or cupcake.



🚫 DON'T:
alter any of the letters.

COLOR



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BRAND GUIDELINES 2024 | DESIGN ELEMENTS

Color Overview

Our colors help define the brand.
They're bold, bright and confident.

PRIMARY PALETTE

ELECTRIC PINK

HEX: #E20063

PANTONE: 213C

CMYK: 5, 100, 39, 0

RGB: 226, 91, 89

TIE-DYE TEAL

HEX: #01C0B9

PANTONE: 3262C

CMYK: 72, 0, 35, 0

RGB: 23, 188, 182

PSYCHADELIC PURPLE

HEX: #6D44C1

PANTONE: 266 C

CMYK: 69, 80, 0, 0

RGB: 109, 68, 193

LEMON YELLOW

HEX: #FFD703

PANTONE: 012C

CMYK: 1, 13, 100, 0

RGB: 255, 215, 0



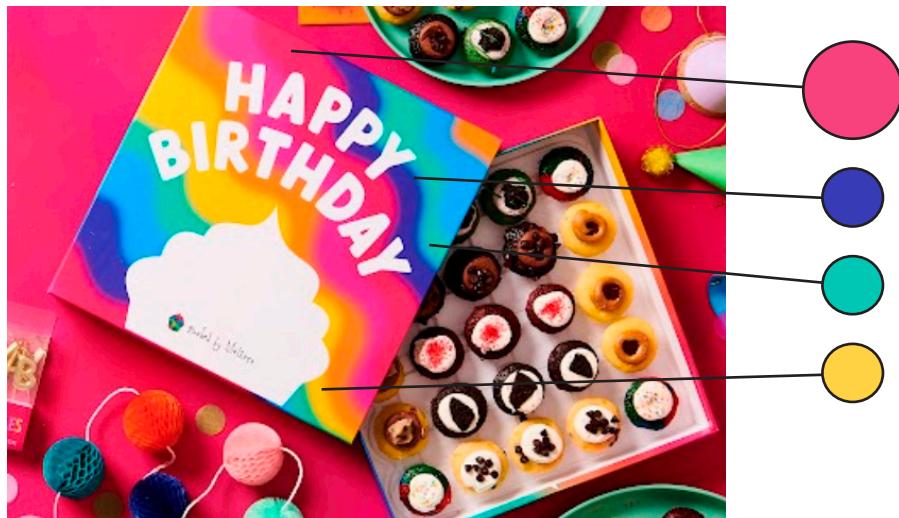
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BRAND GUIDELINES 2024 | DESIGN ELEMENTS

Color Usage

SECONDARY COLORS

To complement our primary color palette, we draw colors inspired by cupcakes, seasons, and specific holidays to create unique color schemes for each campaign. These are guided by Melissa's love of rich jewel tones, tie-dye, and vibrant colors.



GROOVY BIRTHDAY BOX

- Uses a gradient with rainbow colors, including our signature pink.
- Vibrant colors create feelings of celebration and fun
- Harsher definition within the gradient is reminiscent of tie-dye and imagery from the '60s and '70s



