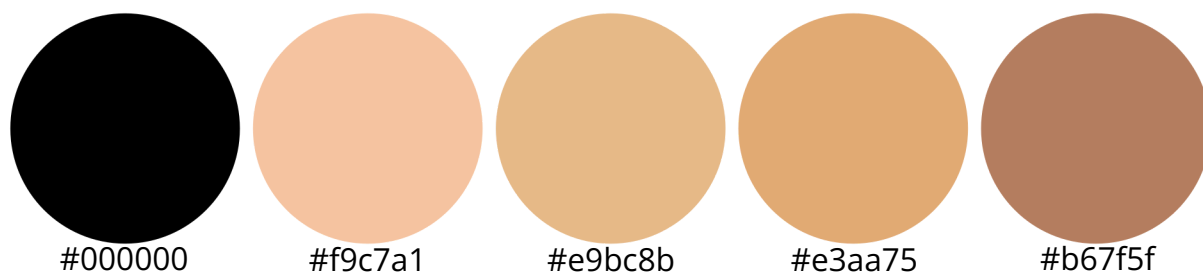
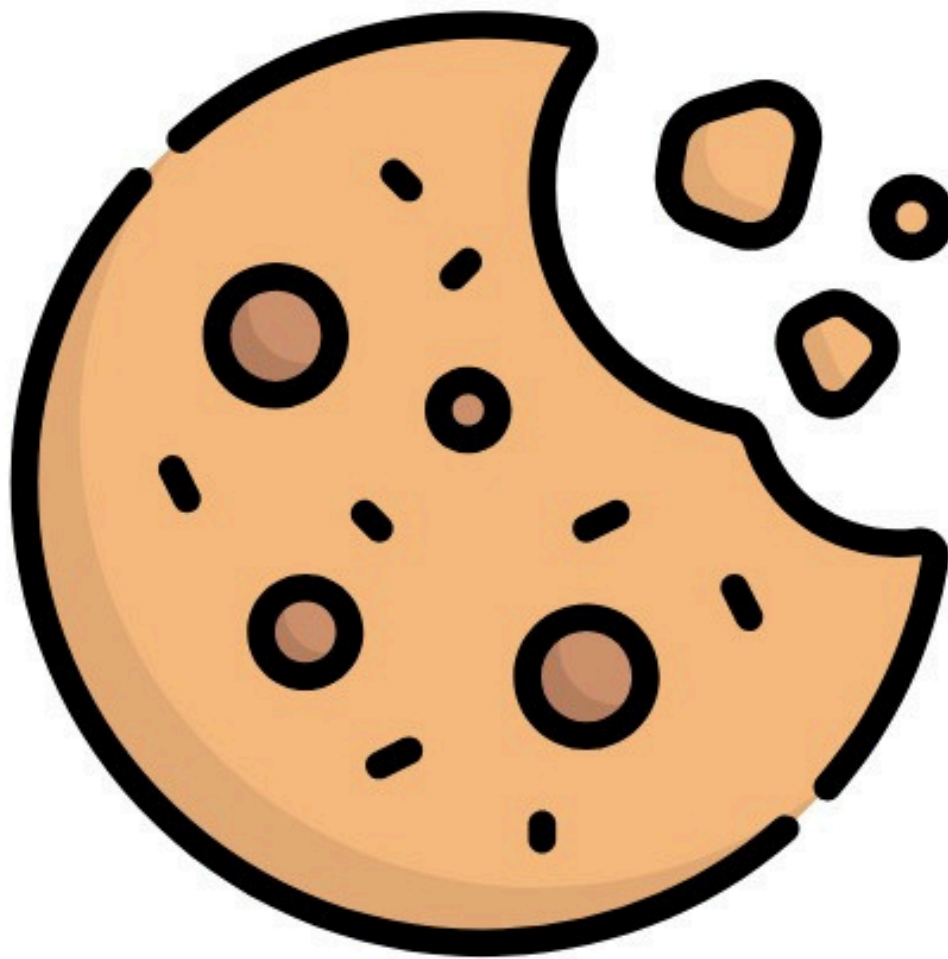


