

# Final

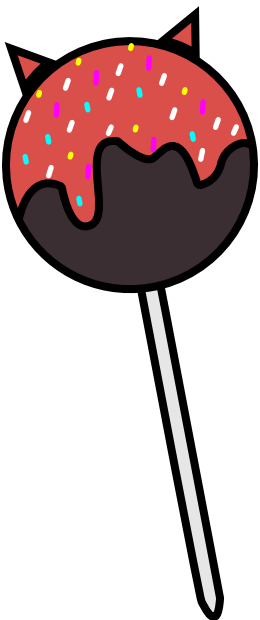


*Pop Therapy*

# Discussion

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My client and I have discussed key points about the company so I can understand what the company is and what her future goals for the company are.



## Mission statement:

Baking for every flavor for mood, plus dairy free, vegan options and nut free option. There is food or flavor for every person or group

## What emotions do you want your brand to exude?

All emotions are described as types of food. Therapy because it's a flavor for every mood, one for happy (lemon maragn) and one for angry (devil's food cake)

## What products do you already have in place. Are you open to updating all, including a new logo?

Kaity wants to stay away from the colour orange or blue and have more of a welcoming vibe. thas why i decided to go with a combination of a joyfull yellow and red dark brown. to add a welcoming feeling and to match the most popular dishes such as the happy one, which is an angel and a hangry one which is devils food cake.

## Do you have a preference on typography?

Likes cursive and free kind of handwriting.

## Logos that you are drawn to or not drawn to?

Logos and websites the simpler the better so nothing that is over complicated

## Do you have a timeline on when you would like the work completed?

Time line: sooner the better – a month or something realistic. At least before Christmas. (before due date)

## What makes you different from your competitors?

## What is your key message to your clients?

She is doing 100% gluten, Vegan options and Nut free option.

## What is your key message to your clients?

Everyone is welcomed at Pop Therapy

# Research

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Although it may not seem like it, bakeries can be a competitive business. I decided to research some potential competition for Pop Therapy and analyse their strengths and weaknesses to strategise the best way to better the cake therapy business.



# Starbucks



## Strength:

Starbucks's logo is a great one, detailed enough to be recognized but simple enough not to overwhelm the viewer. The colour they use is a specific shade of green which they utilize and use the same green to identify their company and basically makes it an unofficial trademark to the company.

## Weaknesses:

Although Starbucks's colour is one of its greatest strengths, it can also be one of its weaknesses. The fact that they only have green as their main colour seems that it would create the risk of having a lack of options for creativity. The fact is that the use of a single colour could be seen as

## Strategy:

Pop therapy should have a simple logo to catch the eye of potential customers but detailed enough to be recognizable. The bakery should also make sure to have colours that identify to their company in a



# Tim Hortons



## Strength:

The colour they mainly use is red and they use it well. they use they use a specific shade of red that represents tim hortons. they also have a nice font for their logo which makes the company very recognisable when its mixed with their signiture red.

## Weaknesses:

The fact that the logo is simply the words tim hortons feel too simple and somewhat lazy. I understand that that the logo is now very recognizable but for a newer company i feel as though the best methode would be to have an eye catcher.

## Startegy:

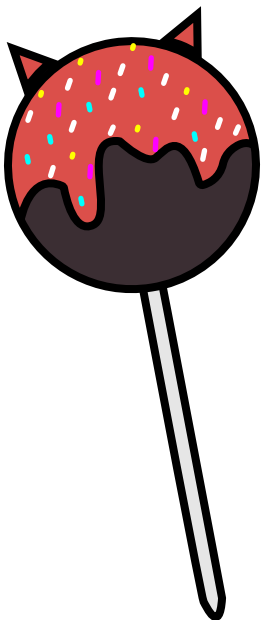
Combine both a signiture font with the logo to create a great logo. make sure to have good combinaton with the colour and the logo to catch the eye of potential cutomers.



# Imagine

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To help me navigate through all the decisions, I made three branding packages for Cake Pop, a moodboard, a persona and a mind map.



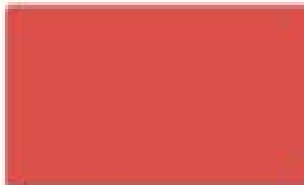
# Moodboard

## Final - Pop Therapy

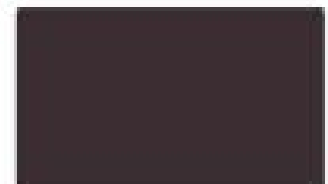
A child's imagination comes to life...