MOTHER'S DAY 2024 BOX

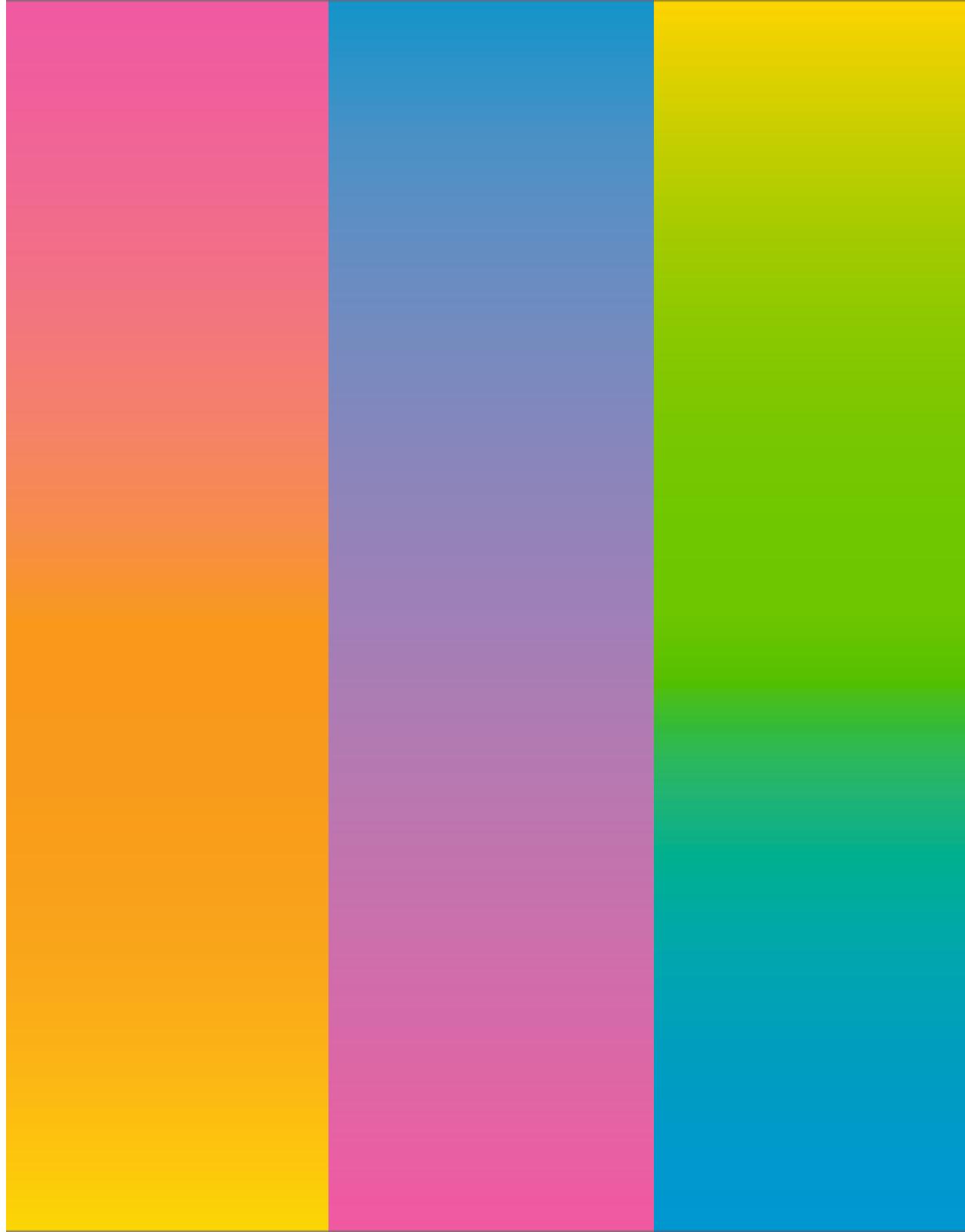
- Palette is inspired by soft spring pastels
- Signature pink provides pop of vibrance in flowers without overpowering
- In product photography, more jeweled tones can be used for backdrops and props
- Palette feels very true to the brand even though it's softer than our typical schemes



Gradients

We use gradients to accent (but not overpower) our photography.

- Used for primarily digital assets.
- Whether they are used to highlight a holiday, theme, or season, they should be used with intention and highlight one of the core brand colors.
- Don't let the gradients get muddled!
- See examples on how we use gradients on the next page.



Gradient Usage

Gradient is used to highlight text without overpowering the image.



Gradient is used to create interest behind text, while not competing with photography



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BRAND GUIDELINES 2024

DESIGN ELEMENTS

Tie-Dye

Our official tie-dye pattern (the same one that's in our logo!) is used in a variety of ways, including gift boxes, packaging, and digital assets.

Only use white text and the white knockout logo when using the tie-dye as a dominant texture or background.

The pattern can be used as an accent, such as trim or clipping mask for part of a design, but should always be used at 100% scale and then repeated (not overly zoomed in or out).

The texture of the pattern is as important as the color and shouldn't be smoothed out.

When used in full color, the colors shouldn't be altered.

However, it may be used in monochromatic hues to add texture to assets, such as the Mini of the Month cards and gift boxes.



Tie-Dye Usage

GIFT BOXES



ACCENTS



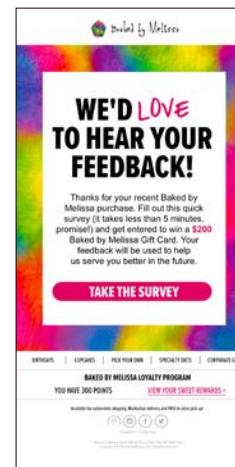
MONOCHORME



BELLY BANDS



DIGITAL



TYPOGRAPHY



Baked by Melissa

BRAND GUIDELINES 2024 | DESIGN ELEMENTS

Our typography is a visual representation of our voice:
PLAYFUL, OPTIMISTIC, AND ASPIRATIONAL.

PROXIMA NOVA

Promxima Nova is our primary font.

