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# Table of Contents

Overview.....	2
Logo Design.....	3
Type Specifications.....	4
Color Specifications.....	4
Logo Usage.....	5
Stationery Pieces.....	6-7
Rationale.....	8



# Overview

The Upper Crust Bakery has moved to a new location and is in need of a new logo. The company is well known for its bakery items (breads, muffins, etc.) as well as desserts. Upper Crust bakes its items fresh daily using local products.

Their mission is to provide the freshest and best tasting bakery goods in the area sourcing local products as much as possible and they take great pride in their products and recipes which have been passed through generations from their home country of France. When you are in the Upper Crust, they want you to feel the essence of Paris!



# Logo Design

Logo Color

Logo Black and White

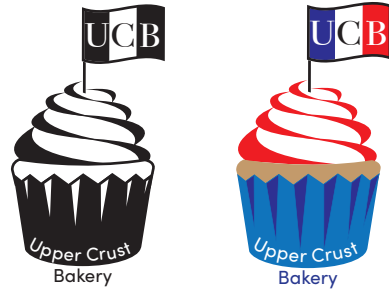




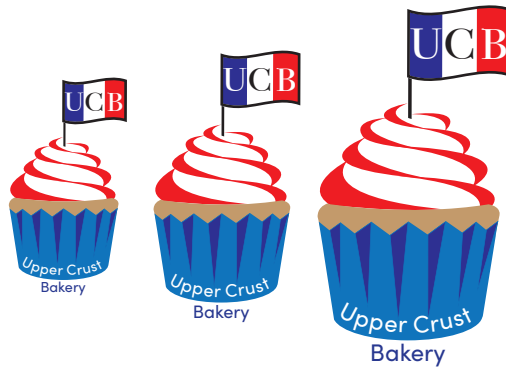
# Logo Usage

## Do's

Do use logo in black and white



Do resize proportionately.



Do keep area around logo clear.

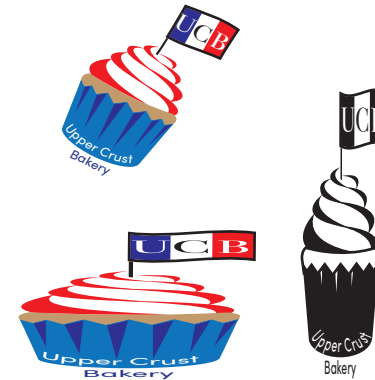


## Don'ts

Do not change logo colors.



Do not rotate, stretch, or skew..



Do not place logo on patterned background.



# Stationery



Upper Crust Bakery

123 Main Street • Anywhere, USA 11111 • 555.555.5555 • [www.uppercrust.com](http://www.uppercrust.com)

Letterhead

# Stationery



Business Card



Envelope



# Rationale

The Upper Crust Bakery moved to a new location and was in need of a new logo. They wanted something that embodied the pride they take in their French heritage and their products.

The color palette was inspired by the blue, white, and red colors in the French flag. A lighter blue and brown were added to complement these colors and add dimension. Their wish is for all of their clients to feel the essence of Paris.

The design combines smooth curves of the cupcake and frosting with sharper angles on the cupcake wrapper to create a nice contrast. The cupcake is topped with a representation of the French flag which puts the company's French heritage at the forefront of the design creating a image that is slightly unbalanced.

Two typefaces were used in this logo. Bodoni 72 creates an interesting contrast by using a combination of thin and thick strokes, and Sofia Pro a curvy sans font. The angles of the Bodoni 72 font and the curves of the Sofia Pro font play well with the curves and angles of the cupcake.

The design of this logo would appeal to both men and women age 21-65 who enjoy high-end bakery items. The logo itself is fanciful, fun, and inviting, and the design clearly communicates the company's pride in their French heritage.

This logo can be easily scaled for print and web, and the final design has been executed through the creation of stationary items which create a cohesive brand identity.