cookie cr**🍪**sh



#000000

#f9c7a1

#e9bc8b

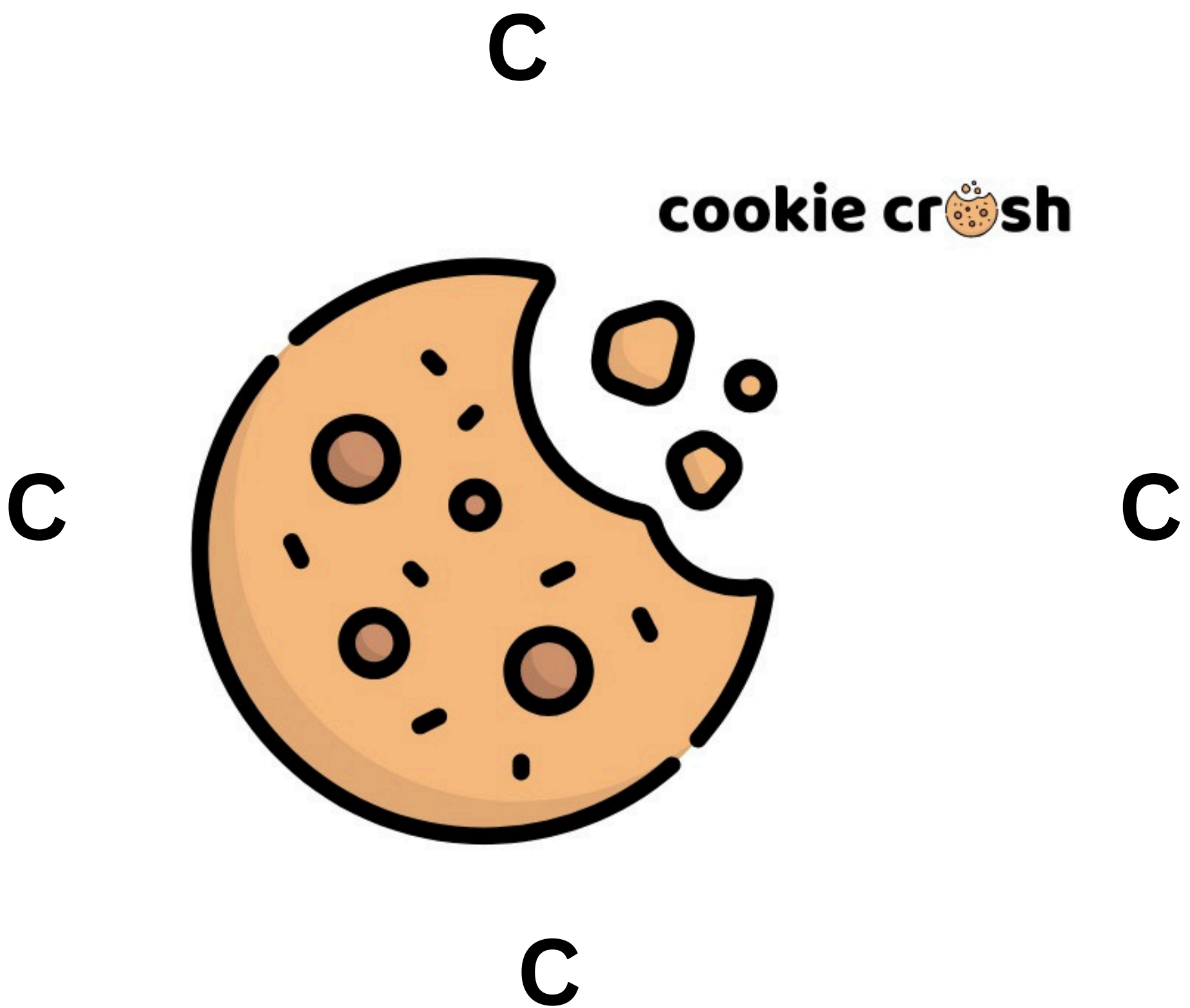
#e3aa75

#b67f5f

cookie cr**🍪**sh

crush your cravings

freshly baked and packed with flavor, our  
cookies are made to crush your cravings  
and fill your day with sweetness.

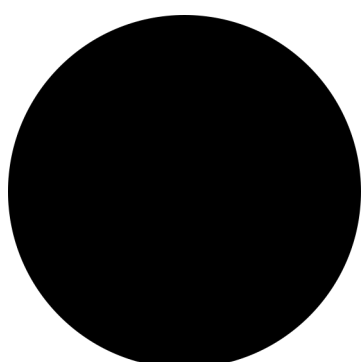


Maintain a clear space of 'C' around the logo on all sides.