In the font family, we use two sub-families:

- Proxima Nova Condensed
- Proxima Nova Extra Condensed

Proxima Nova Condensed Regular lends itself well to paragraphs and long format copy, as it is easier to read.

Proxima Nova Condensed and Extra Condensed in bold are great options for titles and other areas of importance on printed materials or our website.

ARIAL

Arial is one of our secondary fonts.

Arial is only used occasionally on our website and as live text in our newsletters.

PRIMARY

Proxima Nova Extrabold
Proxima Nova Bold
Proxima Nova Medium

SECONDARY

Proxima Nova Condensed Extra Bold
Proxima Nova Condensed Bold
Proxima Nova Condensed Medium

OCCASIONAL

Arial Bold
Arial Bold Italic
Arial Regular
Arial Italic



MELISSA HANDWRITTEN

This font was created from Melissa's own handwriting and is to be used sparingly for accents, short call outs, or expressive moments.

This font shouldn't be used for long-form copy or for large-scale print.

It is most frequently used to call out flavor names or ingredients.

In certain words the kerning, or space between letters, can be tight. When this happens, change the letter spacing at your discretion so the text is legible.

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

0 1 2 3 4 5 6 7 8 9 ? !



TYPOGRAPHY HEIRARCHY

01 HEADLINES

Font: Proxima Nova Extra Condensed

Weight: Extra Bold

02 SUBHEADER

Font: Proxima Nova Condensed

Weight: Bold

03 BODY/PARAGRAPH

Font: Proxima Nova Condensed

Weight: Medium or Regular

04 CALL TO ACTION

Font: Proxima Nova Condensed

Weight: Extra Bold

05 ACCENTS

Font: Melissa Handwritten

Weight: Regular

01 **HEADLINE**

02 **Sub-header**

03 This is the body copy. This is the body copy.

04 **CTA**

05 Accents and Flavor Call Outs



Typography Usage

HANDCRAFTED

Bite-size cupcakes
And macarons.



DO:

Implement heirarchy.

HANDCRAFTED BITE-SIZE CUPCAKES AND MACARONS.



DO:

Use different type weights
to create emphasis.

HANDCRAFTED BITE-SIZE CUPCAKES AND MACARONS.



DO:

Use caps.

HANDCRAFTED BITE-SIZE CUPCAKES AND MACARONS.



DON'T:

Adjust the tracking
to be too wide.

HANDCRAFTED BITE-SIZE CUPCAKES AND MACARONS.



DON'T:

Add any effects
to the typefaces.



DON'T:

Put text over busy
background.



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BRAND GUIDELINES 2024 | DESIGN ELEMENTS

03. PHOTOGRAPHY STYLE

 Baked by Melissa



PRODUCT PHOTOGRAPHY

To highlight each mouthwatering cupcake, we use three standard photography variations.

FLAVOR BUILD:

These close-up sideview shots feature one cupcake at each step of its creation, including the cake, stuffing, icing, and topping. Can be combined as a GIF when applicable.



SIDEVIEW:

This shot features multiple cupcake flavors from a straight-on sideview angle, without anything interfering with the texture, size, or stuffings. Alternatively, inclusions and toppings can be scattered around the flavors.



OVERHEAD:

These are shot overhead with packs alone on a color background or with props to create a table scene.



ENVIRONMENTAL OVERHEADS

These shots add thematic elements to connect the product to specific holidays and settings. Props may include dishware, textiles, florals, ingredients, or other elements tying it back to the assortment's specific use case.

- Adding additional blank space for text is helpful for emails, ads, and signage.
- The cupcakes should always be the focus of the shot. When shooting cupcakes in boxes, remove the plastic clamshell lid to avoid glare from the flash.
- It is always possible to photoshop the sleeves onto packs after the lid is removed, but only show closed clamshells when it relates to the message being sent.



ENVIRONMENTAL SIDEVIEW

Similar to overheads, these shots add thematic elements related to the assortment but showcase the small nature of the cupcakes.

- Hands may be used to pick up cupcakes and demonstrate scale, but nails should always be clean and if painted, in a neutral color that doesn't distract (with some holiday elements as an exception).
- Cupcakes should be staged on a flat plate (not curved) if possible. Avoid plates with lips or high edges that may block any portion of the product.
- Oftentimes, sideview shots will include cupcakes on cake stands or other tiered setups to add dimension and include more product in the frame.



