

Marketing Materials | Visual Communication Design

Coursework: Crumble & Flake (Seattle Bakery)

Worked in a team to create faux promotional materials for a selected company. Designed a business card and full brochure showcasing level of professionalism and pride the company offers through their services.

Constraints:

- Must be a legitimate company deliverables can be offered to once complete
- Logos, copy and photography must be accurate and updated
- Must be designed and printed in sizes appropriate for each material

Contributions:

- Chose company through local, small business research
- Designed business card
- Created layout and content design for brochure

Software Used

Adobe Creative Suite: InDesign

Skills Used

Visual communication design
Research

CRUMBLE & FLAKE

PÂTISSERIE

1500 E Olive Way
Seattle's Capitol Hill
(206) 329-1804

Front

Back



For a sweeter tooth...

Macarons

These are the French classic - delicate almond meringue shell with moist, tender interior. We usually offer three flavors ranging from dark chocolate, to caipirinha (lime and cachaca), to yuzu and raspberry, to black currant, to whatever sparks the chef's imagination.

Cheweos

Like a chewy Oreo, but with a more intense flavor and pure butter (no shortening) in the filling. The filling flavors may change occasionally, though coffee seems to be very popular.

Double Brownies

Rich chocolate brownie on the bottom, creamy baked chocolate mousse on top, these are very fudgy, yet lighter in texture than most brownies.

Financiers

A classic French snack cake made moist and rich with browned butter and ground almonds. We bake ours with seasonal fruit inside.

Chocolate Chip Cookies

Soft and chewy, rich with the taste of browned butter, pecans and belgian chocolate chips.

Pink Peppercorn Shortbread

Delicately crunchy with the surprising taste of pink peppercorns and vanilla. Fruity and floral rather than spicy.

These are the pastries we usually have every day (except as otherwise noted). Flavors are subject to change with the seasons and whims of the chef.

Croissants

Crisp and flaky on the outside, light and tender on the inside, our croissants are made with a natural sourdough starter which also enhances the buttery flavor.

Chocolate Croissants

Made with our flaky croissant dough and the best dark chocolate.

Smoked Paprika & Cheddar Croissants

Spanish smoked paprika and cheddar cheese inside and out give these croissants a deeply savory and satisfying flavor.

Pistachio Croissants (Weekends only)

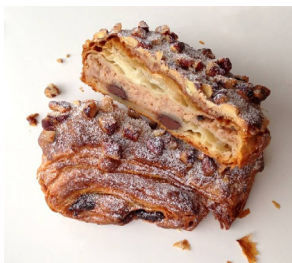
Similar to a twice-baked almond croissant, these start with our regular buttery croissant, split open and brushed with orange flower syrup, then filled and topped with rich pistachio cream.

Pecan Chocolate Croissants (Weekdays only)

Our chocolate croissant, brushed with coffee syrup, filled and topped with pecan cream, and baked again until toasty and crisp.

Kouign Amann (pronounced "kween a-mon")

A specialty of the Brittany region of France, these golden rounds are similar to croissants, but made with salted butter, rolled in sugar, and baked until the outside caramelizes and turns crunchy. We also make a chocolate version filled with creamy dark chocolate ganache.



1500 E. OLIVE WAY
SEATTLE'S CAPITOL HILL
(206) 329.1804

Hours:

Wednesday - Friday
7:00 - 3:00*

Saturday - Sunday
9:00 - 3:00*

Closed Monday and Tuesday
*or until we sell out



WWW.CRUMBLEANDFLAKE.COM

Brochure (inside panels)