



By
Elyssa Kamis
12/11/17

Table of Contents

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

Overview

Upper Crust Bakery is a French style bakery located on 321 Street Road in Somewhere, USA. They are best known for their fresh baked breads, muffins and pastries. Upper Crust bakes their items fresh daily using local products.

Upper Crust have passed down their recipes through the generations from their home country of France. They want their customers to walk in the bakery and feel the essence of Paris.

Logo Design

Logo Color



Logo Black & White



Type Specifications

SignPainter-HouseScript

Color Specifications



C-100 M-50 Y-0 K-56
R-0 G-58 B-105



C-0 M-92 Y-66 K-14
R-209 G-50 B-68

Logo Usage

Do's



Use the correct logo



Use logo in black & white

Dont's



Do not change text size



Do not stretch logo



Do not change logo color



Do not flip logo



Do not use text without the cupcake

Stationary

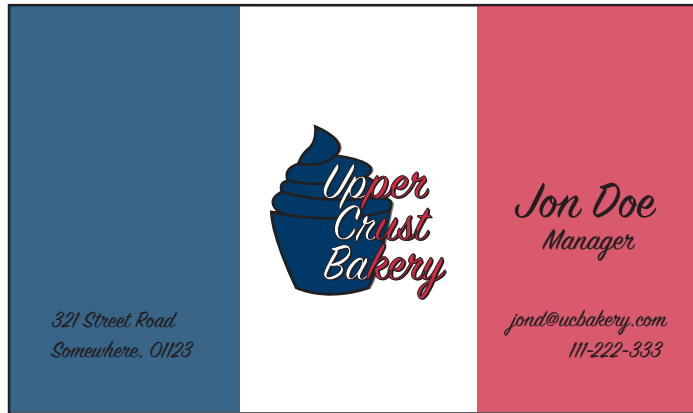
Letterhead



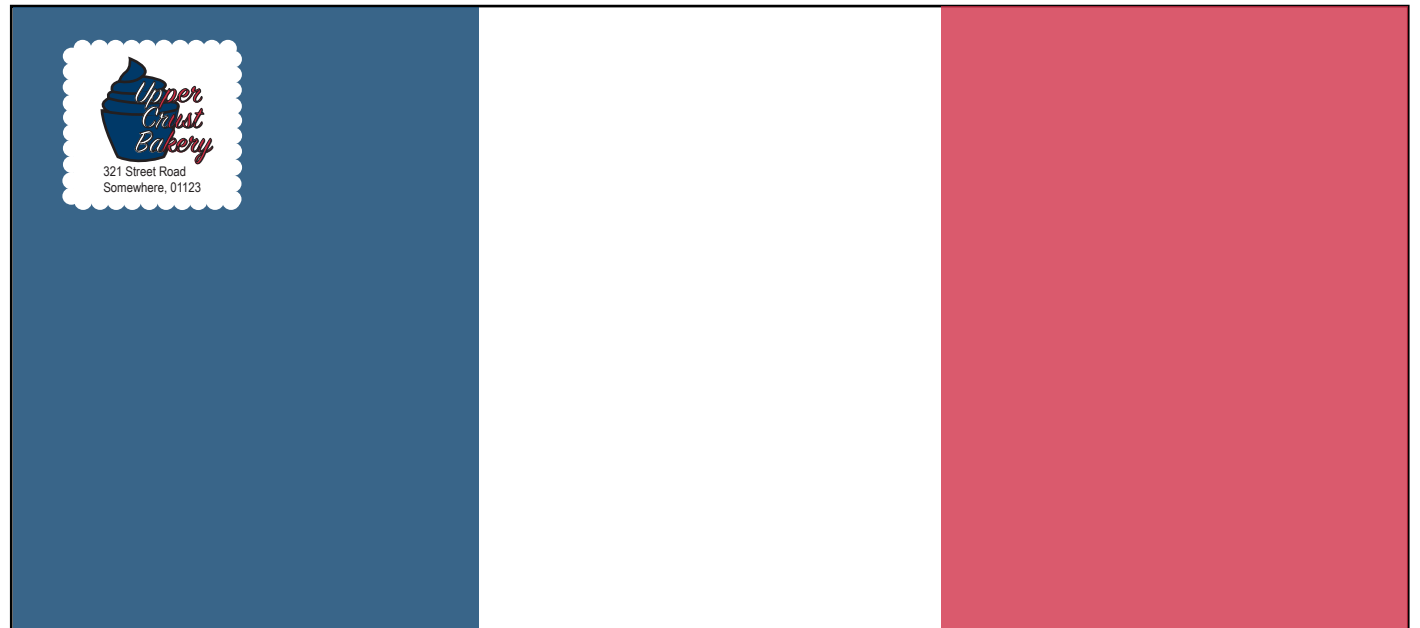
321 Street Road • Somewhere, 01123 • 111-222-333 • ucbakery.com

Stationary

Business Card



Envelope



Rationale

The Upper Crust Bakery wanted a logo to reflect their business. They want customers to walk into the bakery and feel the essence of Paris.

The colors in the logo are red, blue and white. They were chosen to represent the French flag. This helps to give the customers a French feel when they see the logo and stationary items.

The cupcake in the logo represent all of the delicious pastries that Upper Crust bakes. The lines within the frosting help to add more depth to the cupcake logo.

The design of the new Upper Crust logo appeals to everyone of all ages. It catches the eye of the viewer and helps to tell them what the bakery is all about. The font is classy and fun. The design helps to communicate that the Upper Crust Bakery is all about good baked goods, and fun.

The final design and logo is represented throughout the stationary items and represents the Upper Crust Bakery well.