PHOTOGRAPHY MISUSE



🚫 DON'T

Let the cupcakes get lost in the scene



🚫 DON'T

Let the highlighted product get lost (in this case, the 6-Packs don't feel like the main focus)



🚫 DON'T

Use misshappen or uneven cupcakes



🚫 DON'T

Use plates that are curved or block the cupcake



🚫 DON'T

Use dirty fingernails in scenes



🚫 DON'T

Don't cut the product onto a color background

PHOTOGRAPHY GUIDELINES

- Cupcakes should be staged on a flat plate (not curved) if possible. Avoid plates with lips or high edges that may block any portion of the product.
- If props are used, do not include a fork or utensil.
- When editing cupcake photos, don't mask or cutout the product and place on a colored background. It needs to be shot on the color intended for use.
- If shooting cupcakes in a clamshell, remove the exterior plastic wrap first and use a paper towel to remove any condensation (as needed). Cupcakes should each be in their own sphere within the clamshell, without being smushed or altered.
- The cupcakes should always be the focus of the shot. When shooting cupcakes in boxes, remove the plastic clamshell lid to avoid glare from the flash. from the flash (unless you're intentionally demonstrating how the cupcakes are packaged and shipped).
- If a hand or nail is featured holding a cupcake, please make sure it's clean.
- Don't feature other food as props in environmental set ups—the cupcakes shouldn't compete with other edibles! This does not apply to beverages.



04. COPY AND CONTENT





VOICE & TONE

We value punchy copy that informs and always prefer clear over clever. Avoid unnecessary words or phrases, especially with email copy and social ads.

BRAND VOICE CHARACTERISTICS

Casual (conversational, friendly)

Authentic (relatable, honest)

Inspiring (thought-provoking, fulfilling)

Positive (optimistic)

Empowering (confident)



PRIMARY AUDIENCE

PERSONA: **Jordan**

AGE: 35 – 44

- She's a busy working mom with two kids under 18, who feels good about her kids eating Baked by Melissa since they're just a bite. She is constantly on the go and values quality products that save her time.
- Household income is above average.
- Looking for: Kid-friendly desserts that are easy to clean, better for you, shareable, and convenient.

REASONS SHE SHOPS BAKED BY MELISSA

- Quick, crowd-pleasing solutions for school functions, hostess gifts, parties, and more.
- Unique, reliable gifts for friends & family nationwide with flavors for everyone.
- Delicious, ever-evolving flavors inspired by nostalgic desserts.

COPY GUIDELINES

✓ DO:

- Connect directly with the customer and provide information relevant to where they are in their customer journey.
- Begin CTAs with action verbs
- Think about everything from the customer's perspective—does this sound delicious? Do I want to buy it?
- Focus on positive in language—don't start with negative words or phrases
- Give customers a sense of urgency or real-life use case (Last chance to buy before Halloween!)
- Wit > Pun, but pun still has a place here (at times)
- Use contractions (Here's vs. Here is) for a more casual tone

🚫 DON'T:

- Use an overabundance of "free," "complimentary," or deal-heavy language—this trains our customer to wait to buy until there is something free and it devalues our brand. We never use the word sale, instead focus on "deal" or "savings" - focus on value we're providing the customer (handcrafted, variety of flavors, delicious ingredients)
- Use slang (gonna, imma)
- Use passive voice
- Use overly high-brow language (decadent, luxurious, sumptuous). We're a premium product, but accessible.
- Overcomplicate
- Avoid overuse of "we" and "our" in marketing copy



HOW WE WRITE ABOUT CUPCAKES

Flavor Descriptions

- We describe our cupcakes using a simple formula based on how Melissa describes them verbally. When writing about a cupcake flavor, our focus is always on the ingredients rather than overly descriptive language (avoid adverbs!).
- For visual flavor breakdowns, each element should be highlighted with arrows or lines as shown here.
- **PRO-TIP!** When a cupcake is overstuffed, it usually has an icing ring so you get the perfect ratio of every ingredient.



WRITTEN DESCRIPTIONS SHOULD BE STRUCTURED LIKE THIS:

chocolate cake overstuffed with cookie dough,

CAKE FLAVOR

STUFFING

a chocolate icing ring, and topped with a gooey blondie piece

ICING DESCRIPTION OR ICING RING

TOPPING



EXAMPLES:



CHOCOLATE CARAMEL CRUMBLE

Chocolate cake overstuffed with **gooey dulce de leche**, a **salted caramel icing ring**, and topped with **buttery shortbread streusel** and a **chocolate drizzle**.



COOKIES & CREAM

Chocolate cake stuffed with **cookies & cream**, **vanilla icing**, and topped with **Oreo cookie**.



TIE-DYE

Tie-dye vanilla cake and **vanilla icing** topped with **rainbow sugar crystals**.

