



Presented
by

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TABLE OF CONTENTS

Overview	2
Logo Design	3
Type Specifications	4
Color Specifications	4
Logo Usage	5
Stationery Items	6-8
Rationale	9

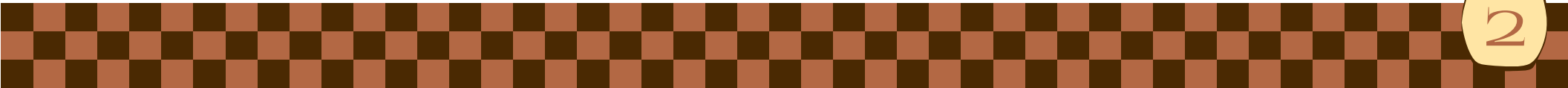


OVERVIEW

The Upper Crust Bakery is a well-known company that sources its ingredients locally and uses generation's old recipes from their home country of France. They serve bakery items such as breads, muffins, pastries and desserts. Their mission is to provide the freshest and best tasting bakery goods in the area sourcing local products.

The new logo for Upper Crust reflects the business and includes text of the business name and the cookie jar and bow tie symbol. This is designed in versatile circle with a warm analogous color palette. The logo is scalable and can be used on a wide variety of media formats.

This logo design fits Upper Crust Bakery's vision of providing fresh, quality, and hand-made bakery items. . It will appeal to their target audience of men and women ages 21-65 and may bring a bit of nostalgia when they remember eating cookies from their mom's cookie jar as children.



LOGO DESIGN

Logo Black and White



Logo Color



SPECIFICATIONS

Type Specifications

PRIDA61 MEDIUM

Color Specifications



■ C32 M64 Y100 K70
R76 G43 B0

■ C0 M9 Y41 K0
R255 G229 B164

■ C0 M35 Y85 K0
R251 G176 B64

■ C25 M66 Y80 K8
R179 G104 B68



LOGO USAGE

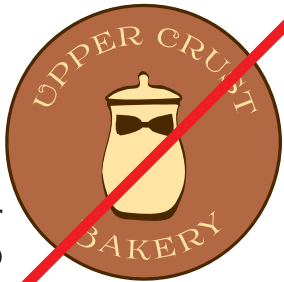
Incorrect Usage

Do not place logo on busy patterns or bold colors



Do not place logo over primary subjects

Do not alter the logo



Do not stretch or distort the logo



Do not place logo too close to other text or logos

Correct Usage



Correct color



Correct black and white



STATIONERY

Letterhead
Actual Size is 8.5x11 in.



123 1st St, City, ST 01234 | 111-222-3333 | www.upbakery.com



STATIONERY

Business Card
Actual Size is 3.5x2 in.



STATIONERY

#10 Envelope

Actual Size is 9.75x4.48 in.



Upper Crust Bakery
123 1st St
City, ST 01234



RATIONALE

Upper Crust Bakery is an established business that is moving to a new location. They serve fresh baked breads and desserts using French recipes passed down through generations. They are moving to a new location and want a new logo that represents their business.

This new logo was created with Upper Crust Bakery's target audience of men and women ages 21-65, in mind. It needed to appeal to this audience and remind them of the wonderful, fresh baked goods that the company produces. The color palette includes browns that are neutral and yellows that mean joy and warmth. These analogous colors will remind the customers of golden loaves of fresh baked bread and a creamy buttery yellow.

The design of this logo was created in the versatile circle. There are two elements to this logo, the text that says "Upper Crust Bakery" around the outside ring and a mark in the center of the inner circle. The mark is a cookie jar with a bow tie sitting on a checkered area with sun rays behind it. The cookie jar was meant to bring the audience a sense of nostalgia for the days they used to eat fresh baked cookies out of a cookie jar. The rays of sun are to represent the locally sourced food and the freshness of their baked goods.

The round logo with the cookie jar and distinct font will be memorable and timeless for Upper Crust Bakery's target audience. Although the logo has several different elements in it, it is still encased in a simple circle and will be easy to remember.

This logo is versatile and can be scaled in a variety of uses. There are examples of its versatility on the stationary items and as long as the logo is used properly, it will effectively appeal to Upper Crust Bakery's target audience.

