cookie cresh

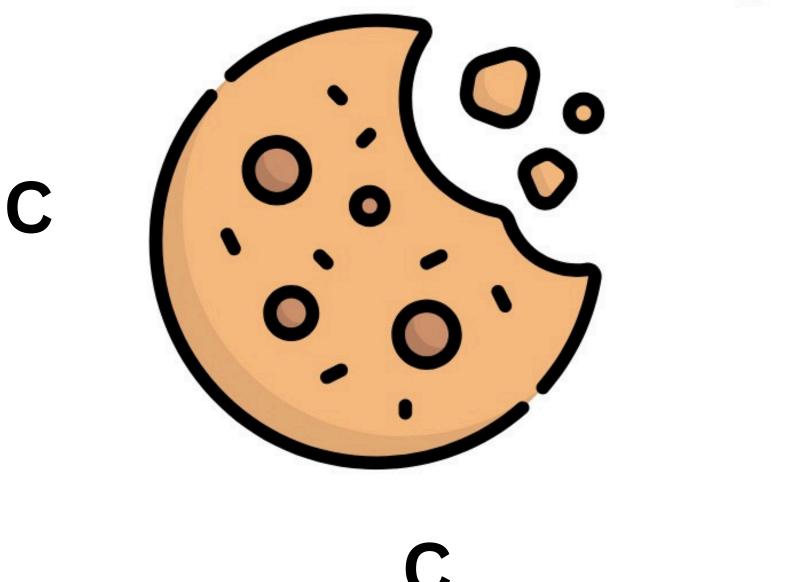


cookie cressh crush your cravings

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

C



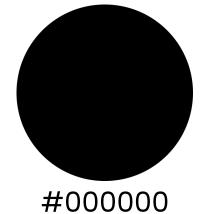


Maintain a clear space of 'C' around the logo on all sides.

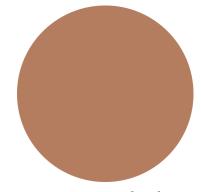
Logo Guidelines

- 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



Use black for outline



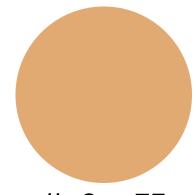
#b67f5f

Chocolate brown for text



#cd916e

Use shade for accents



#e3aa75

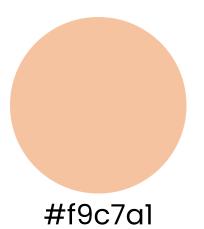
Beige brown for cookie surface



Use brown shade for logo



Use shade for gentle embrace



Soft creamy beige



Light shade for background

Typography

use Pacifico bold black



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-toearth way, as though talking to a close friend.

