

Sweet Bakie's Web Design Style Guide

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Who is this Guide For?

This guide serves the main purpose of displaying the design used when styling and coding Sweet Bakie Bakery's website by the creator of the brand. Not only allowing people to see through the brand, but also giving insight of the company's mission statement and style.

The website will be coded in a flat, neat, minimalistic and responsive layout.

For anyone who wants to use Sweet Bakie's brand assets in their marketing or advertising, this guide briefly covers guidelines for assets approved for use and available at Sweet Bakie Brand Resource Center at sweetbakie.ca.



Why is this guide important?

This guide outlines the general rules when using Sweet Bakie's brand assets and showcasing Sweet Bakie content. Consistent use of these assets helps people easily recognize references to Sweet Bakie and protect company trademarks. It is important that your marketing materials use Sweet Bakie standards and use Sweet Bakie approved assets correctly. This guide will help you meet those standards. You can review full guidelines and download assets at the Sweet Bakie Brand Resource Center sweetbakiebrand.ca and make a permission request at sweetbakie.ca/requests.



The Brand

Sweet Bakie's mission is to give people a taste of how sweet life is, if you just notice it. Customers buy our products to enjoy the experience of happy moments with their family and friends and to value what matters the most to them.

At Sweet Bakie's we create desserts that allow you to take the maximum out of the real life experiences that awaits! By doing this, we are creating a cycle of good actions and feelings that will be passed forward. We want you to strive and celebrate your moment with people around you and us, because life is all about sharing.



The Logo



Sweet Bakie's logo is an universal signature that differentiate us. We want it to be instantly recognizable, so consistency is important. Please don't edit, change, distort, recolor or reconfigure it.



Font

- “Sweet Bakie” (Logo), Headings and Sub-headings - Font: Cookie

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0 ' " % [#] { @ } / & \ < - + ÷ × = > ® ¢ \$ € £ ¥ ¢ ; , . * ~

- “BAKERY” (Logo), Body and Menu Bar - Font: Goudy Bookletter 1911

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l
m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ' " % [#] { @ } / & \ < - + ÷
× = > ® ¢ \$ € £ ¥ ¢ ; , . * ~

The Cookie font represent the classic look of the brand while the Goudy puts everything in its place, blends the impossible with the reality. They complete each other and symbolize the professionalism of the brand. Cookie represents creativity while Goudy shows commitment.



Sweet Bakie
BAKERY

Typography

The fonts make it easy for the visitor to distinguish Heading and body. The combination provides a natural flow on the website.

Headings, sub-headings and footer, including the name of the Bakery:

Font Family: Cookie

Font Size: Bakery name - 40px. Headings - 30px
Sub-headings: 25px. Footer - 12px.

Font Style: Regular

Font Color: #000000 when background is white

#FFFFFF when background is black.

Body (Paragraphs, Images Description, Forms and Links):

Font Family: Goudy Bookletter 1911





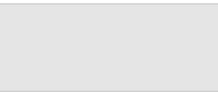
Font Size: Paragraphs and descriptions - 16px.
Forms and Links – 14px.

Font Style: Regular

Font Color: #000000



Color Palette

				
CfA Black rgb(0, 0, 0) #000000 \$color-black	Dark gray rgb(68, 68, 68) #444444 \$color-dark-gray	CfA Gray rgb(109, 110, 113) #6D6E71 \$color-gray	Medium gray rgb(153, 149, 149) #999595 \$color-medium-gray	Light gray rgb(229, 229, 229) #e5e5e5 \$color-light-gray

The color palette reflects Sweet Bakie's high quality experience and class. The tones of gray make it lighter and blend the black and white together. Black shows the brand strength and power. The color palette demonstrates a clean and minimalistic look. This allow the image colors to stand out.

- Black will be used when displaying text, borders, heading background as well as anything that needs to stand out.
- The tones of gray will be used as shadow and secondary color to support the black tone. Hovers and footer will be dark gray, while less important or smaller things, will be lighter gray.
- White on the other hand, will be used on the heading font and as “white space” and to make room for the picture's colors, that can be overwhelmingly colorful.



