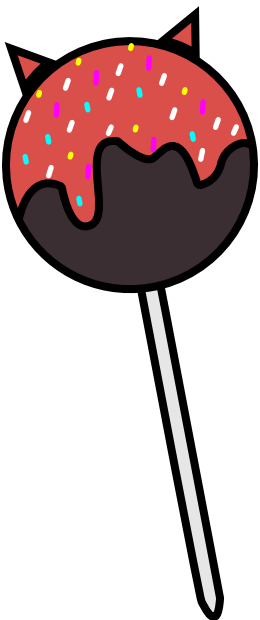


Final



Discussion

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

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.

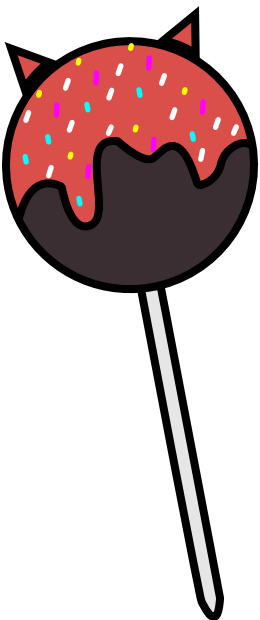
Startegy:

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.

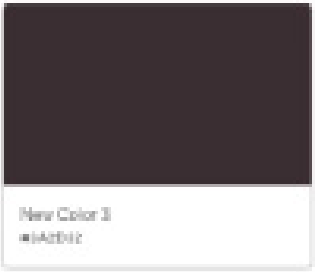
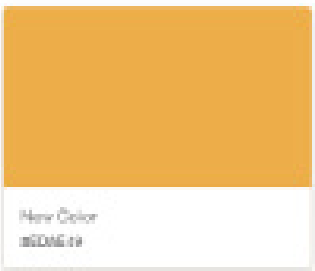
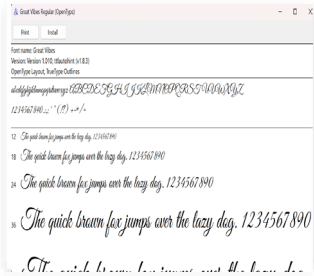
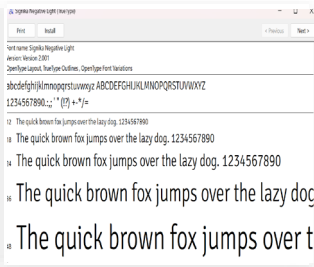
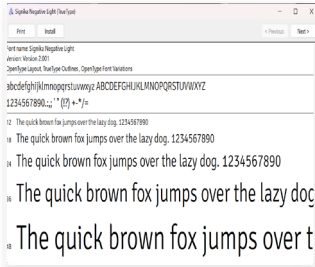
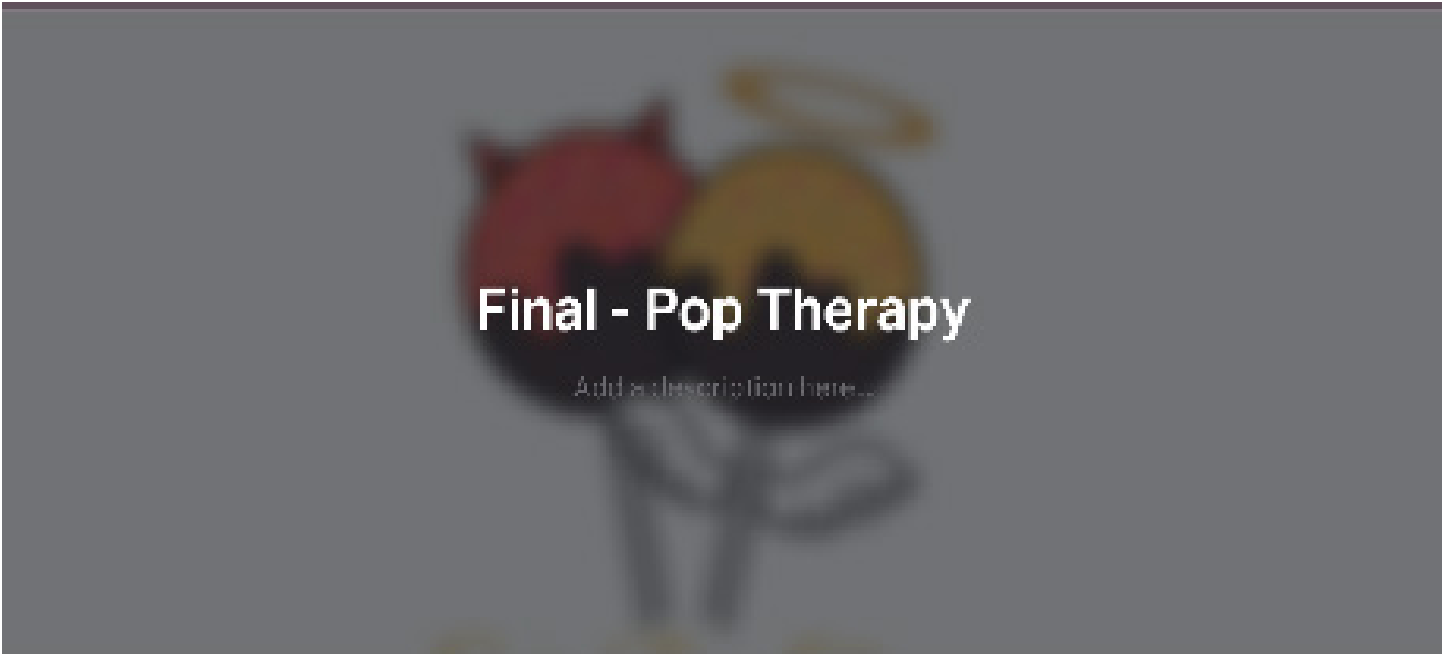


