

# AMERICAN —PIE'S—



**DESIGN MANUAL**

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# INTRODUCTION

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The American Pie was formed in 2018 by Mille Wienberg. It all started with a school assignment, where she discovered her extraordinary pie baking skills. After hours of searching online for the perfect photos of pies, it was clear that she would find succes.

After discovering the vast community of pie lovers she decided to publish her amazing website. Being penniless she decided to post a share of h  
After discovering the vast community of pie lovers she decided to publish her amazing website. Being penniless she decided to post a share of her business which quickly was purchased by her partner and pie lover. er business which quickly was purchased by her partner and pie lover.

Determined to produce the best pies she traveled to the United States of America to learn from the masters of pie making. Here she found the best recipes and decided to pay homage to her American mentor Ms. Buttercup by naming her shop American Pie. Later on she decided to expand the business by also including ice cream and warm beverages.

**Mille Wienberg: CEO, master pie baker**

**Kristoffer Reynolds: Partner, Barista. & Pie Lover**

**Ms. Buttercup: Pie Mentor**

# LOGO DESIGN

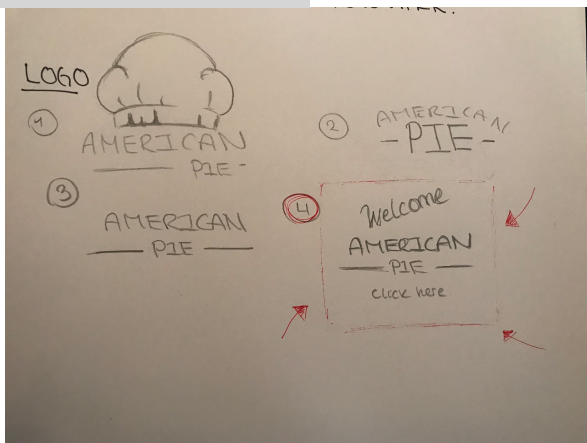
## Inspiration



*Apple Pie*  
MEDIA



## Sketches



## Progress

You can watch my progress on the link below.

<https://youtu.be/O46CBzYINcA>

## Finale

AMERICAN  
—PIE'S—



# TYPOGRAPHY

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Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÅ  
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234567890(\$£€.,!?)

*HEADLINE*

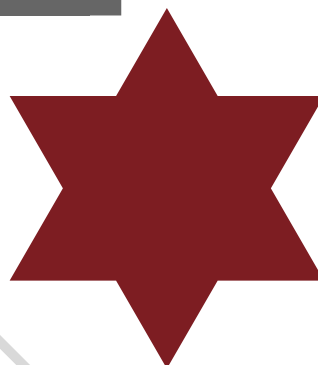
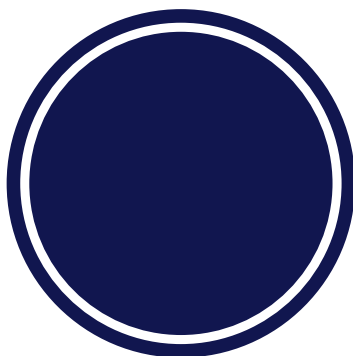
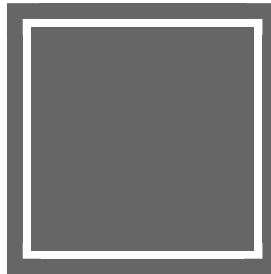
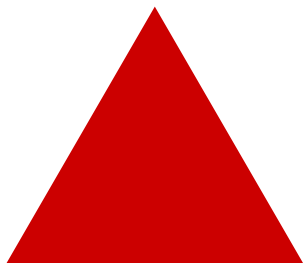
*(Avenir Next Condens, italic)*

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Almindelige dejlig tekst, som bare forsætter. *(Avenir Next Condens, Regular)*

# COLOR PALETTE



# PHOTO

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The photography style for American Pies was inspired by the inspiring journey Mille Wienberg underwent. Her apprenticeship with Ms. Buttercup showed her the true values of the American dream.

This image style resembles the eatable vibe of the company, and was taken with a single flash, which inspired the pie master Mille Wienberg, to bake more.

We believe that American Pies are not pretending to be pie believers - they want to bring pie to the people and this image style supports the message.