Sweet Bakie
BAKERY

Voice

- Classy, but not snob.
- Experienced, but not old.
- Unique, but not limited.



Sweet Bakie's Bakery differentiate itself by providing an experience instead of just dessert. We want you to have a date to remember with a product that is memorably delicious with a high class look.

Enjoy the concept of art and flavour of our desserts in any special occasion. And if you don't have one to celebrate, we sure can help you make a day to remember with the people you love.



Imagery



Images should be cropped on a 10x8 cm scale when displayed on the Products Gallery. Work gallery will be cropped on a 13x10 cm scale. Bigger images, like the one on the Volunteer Work page, should be cropped in a 20x40 cm. (YX cm).

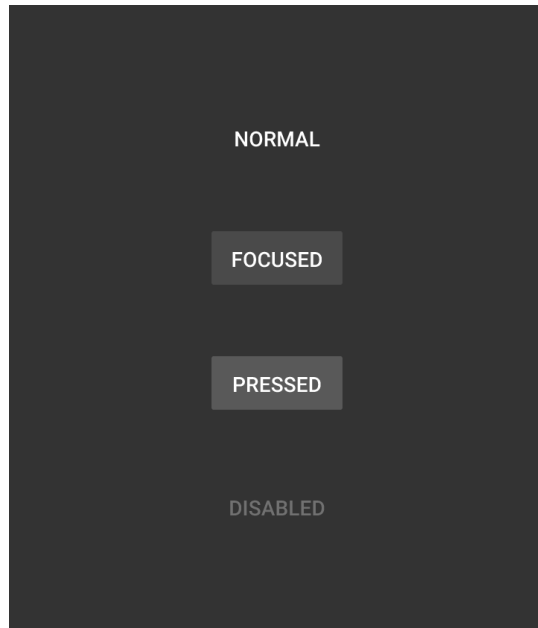
Products should always be cropped in close up, showing details of the and blurring anything that isn't the product itself. Images should not use any filter.

Text can only be displayed under the pictures for better visualisation and full experience of eye catching color images.



Sweet Bakie
BAKERY

Graphics



Name

Email

Message

The visual of form and buttons and icons should match the website's atmosphere, neat, clean and minimalistic. Different shades of gray are used to differentiate regular, hover and focus buttons when interacted with. It is very important that the form, buttons and icons add a visual and aesthetic appeal to show professionalism and commitment while also providing a structure for links and information to the page.