Imagine

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



Persona

Gayle Lewis



"I like eating treats in a welcoming ambience"

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

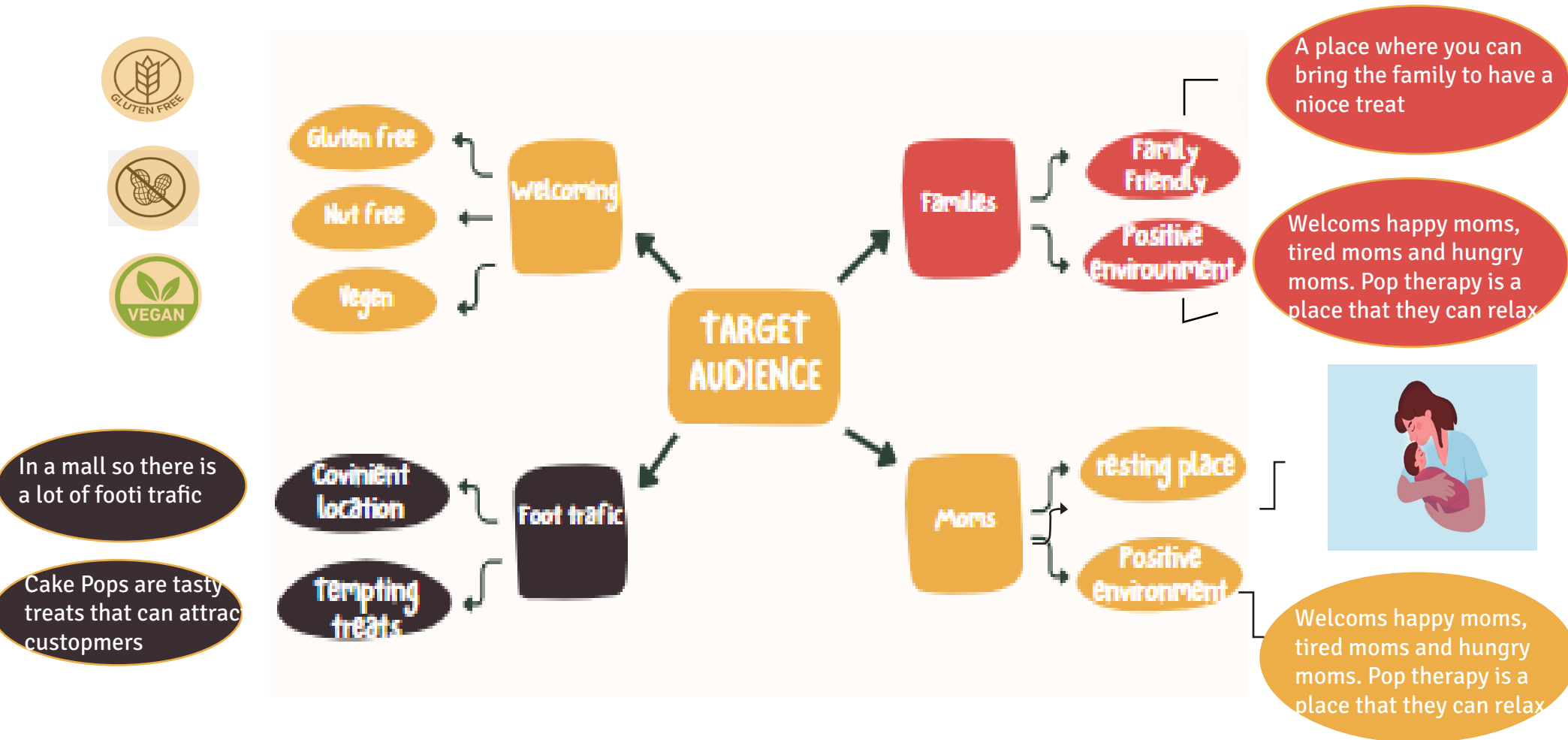
Social Network



Tim Hortons



Mindmap



Plans



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

Mission, Vision and Values

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

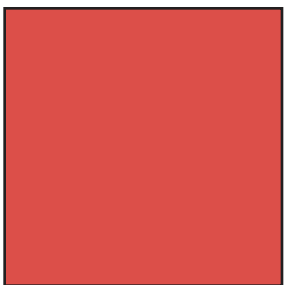


Pop Therapy

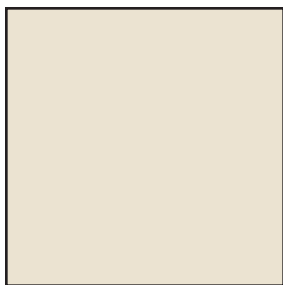

 *Pop Therapy* 


Pop Therapy

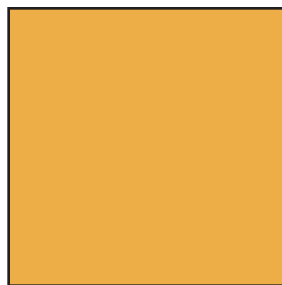
Colour pallete



