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TABLE OF CONTENTS



- Overview • 2
- Logo Design • 3
- Logo Specifications • 4
- Logo Usage • 5
- Stationery • 6
- Rationale • 7



OVERVIEW



Upper Crust Bakery is well known for its bakery items and desserts, all baked fresh daily using locally sourced ingredients. The bakery's mission is to create the freshest and best tasting baked goods in the area. Its fresh, local ingredients play an important role in realizing this.

Upper Crust prides itself in its products, and still uses recipes passed down through the generations from its home country of France. When customers are in the bakery, Upper Crust wants them to feel the essence of Paris.

Having recently moved to a new location, the bakery is in need of a new logo. The new logo should reflect Upper Crust's mission, its French roots, and the fine quality of its products.

LOGO DESIGN

Primary Logo:



Full Color



Black and White

Secondary Logo:



Color



Black and White

Icons:



LOGO SPECIFICATIONS



Type Specifications:

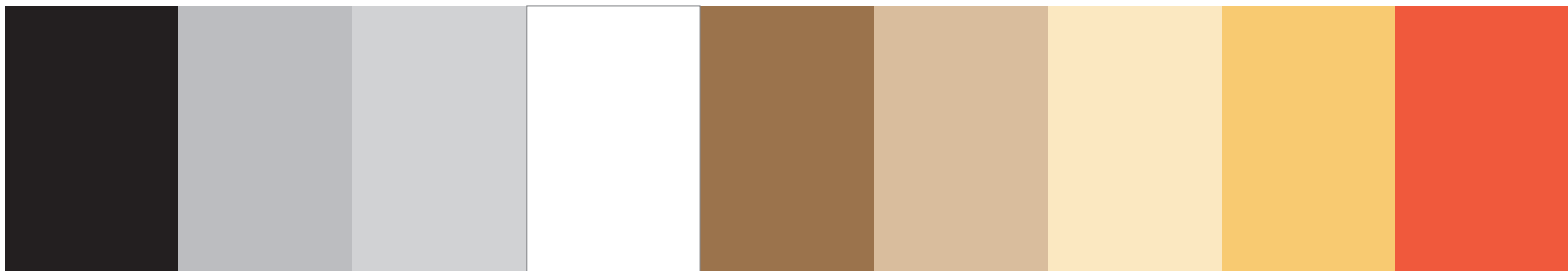
Savoie LET Plain: 1.0

(NOTE: Certain letters of this typeface were artistically altered for the logo. Use ONLY the vector image of the logotype for a true representation.)

Kefa

(Bold)

Color Specifications:



0C 0M 0Y 100K
35R 31G 32B

0C 0M 0Y 30K
188R 190G 192B

0C 0M 0Y 20K
209R 211G 212B

0C 0M 0Y 0K
255R 255G 255B

34C 52M 76Y 14K
155R 115G 76B

15C 24M 39Y 0K
217R 189G 157B

1C 8M 26Y 0K
252R 231G 193B

2C 21M 65Y 0K
247R 202G 114B

0C 80M 81Y 0K
241R 91G 62B

LOGO USAGE



DO



DO use the primary logo **ONLY** on a white or very light neutral background.



DO use the icon without the text when space is limited.



DO use the secondary logo, especially on colored backgrounds.



DO use the black and white versions when necessary.

DO NOT



DO NOT change the colors.



DO NOT stretch or compress the logo.



DO NOT use the logo on a dark or patterned background.



DO NOT change the fonts.

STATIONERY



123 Main Street • Anywhere, USA 12345 • 111.222.3333 • UpperCrustBakery.com

Letterhead



123 Main Street • Anywhere, USA 12345

John Smith *Manager*
111.222.3333 • jsmith@uppercrust.com

Business card (front)



Business card (back)



123 Main Street • Anywhere, USA 12345

Envelope

RATIONALE



Upon moving to a new location, Upper Crust Bakery needed an updated logo with a fresh look, but one that would still convey its French roots and time-honored recipes. The logo needed to capture “the essence of Paris” that is at the heart of the bakery’s heritage and personality, and to portray Upper Crust’s dedication to sourcing fresh, local ingredients for its products. Both men and women ages 21-65 patronize the bakery, and the new logo needed to appeal to all of them.

To address this need, a retro-style bicycle with a basket of baguettes was chosen for the logo. This type of bicycle is reminiscent of Paris, and with the help of the baguettes makes a clearly French impression. And while the bicycle communicates “the essence of Paris,” it also has a local feel that conveys the bakery’s commitment to using fresh, local ingredients. The bicycle is a gender-neutral icon, and its retro style has an appeal as broad as the age range of the target audience. Bright, warm, colors were chosen for the logo icon to convey the cheeriness, warmth, and flavor of the bakery and its products.

For the logo’s text, two different typefaces were chosen. First, Savoye LET was chosen for the words “Upper Crust.” It is a script typeface, elegant but not overly fancy, which suits the bakery’s personality well. Second, Kefa (Bold) was chosen for the word “Bakery.” Kefa, a thick serif typeface with rounded serifs, has a slightly casual feel, speaking once again to the “local” side of Upper Crust’s business. The bold, all-caps letters also seem to tell of a time in the company’s history, many generations ago, when this single word “BAKERY” painted on the window marked the store for passersby. These fonts feel up-to-date, but retain a classy, timeless feel. This adds to the appeal of the logo for both young and old within its target audience.