

Project 02

Branding Animation

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Sur - Argentine Bakery

Name List

1. Sur - Argentine

2. Porteños

3. Pastelitos Argentinos

4. Rolling Pastries

5. South American

6. Sun Eats

7. Sunny Pastries

8. Blue and White

9. Cultural Bakery

10. South Foods

Design Brief

(1) What is the purpose (goal) of the design?

The purpose of the design is to bring awareness and direct the attention of people in search for pastries that are from another country to this bakery in particular.

(2) Who is the audience?

With the low prices, the audience is meant to be as many people as possible from different social statuses, genders, ages, and even races. However, the Argentine name and colors may attract Argentinians more than the average American citizen unless they are curious.

(3) What message needs to be communicated?

We want to maintain the Argentine identity in the design but also make it accessible and welcoming for other ethnicities to try our food and pastries.

(4) What is the competition and marketplace?

1. <https://www.85cbakerycafe.com/>
2. <https://www.palacebakeryoc.com/>
3. <https://www.paderia.com/>
4. <https://www.frenchscupcakebakery.com/>
5. <https://www.lilybakery.net/>

(5) What is the context?

The store has a physical location so the logos and posters will be seen as people walk past the store.

(6) In what voice?

1. Sharing our sweet Argentine roots with the rest of the world!
2. Sweet, Tasty, Together, Cultural, Friendly

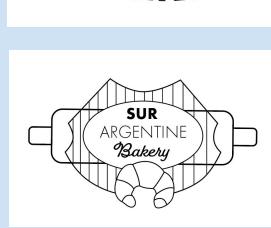
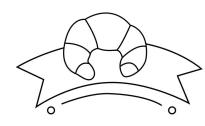
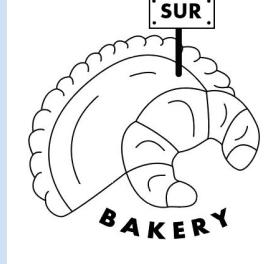
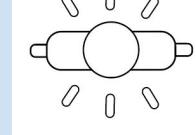
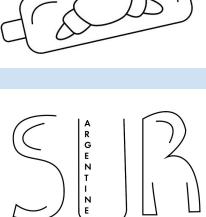
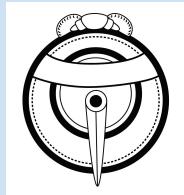
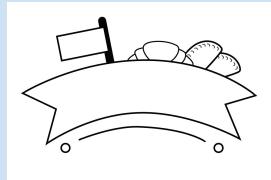
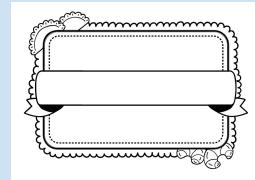
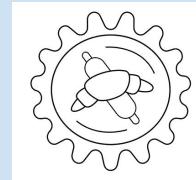
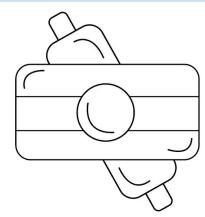
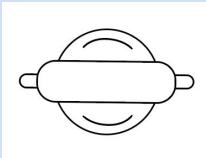
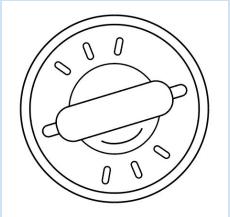
(7) What kind of response is desired?

We want the public to come into the store so they can purchase a pastry, coffee, food, or even talk to the owners of the bakery, an Argentine couple.

