cookie cr🍪sh

#000000   #f9c7a1   #e9bc8b   #e3aa75   #b67f5f
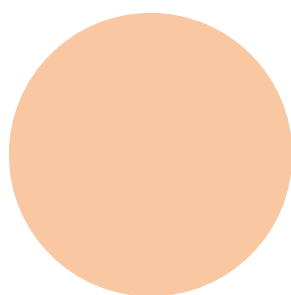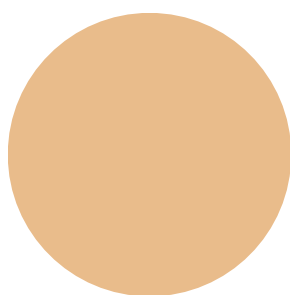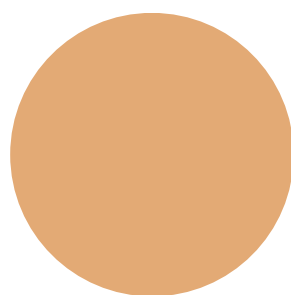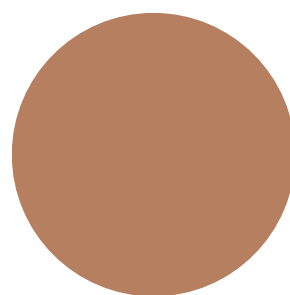
COOKIE CR🍪SH

