

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

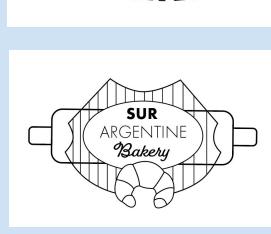
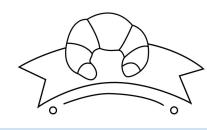
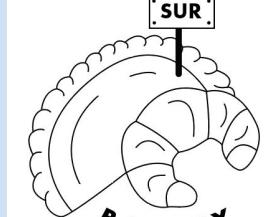
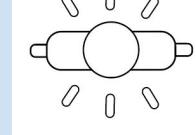
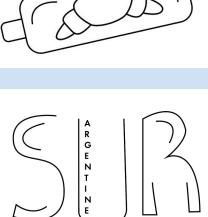
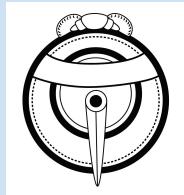
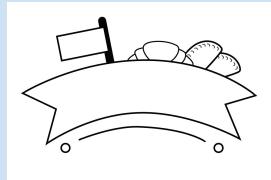
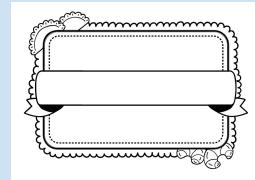
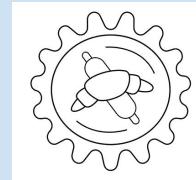
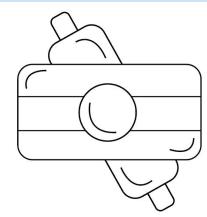
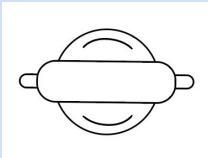
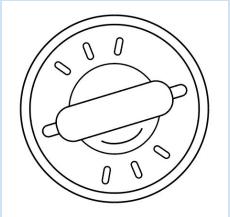
(7) What kind of response is desired?

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



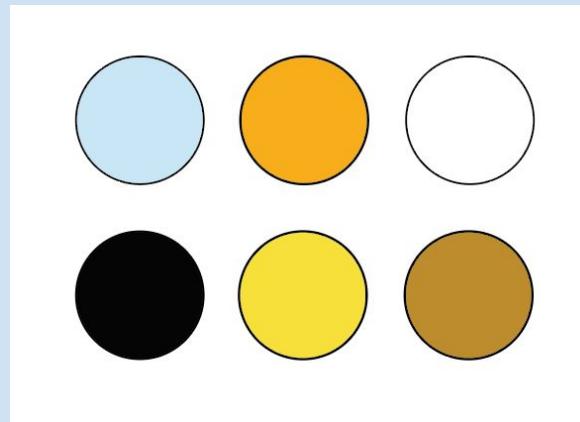
20 Logo Ideas



3 Revised Logos



Final Logo and Color Scheme



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

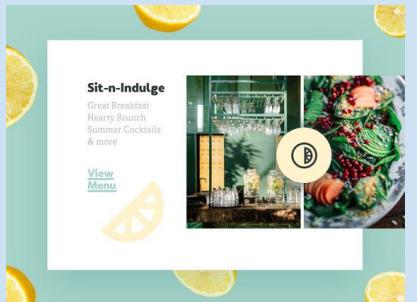
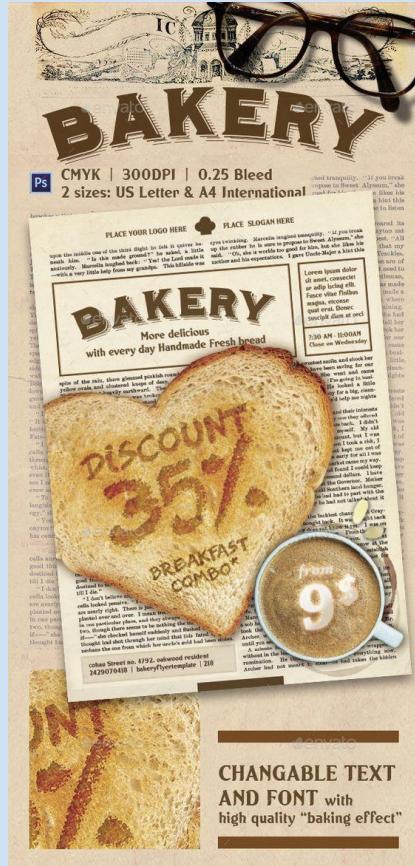
Sur - Argentine Bakery
Perpetua Regular