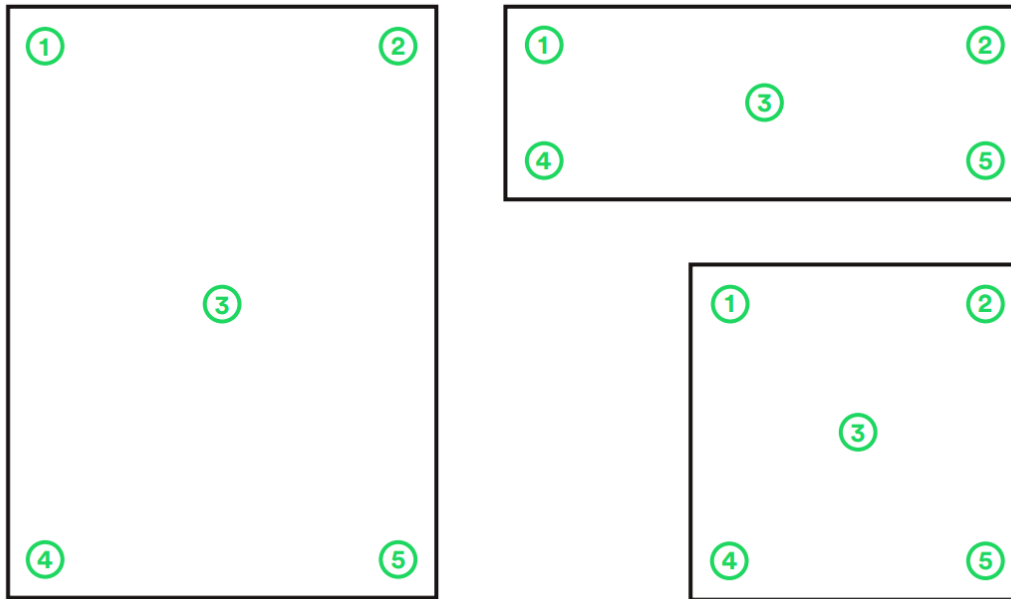
Spacing Logo



Spacing the Logo is an important step when cropping the image. The margin has to be added for the design purpose and has to be as shown in this image.



Logo Placement



How to place the Logo on a webpage:

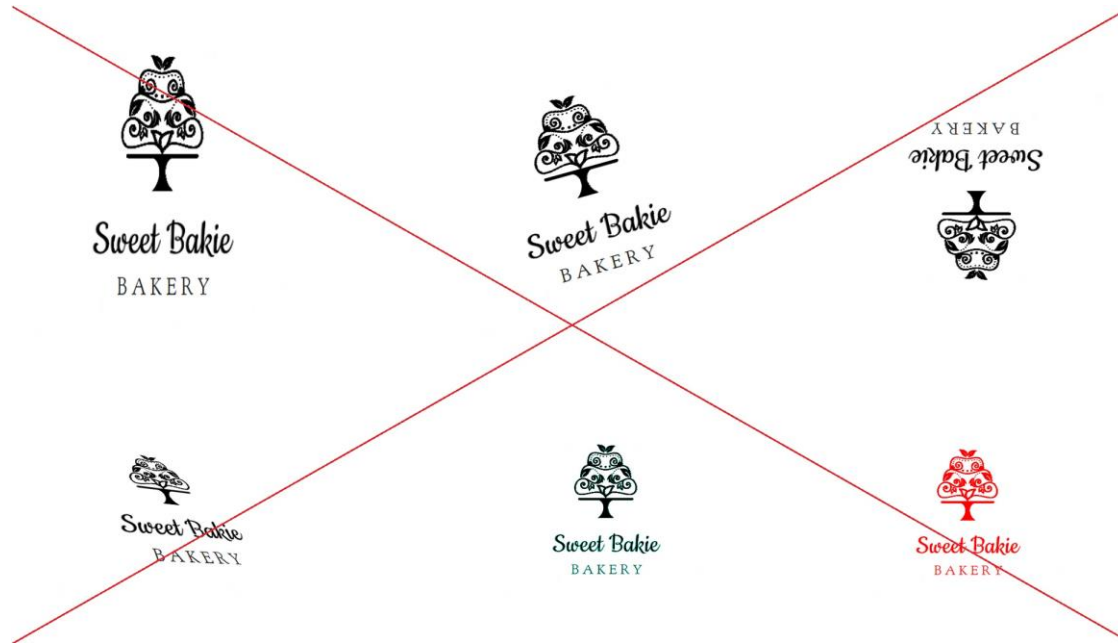
Regardless of size or dimension, the logo can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the Logo exclusion when placing the Logo in a corner.



Dos...



and Don'ts



1. Don't stretch the logo.
2. Don't flip the logo.
3. Don't turn the logo upside down.
4. Don't disfigure the logo.
5. Don't use shadows on the logo.
6. Don't change the color of the logo to any other than the 3 main colors described previously.



Conclusion

This Web Design Style Guide is a preview of how the website Sweet Bakie has to be coded and styled to match the brand's idea of unique design and class. It is made solely for a learning purpose of BCIT - Design Fundamental's course.

A special thanks to the supporters: Family, Friends and the Instructor Aimee Chung.

Made with love by Roxy ♡.