New Color  
#E69A00



New Color 2  
#E60000



New Color 3  
#4A2020





# Persona

## Gayle Lewis



"I like eating treats in a welcoming embiance"

Age: 32  
Work: Stay at home mom  
Family: Husband and two kids  
Location: Ottawa  
Character: Kind and Honest

### Motivation:

Work

Familiy

Social

Persistent

Persuasive

Reliable

### Needs :

Getting a short break in a welcoming area to recharge her batteries

### Frustration:

Being in an unreliable and unsafe environment

### Bio :

Gayle was born and raised in Ottawa where she eventually got married and had a beautiful family. She is now a stay at home mom taking care of her kids. As much as she loves her kids, sometimes they can be quite a handful and she needs a break.

### Personality:

Nuturing

Honesty

Patience

### Accesability

Gayle works very hard taking care of her family and needs a break to recharge her batteries.

### Technology :

IT and Internet

Software

Mobile App

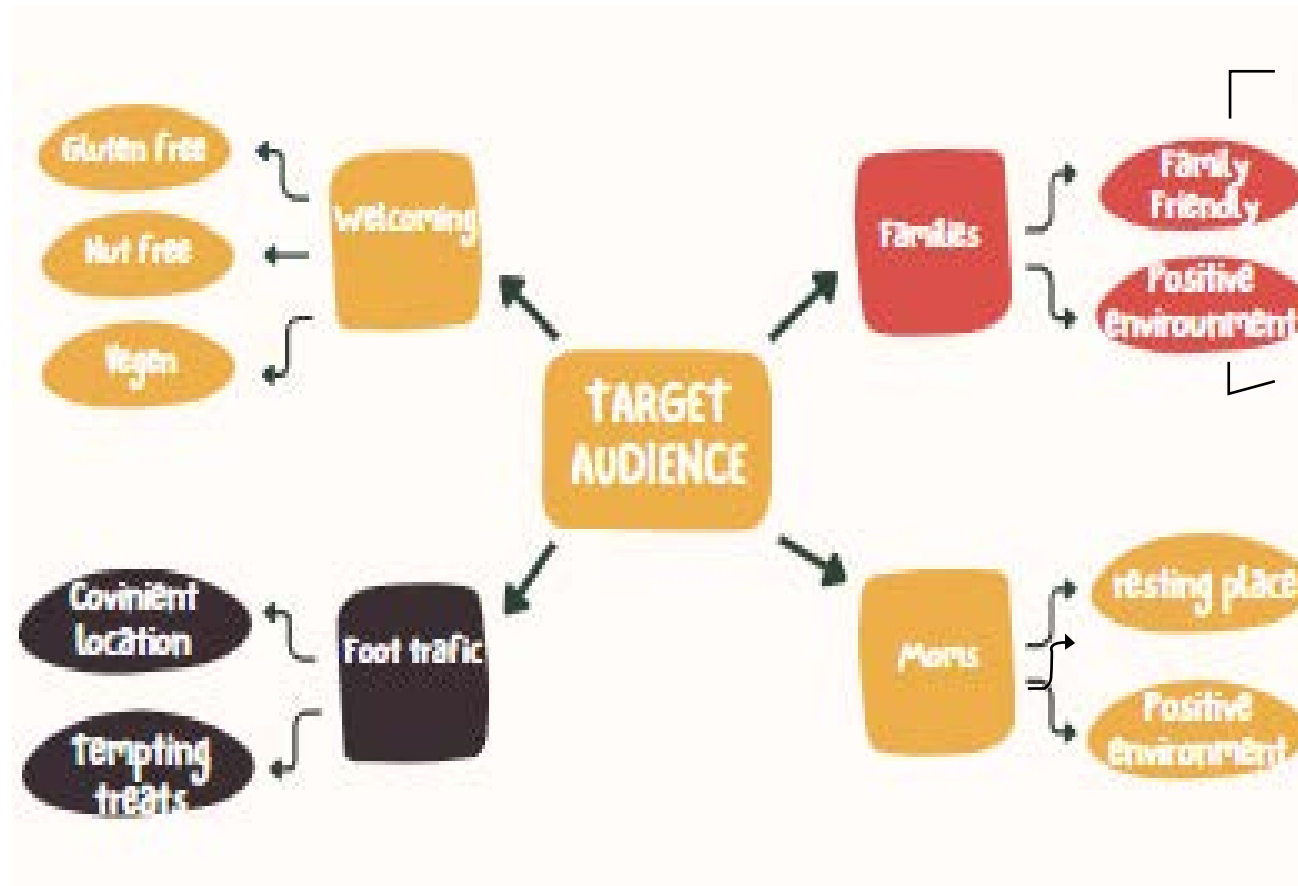
Social Network



Tim Hortons



# Mindmap



A place where you can bring the family to have a nice treat

Welcomes happy moms, tired moms and hungry moms. Pop therapy is a place that they can relax



Welcomes happy moms, tired moms and hungry moms. Pop therapy is a place that they can relax

In a mall so there is a lot of foot traffic

Cake Pops are tasty treats that can attract customers

# Plans

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Down below is a detailed layout of my plan showing Mission, visio, valuee logo, colour pallet, typerface and sketches.