Brainstorming



20 Logo Ideas



3 Revised Logos



20 Logotype Ideas

SUR - Argentine Bakery
Futura Heavy / Futura Book

Sur - Argentine Bakery
Century Gothic Bold and Regular

Sur - Argentine Bakery
Gabriola Regular

Sur - Argentine Bakery
Plantin Regular

Sur - Argentine Bakery
Futura Medium / Baskerville Italic

Sur - Argentine Bakery
Centaur Regular

Sur - Argentine Bakery
Poor Richard Regular

Sur - Argentine Bakery
Gill Sans Regular

Sur - Argentine Bakery
Broadway / Minion Italic

Sur - Argentine Bakery
Berlin Sans Bold / Futura Book

SUR - ARGENTINE BAKERY
Stymie Regular

Sur - Argentine Bakery
Futura Book

Sur - Argentine Bakery
Book Antiqua Bold and Regular

Sur - Argentine Bakery
Bradley Hand Regular

Sur - Argentine Bakery
French Script Regular

SUR - ARGENTINE BAKERY
Trajan Pro Regular

SUR - Argentine Bakery
Futura Book / Script Bold

Sur - Argentine Bakery
Bodoni Regular

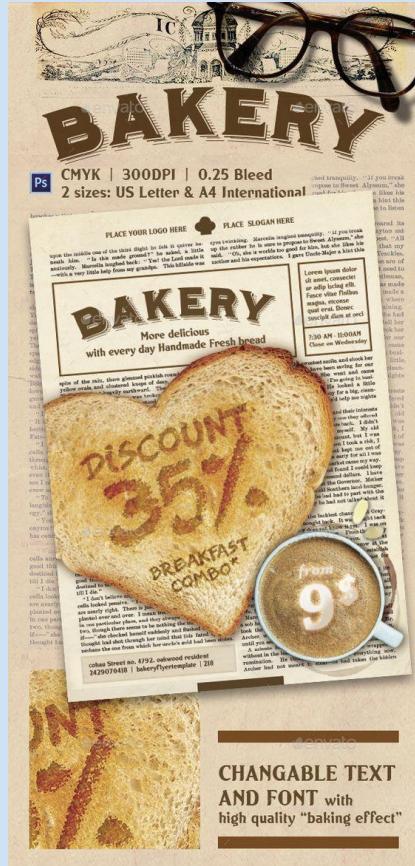
Sur - Argentine Bakery
Perpetua Regular

Sur - Argentine Bakery
American Typewriter Regular

Mood Board: Icons



Mood Board: Text & Imagery



Mood Board: Type



This block contains several pages of a bakery brochure. The top page features a map of the world with yellow and orange shapes, sections for 'OUR SERVICES' and 'OUR PARTNERS', and a mission statement. The middle page shows a stack of bread rolls and a section for 'WHO WE ARE'. The bottom page is a single-page spread with a yellow and blue design, sections for 'WHAT WE DO', 'WHO WE ARE', and 'BAKERY', and a 'BAKED AND CAKED FRESH FROM THE OVEN EVERY DAY' section.