Sur - Argentine Bakery
American Typewriter Regular

Mood Board: Icons



Mood Board: Text & Imagery



Mood Board: Type



This is a multi-page brochure for a bakery. It includes:

- OUR SERVICES:** Shows a map of the world with icons for delivery, pickup, and online ordering.
- OUR MISSION:** A paragraph about the bakery's commitment to quality and service.
- OUR GOAL:** A paragraph about their goal to be the best bakery in the area.
- I HAVE A CONSTANT SWEET TOOTH, SO I'D LOVE TO HAVE A BAKERY, LIKE CUPCAKES, COOKIES...** A quote from a customer.
- WHO WE ARE:** A paragraph about the bakery's history and values.
- BREAD AND CAKES FRESH FROM THE OVEN EVERY DAY. WE ONLY USE THE FINEST AND FRESHEST INGREDIENTS.** A quote from a customer.
- WHAT WE DO:** A paragraph about the bakery's products and services.
- WHO WE ARE:** Another paragraph about the bakery's identity.
- BAKERY:** A page showing various baked goods like bread, muffins, and cookies.

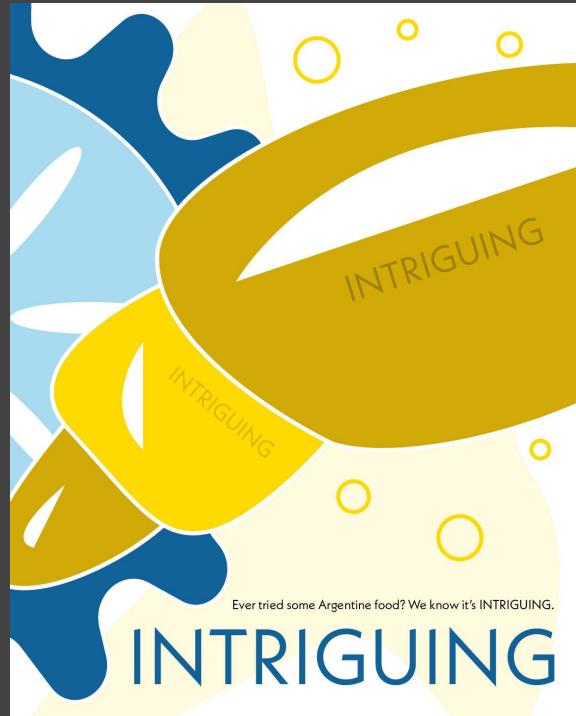
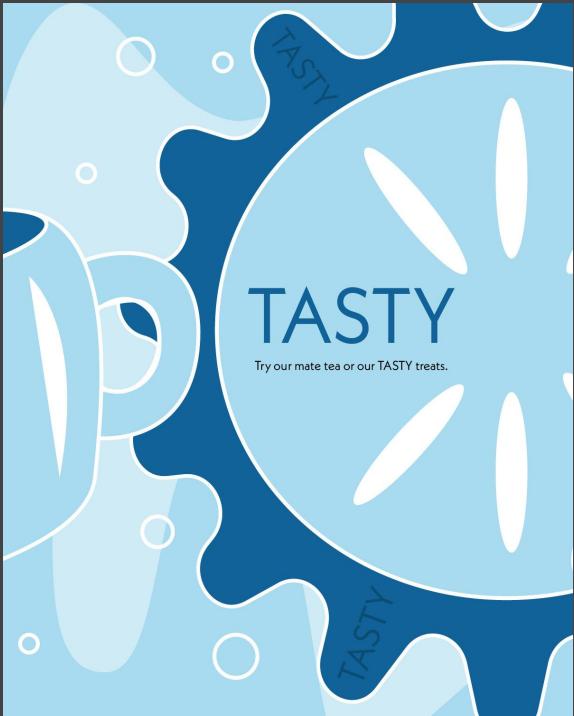
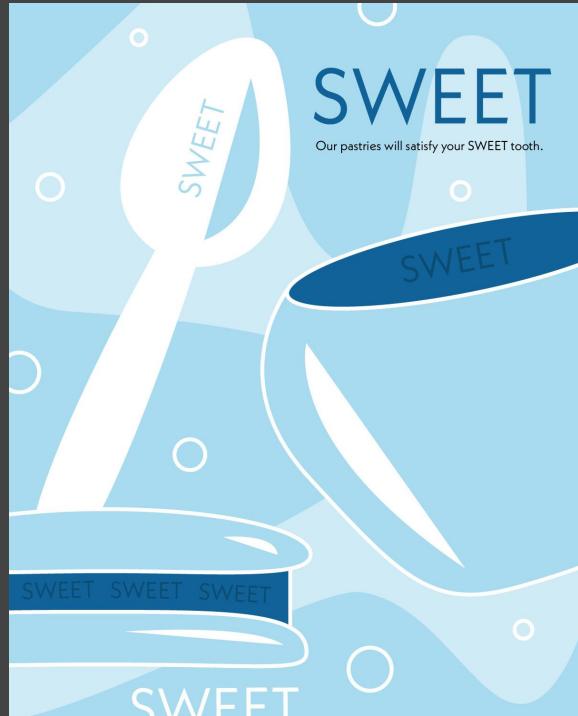
On the right side, there are icons for various software programs: Ai, Ps, Id, Eps, W, and a pencil icon.