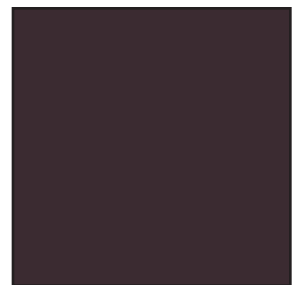
#DB504A



#r235g227b208



#EDAE49



#3A2D32

Typeface

H1

Font: Great vibes

Font Size: 64pt

Title

H2

Font: Signika Negative Medium

Font Size: 32pt

Title

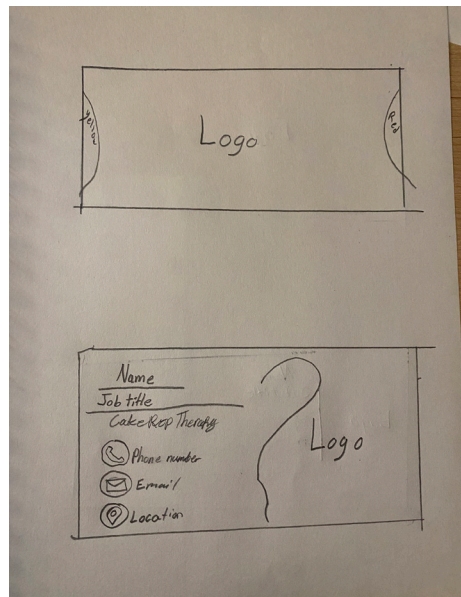
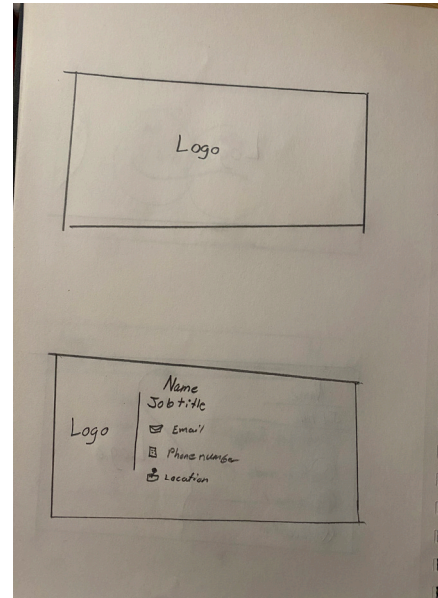
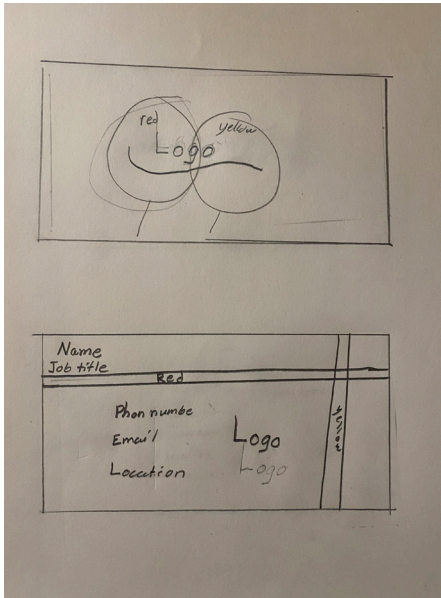
Body text:

Font: Signika Negative Regular

Font size: 16pt

Text

Sketches



Business card

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



Pop Therapy

Katie Tremblay

Pop Therapy kiosk Baker



Phone Number 555-555-5555



youremail@email.com



Cake Pop Therapy location