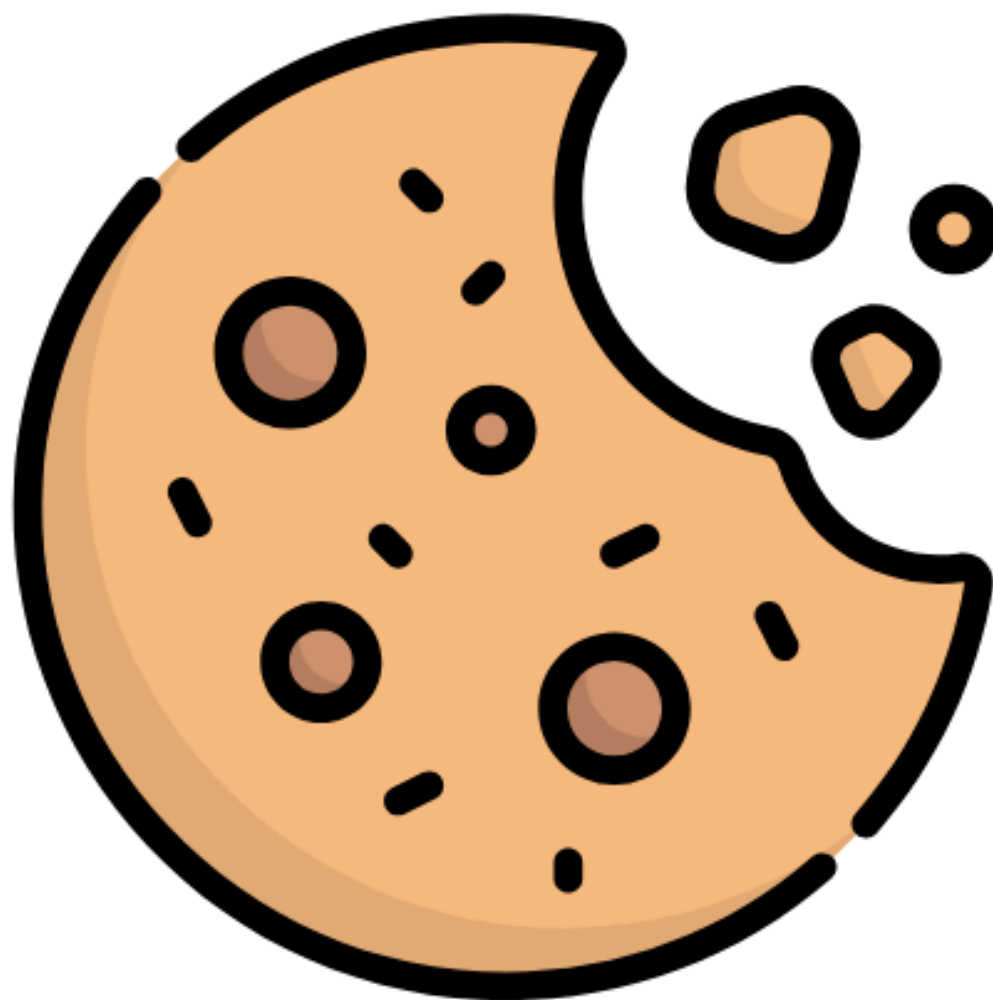## CRUSH YOUR CRAVINGS

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

C

cookie cr🍪sh

C

C

C

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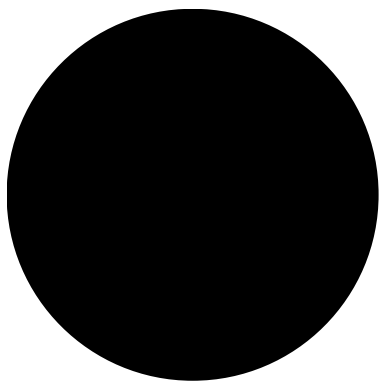
Logo Guidelines

Do's	Don'ts
Do use brand colors.	Don't alter the color.
Do maintain clear space.	Don't rotate the logo.
Do keep the logo proportions..	Don't stretch or distort the logo.

Color Scheme
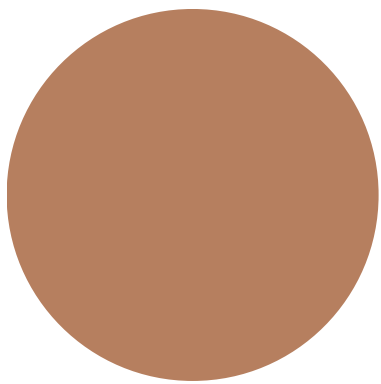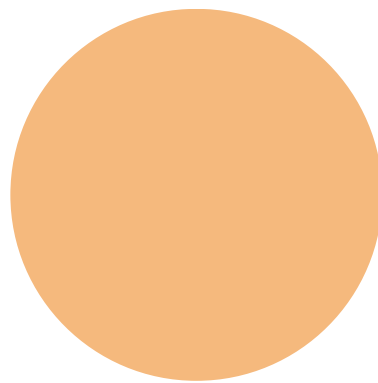
Use black for
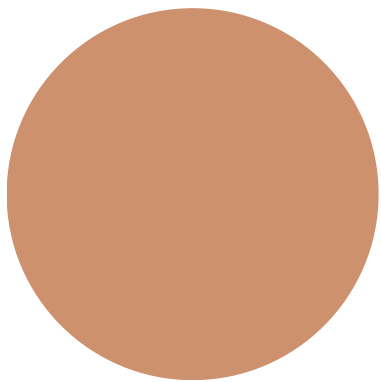outline

#000000
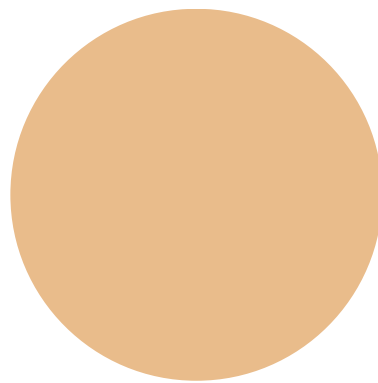
Use brown shade for
cookie logo
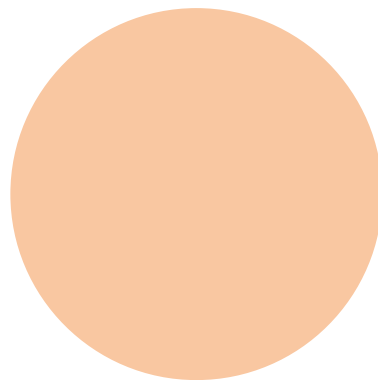
#e9bc8b

Chocolate brown
for primary text

#b67f5f

Comforting brown for
gentle embrace

#f5b97d

Use brown shade
for accents

#cd916e

Soft creamy beige

#f9c7a1
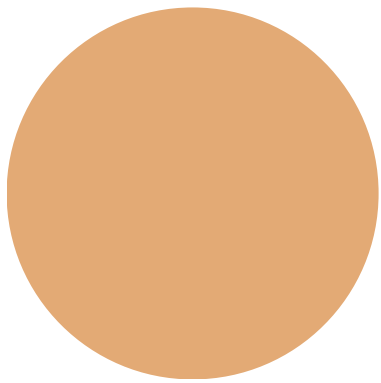
Cookie outer shade

#e3aa75

Use light shade for
background

#fff5eb

Typography

use Pacifico bold black

COOKIE CR🍪SH

use Poppins uppercase black and beige brown

CRUSH YOUR CRAVINGS

use Lazydog uppercase 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 Fredoka 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.