## *Logo Guidelines*

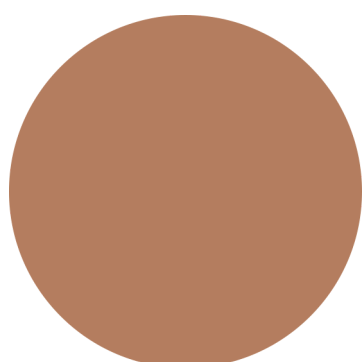
- Avoid placing the logo on complex backgrounds.
- Use the brand colors from logo to ensure brand consistency.
- Place the logo in a prominent position where it has clear space around it.
- Resize the logo proportionally to fit different formats while retaining its clarity.

# Color Scheme



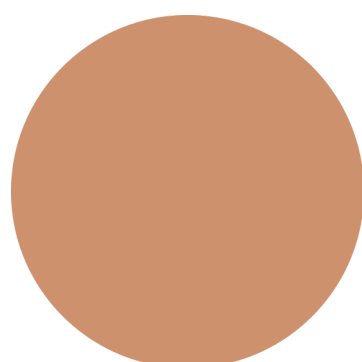
#000000

Use black for  
outline



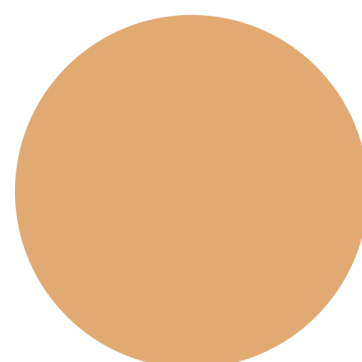
#b67f5f

Chocolate  
brown for text



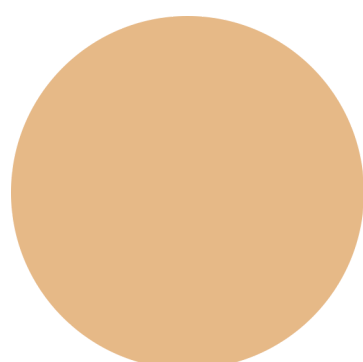
#cd916e

Use shade for  
accents



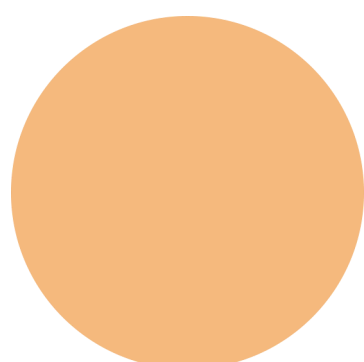
#e3aa75

Beige brown for  
cookie surface



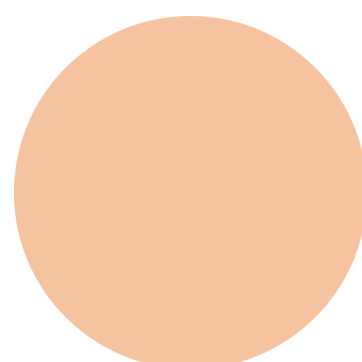
#e9bc8b

Use brown shade  
for logo



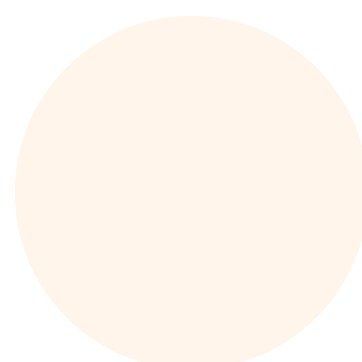
#f5b97d

Use shade for  
gentle embrace



#f9c7a1

Soft creamy  
beige



#fff5eb

Light shade for  
background

# Typography

use Pacifico bold black

## cookie crush

use Fredoka lowercase black and beige brown

### crush your cravings

use Marykate lowercase beige brown

freshly baked and packed with flavor, our  
cookies are made to crush your cravings  
and fill your day with sweetness.

use Montserrat light shade brown

### Cookies Made with Love

use Chewy pastel color

# Tone & Voice



Cookie Crush's tone is friendly, inviting, and a little playful. We want our customers to feel the joy of fresh, homemade cookies in every interaction.

- Use warm, welcoming language that makes people feel at home.
- Speak in a friendly, down-to-earth way, as though talking to a close friend.