# Mission, Vision and Values

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## Mission:

Kaity wishes to get the word out on her store and have more clients know where it is located.

## Vision:

She wants to create a welcoming feeling including all her new clients weither they are in a good or bad mood.

## Values:

Bakingfor every flavor for mood, plus dairy free, vegan options and nut free option. There is food or flavor for every person or group



# Logo

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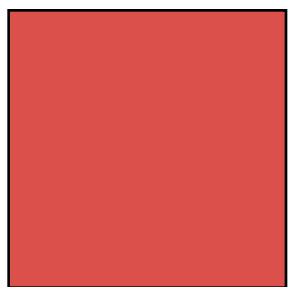
*Pop Therapy*

  
 *Pop Therapy* 

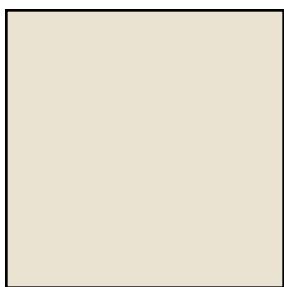
 *Pop Therapy*   


# Colour pallete

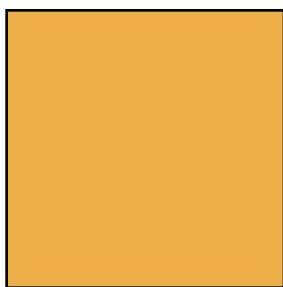
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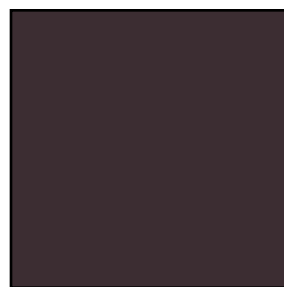
#DB504A



#r235g227b208



#EDAE49



#3A2D32

# Typeface

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H1

Font: Great vibes

Font Size: 64pt

*Title*

H2

Font: Signika Negative Medium

Font Size: 32pt

Title

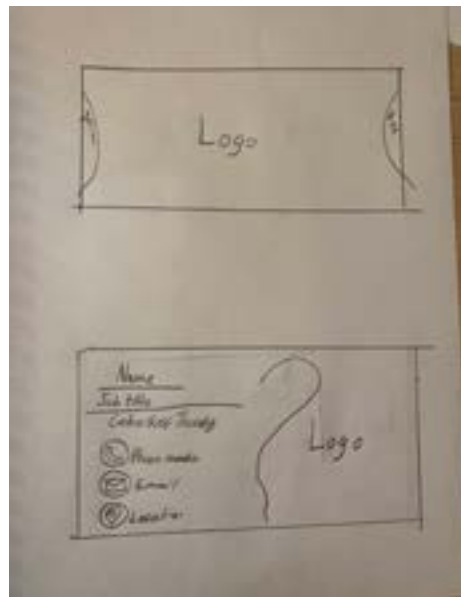
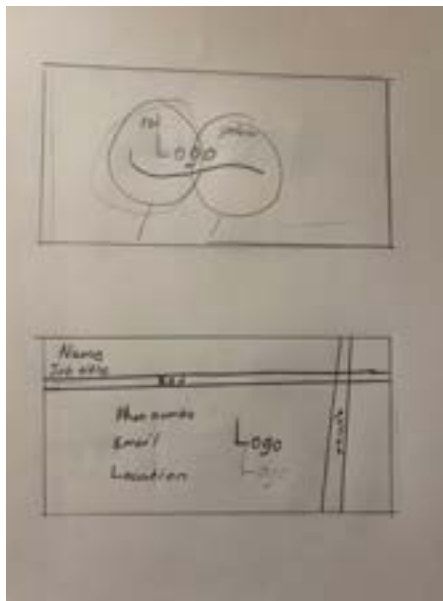
Body text:

Font: Signika Negative Regular

Font size: 16pt

Text

# Sketches





# Business card

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Here is a business card that reflects the bakery to get with the goal of getting more clients



*Pop Therapy*

# Katie Tremblay

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Pop Therapy kiosk Baker

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Phone Number 555-555-5555

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youremail@email.com

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Cake Pop Therapy location

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