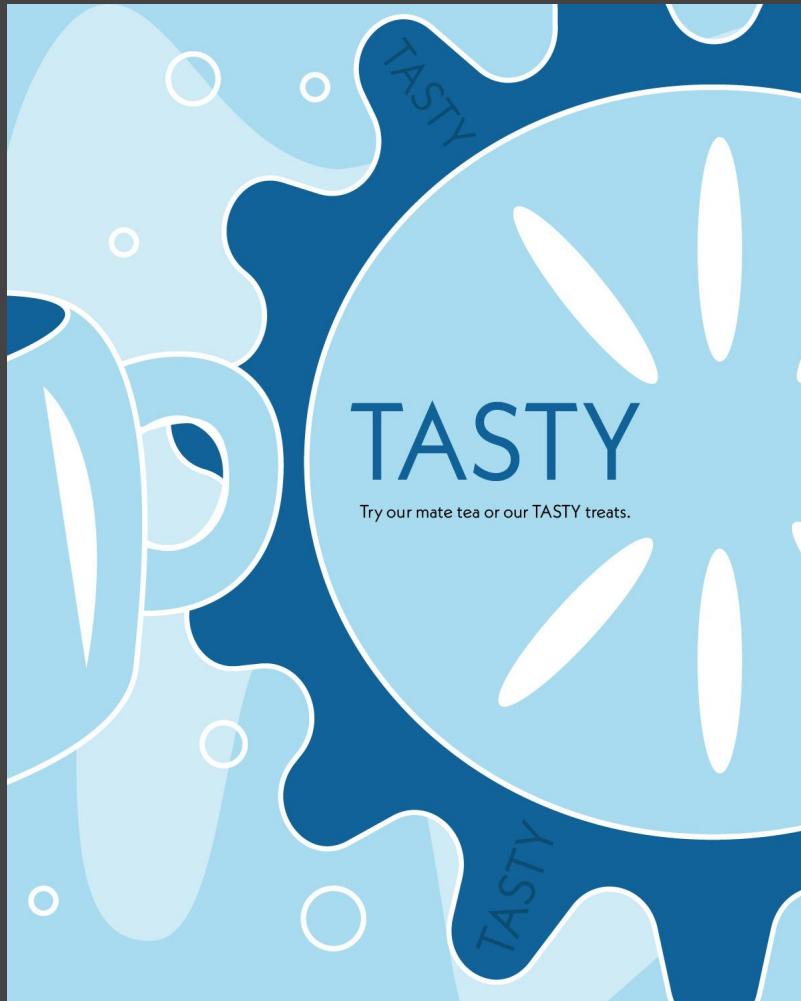
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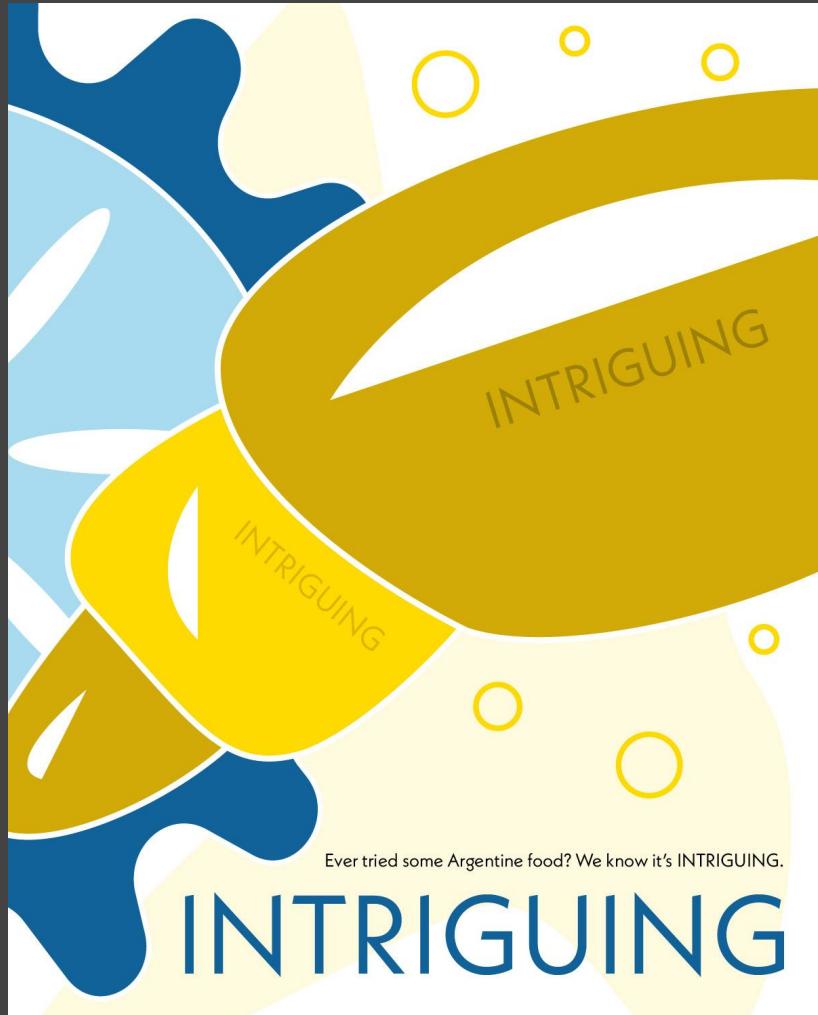
Posters: Bakery



Followed the color scheme of the Argentinian flag across all 6 posters:







CULTURE

Let us introduce you to our CULTURE of love and food!

