

UPPER CRUST

de Paris

Bakery & Patisserie

Branding Guide

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TABLE OF CONTENTS

<i>About Upper Crust</i>	<i>pg.1</i>
<i>Our Logo</i>	<i>pg.2</i>
<i>Logo Usage</i>	<i>pg.4</i>
<i>Typography</i>	<i>pg.6</i>
<i>Colors</i>	<i>pg.7</i>
<i>Stationery</i>	<i>pg.8</i>
<i>About Our Design</i>	<i>pg.11</i>

ABOUT UPPER CRUST

When you walk into the Upper Crust, the smell of our fresh baked breads, muffins, and pastries fills the air. We bake our breads and desserts fresh daily using local products, providing the freshest and best tasting bakery goods in the area.

We have pride in our products and have passed down our recipes through the generations from our home country of France. Our heritage and our hearts are in everything we do. When you are in the Upper Crust, you feel the essence of Paris!





OUR LOGO

A guide to the Upper Crust Logo...

1. Use the signature pink (PANTONE 493 C) as a background whenever possible, paired with the cool-grey text and soft-green accents (PANTONE Cool Gray 1 C and PANTONE 625 C).
2. For black-and-white printing, or on very light backgrounds, use the simplified logo in black.
3. For dark backgrounds, use the simplified logo in white.

1.



2.



3.



LOGO USAGE

Scaling

When scaling logo, remember to:



- Keep the logo proportions and ratios the same.

- Do not shrink logo less than 5.5cm wide.

What Not to Do...

1. Do not use shadow-accent on black-and-white logos.
2. Do not add extra effects like drop-shadow to logo.
3. Do not frame the logo.
4. Use green for accent colors only. Do not use green as main color.
5. With photograph overlays, make sure the photo is dark enough when using the white logo and light enough when using the black logo.
6. Do not change fonts.
7. Do not remove the border lines.
8. Do not use colors outside of the Upper Crust color palette.
9. Do not tilt or rotate logo.

1

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5

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2

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8

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9

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TYPOGRAPHY

Title - **Brim Narrow - Combined 1**

AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO
PP QQ RR SS TT UU VV WW XX
YY ZZ 0 1 2 3 4 5 6 7 8 9 . , ? !

Text - **Book Antiqua**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 . , ? !

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0
1 2 3 4 5 6 7 8 9 . , ? !

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4
5 6 7 8 9 . , ? !

COLORS



PANTONE Cool Gray 1 C
12.98C 10.78M 12.15Y 0K
219R 2179G 214B



PANTONE 493 C
9.71C 56.62M 25.06Y 0K
223R 135G 157B



PANTONE 625 C
71.29C 33.91M 57.6Y
11.59K
79R 127G 112B



STATIONERY

— *de Paris* —
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— Bakery & Patisserie —

— *de Paris* —
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— Bakery & Patisserie —
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ENVELOPE & LETTERHEAD

de Paris

UPPER CRUST

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de Paris

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UPPERCRUST

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ABOUT OUR DESIGN

The key concept behind the Upper Crust design revolves around the bakery's French roots and conveying the "essence of Paris." To achieve this, direct influence was taken from the cafés, bakeries, and patisseries of our homeland.

Walking through the streets of Paris, the names of bakeries are often written in all-caps, serif fonts painted horizontally above their entrance or etched onto the windows. Basic lines and simple shape center or frame the name, and colors are kept to a minimum.

These characterizing traits built the Upper Crust's logo design. The main focus is the typography, with the Upper Crust font (Brim Narrow Combined 1), mirroring the fonts used on Parisian storefronts. The name centers around the fleur-de-lis, the royal French lily, symbolizing Upper Crust's French history and connections. The logo is then framed by simple and delicate lines and supporting text that compliments the Upper Crust name.

The Upper Crust color palette draws upon the fantasy of Paris, taking inspiration from the patisseries of our homeland. The delicate yet vibrant pink, with touches of soft grey and forest green, play on the postcard-vision of Paris – allowing expats-at-heart to visit Upper Crust and pretend, just for a moment, that they made their Parisian dream come true.

The stationery items showcased, as well as other Upper Crust branding, are linked together through the consistency of these key design elements. Through these elements, the overall brand design aims to evoke an authentic French experience to Upper Crust customers by looking as though the bakery was plucked straight from the streets of Paris.





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