First Version of Posters



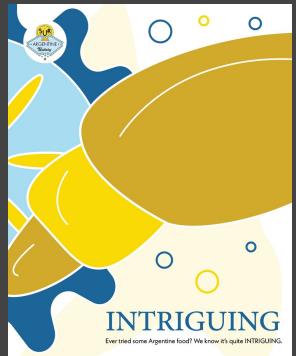
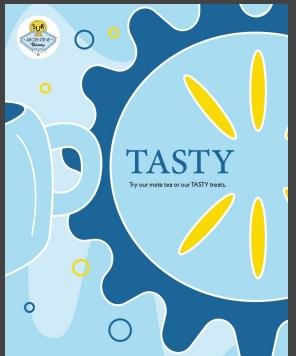
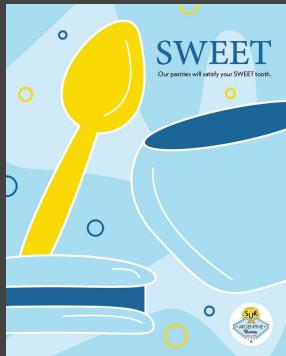
Followed the color scheme of the Argentinian flag across all 6 posters:

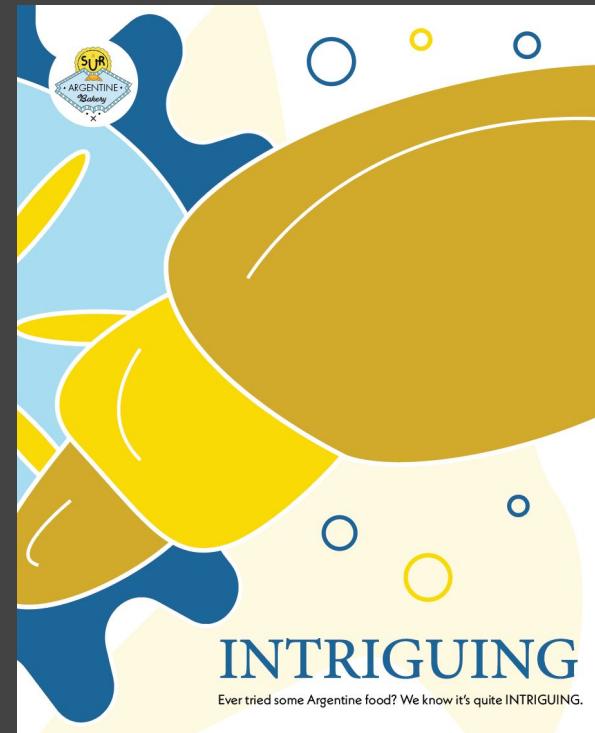
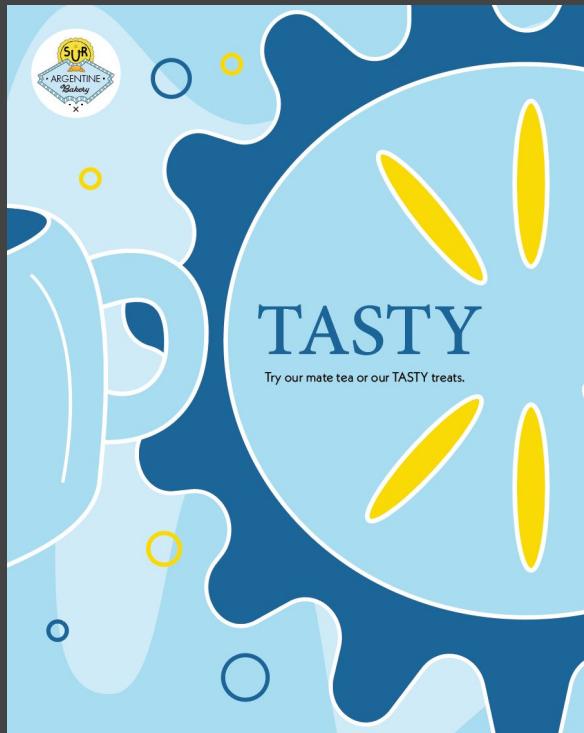
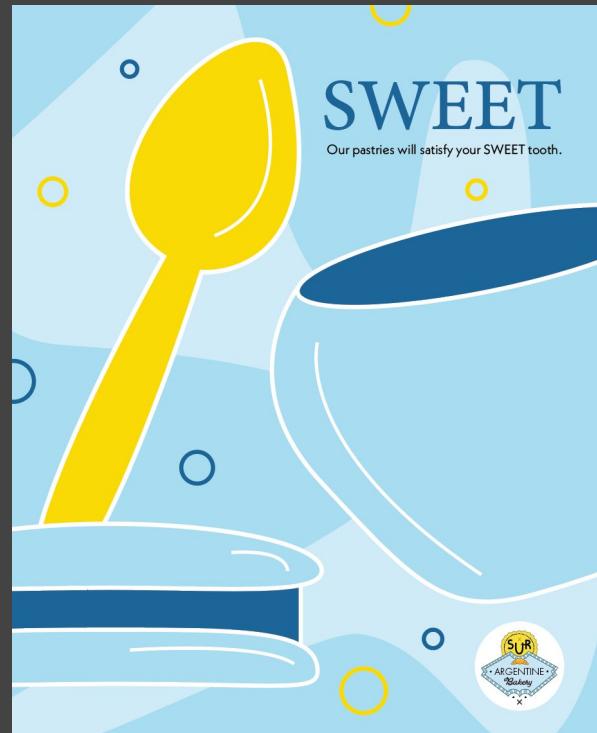


