

UPPER CRUST



Bakery

by

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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 (bread, muffins etc.) as well as desserts. Upper Crust bakes its items fresh daily using local products.

When you walk into the Upper Crust, the smell of their fresh baked breads, muffins, and pastries fill the air. They have pride in their products and have passed down recipes through the generations from their home country of France. When you are in Upper Crust, you will feel the essence of Paris!



Logo Design



Logo Color



Logo Black and White



Type Specifications

**TAHOMA &
ELIXIR BRUSH**

Color Specifications



C:100 M:62.75 Y:22.75 K:67.84
R:0 G:36 B:67



C:74.9 M:89.8 Y:100 K:0
R:105 G:67 B:57



C:24.31 M:36.86 Y:59.61 K:1.18
R:160 G:202 B:230



C:73.57 M:45.08 Y:23.02 K:6.25
R:160 G:202 B:231



Logo Usage

DO's



Use the correct logo



Use the logo in Greyscale



Use the logo in Black and White



Dont's



Don't distort the logo



Don't remove pictograms from logo or change opacity



Don't change the original color of the logo

Stationary



UPPER CRUST
Bakery

123 PARIS ST NY, USA 1234 123-456-7899 www.uppercrustbakery.com

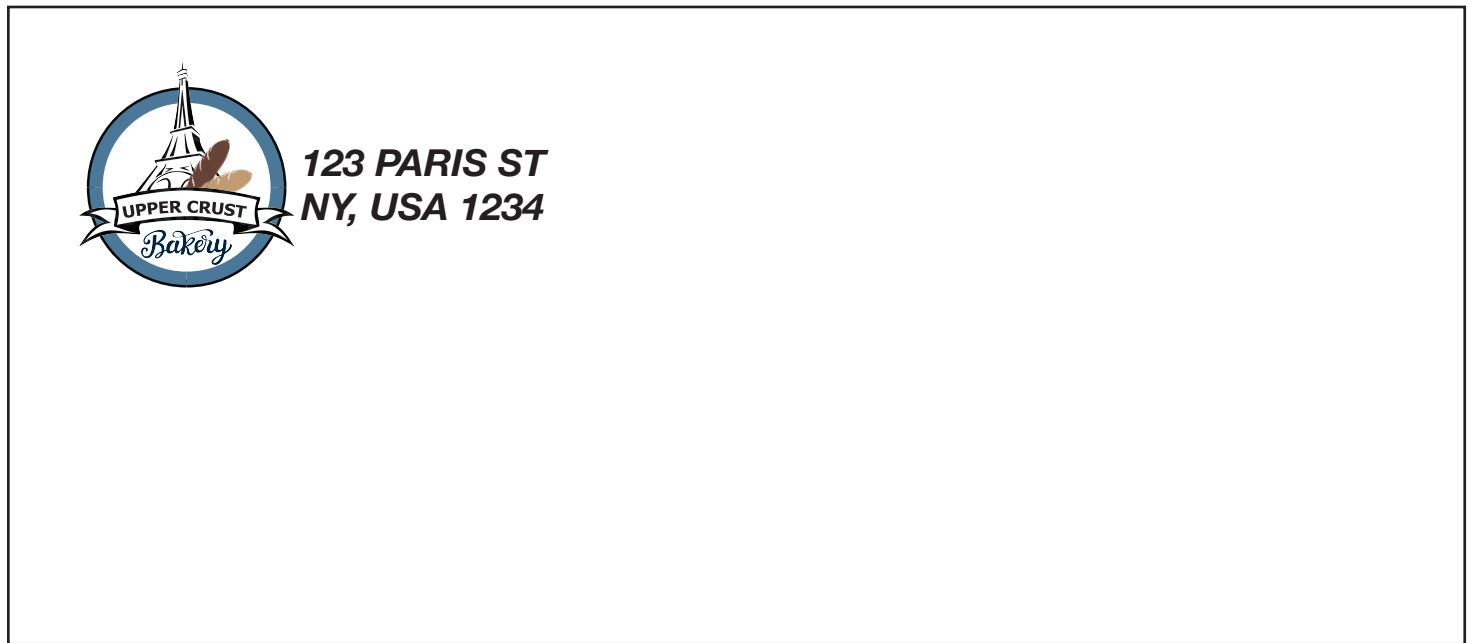


Letterhead

Stationary



Business Card



Envelope



Rationale

The client wanted a new logo to reflect its business. The logo was created to represent both the product and goal of the bakery. The Upper Crust Bakery wants their customers to feel the essence of Paris whenever they visit the Bakery or try their baked goods.

The colors of tan and dark brown gives a warm tone represents the color of most baked goods. The darker blue color balances out the warm tone, which also represents Paris.

The logo consists of the Eiffel tower and Baguette's, which is also well known in Paris. The Baguette's are two different shades to add more depth to the logo.

Both a decorative and a simple type font is used to balance out the decorative appeal. The design of this logo is would be appealing to men, women, children and adults. It is meant to attract and target everyone of all ages.

The overall logo is eyecatching and welcoming, without it being too distracting.