CULTURE

CULTURE

FRIENDLY

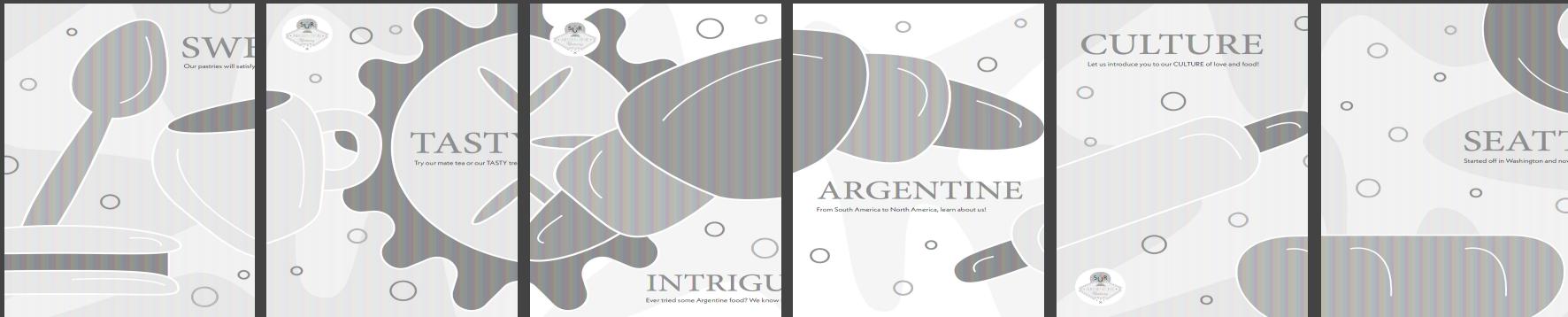
We hope you come back to our FRIENDLY store even to say hi!

FRIENDLY

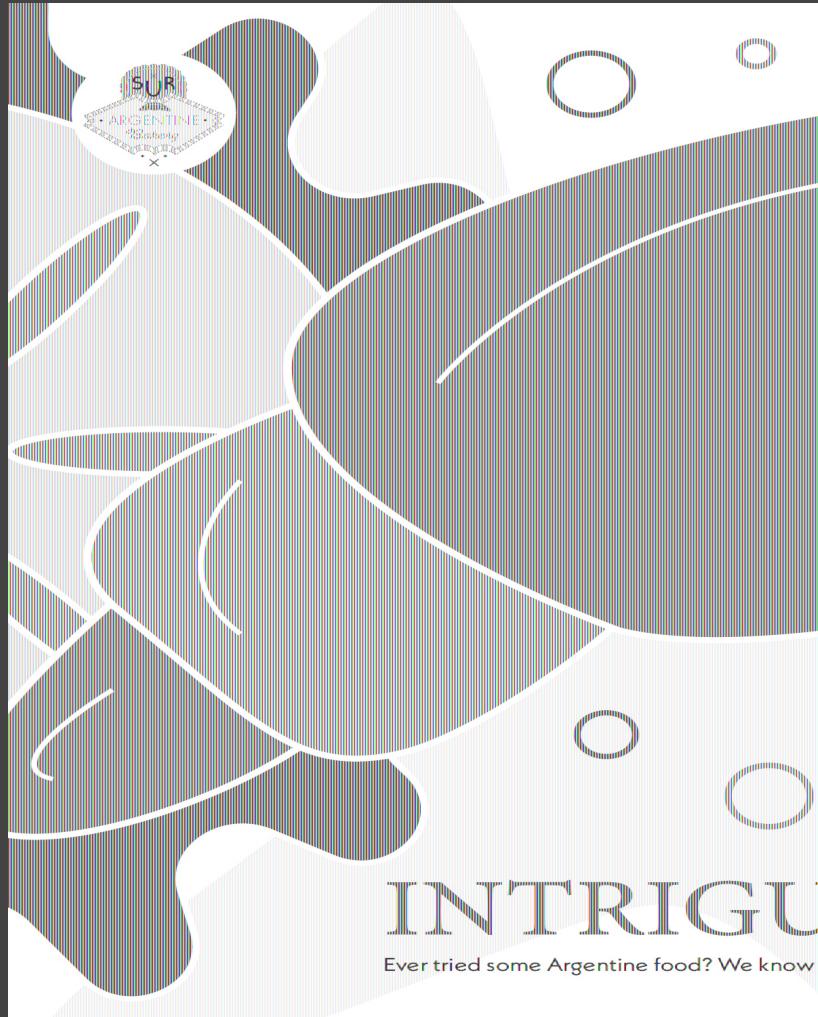
FRIENDLY

FRIENDLY

Revised Posters with Logo







CULTURE

Let us introduce you to our CULTURE of love and food!



SEATT

Started off in Washington and now

Poster GIF