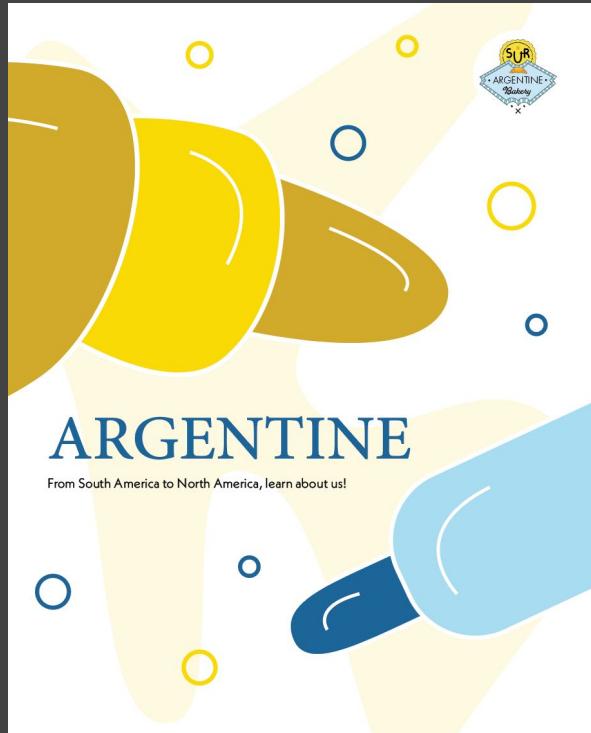




Revised Posters with Logo







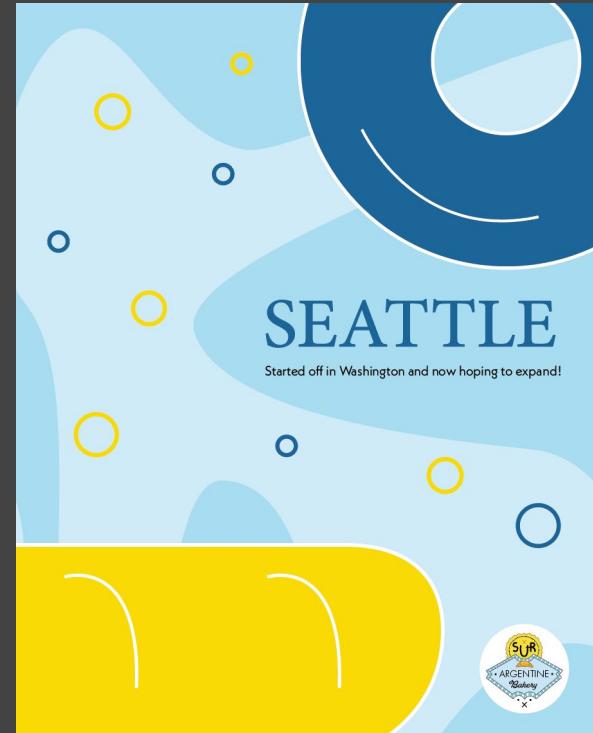
ARGENTINE

From South America to North America, learn about us!



CULTURE

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



SEATTLE

Started off in Washington and now hoping to expand!

Final Posters with Logo



Sweetness

Our pastries will satisfy your **SWEET** tooth.



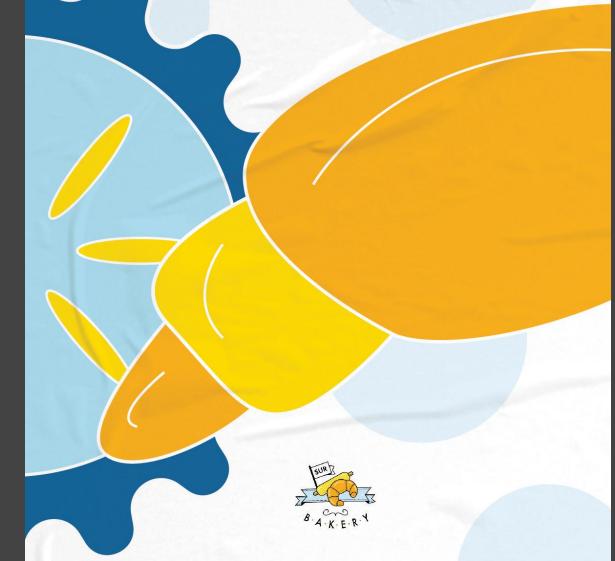
Tasty

Try our **TASTY** treats.



Intriguing

Ever tried Argentine food? We know it can be **INTRIGUING**.



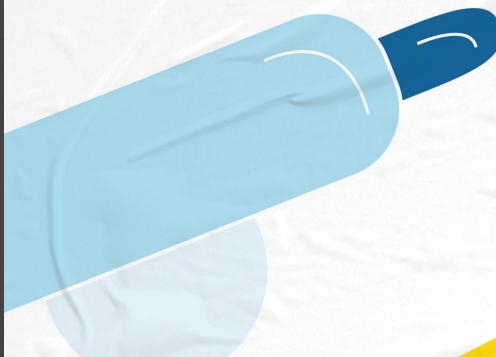
Argentine

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Culture

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Seattle

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Poster GIF