PREFERRED ADJECTIVES

Limit them! Most are unnecessary:

Gooey (STUFFING)

Crunchy (TOPPING)

Salty–Sweet

*Use adjectives very sparingly, and only when it's essential to convey the experience of eating the cupcake



05. BRAND DICTIONARY



BRAND DICTIONARY & STYLE GUIDELINES

This dictionary provides an overview of terms frequently used at Baked by Melissa, with important style notes regarding capitalization and punctuation where applicable.

#

25-Pack, 50-Pack, 100-Pack, etc. When we're referencing the size of our cupcake assortments, the format is #-Pack, with no spaces. We use "pack" when referring to a specific quantity, otherwise "assortment" is preferred.

A

assortment We use "assortment" to describe our products, ex: Our best-seller is the Latest & Greatest assortment (not the Latest & Greatest pack). We sell a variety of evergreen and seasonal assortments throughout the year, comprising OG and limited-edition flavors.

B

Baked by Melissa The brand name should always be spelled out in full, using title case formatting. Do not abbreviate or shorten (never BBM, Baked, BbyM, etc.).

bakedbymelissa.com Don't use www. before giving our URL.

bakery Our bakery is located in North Bergen, New Jersey, and is where we bake, assemble, and ship all our products. We deliver fresh inventory from the bakery to stores multiple times a week. It should always be referred to as "bakery," not factory, plant, or warehouse.

bite-size Our cupcakes should always be described as "bite-size," not mini or bite-sized. Examples: bite-size cupcakes, bite-size treats, bite-size macarons. Editorially, "tiny" and "little" may be used to reference size, but not as a direct modifier.

C

collection A group of limited-edition flavors, e.g., winter collection, holiday collection, etc. For example, all three seasonal collection flavors are part of the Latest & Greatest assortment.

community This is how we refer to the Baked by Melissa following as a whole, including customers and people who come to us for recipes and other inspiration.

corporate gifting The customer-facing term for multi-recipient ordering. This can also be used to refer to our "corporate gifting team." Internally, these orders are often referred to as B2B.

custom Custom flavors are baked to order for brand partnerships and B2B customers. They can be special limited-edition SKUs (Wolfberger, Entenmann's, Weight Watchers) or for events (wedding flavors, brand colors). These are different from Pick Your Flavors (below).

customers How we refer to people who buy our products.

D

delivery or local delivery How we get our product to customers locally via courier. These orders can be placed as little as one hour in advance of when the cupcakes are needed. Can also be referred to as "local delivery," especially when paired with "free pickup." Ideally, free pickup comes second (ex. "local delivery and free")



F

flavors Flavor names should always be written in title case (Chocolate Peanut Butter, Brookie, Snowcap). Full flavor descriptions can be found on page 41.

H

handcrafted This is how we describe how our products are made (not “homemade”). For structural variety, you can also use “by hand.”

I

icing We use icing to refer to our buttercream, not frosting.

L

limited-edition This refers to flavors that aren’t in our evergreen assortments, including seasonal flavors and Minis of the Month.

loyalty members These are customers signed up for Sweet Rewards. They’re split into three tiers: Taste Testers, Cupcake Pros, and Superstars.

M

macaron It’s macaron (mac-a-RAHN) not macaroon—Google them, they’re different desserts.

Mini of the Month Since 2009, the Mini of the Month flavor has changed—you guessed it—monthly, and is available in the Latest & Greatest assortment.

mosaic A custom design that uses at least 100 bite-size cupcakes in different colors to recreate a logo or image. These are especially popular for events and press opportunities.

O

OGs The Original Greats—the six Baked by Melissa flavors that have been with us since the beginning.

P

pack References the number of cupcakes, like 6-Pack, 25-Pack, etc.

Pick Your Flavors Our à la carte option in stores and online where customers can build their own assortment in whatever combination of flavors they love.

pickup or free pickup This refers to orders placed in advance for customers to get at a store at a pre-selected time. When possible, describe it as “free.” “Free in-store pick-up” refers to the order as a noun and is hyphenated, but if you were to say “Order online and pick up in-store,” it’s not hyphenated since it’s a verb.

S

seasonal We release limited-edition cupcake flavors four times a year, inspired by the season. These are referred to as collections (e.g., Spring Collection, Summer Collection, etc.).

shipping or nationwide shipping This is how we get our products to customers across the country using FedEx/CDL Last Mile. These orders ship directly from the bakery and arrive in 1-2 days.

Sweet Rewards The Baked by Melissa loyalty program, which is free for customers to join. Customers earn points with every purchase, which can then be redeemed for free cupcakes, add-ons, and other merchandise.

