



UPPER CRUST  
  
B A K E R Y

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COM-230

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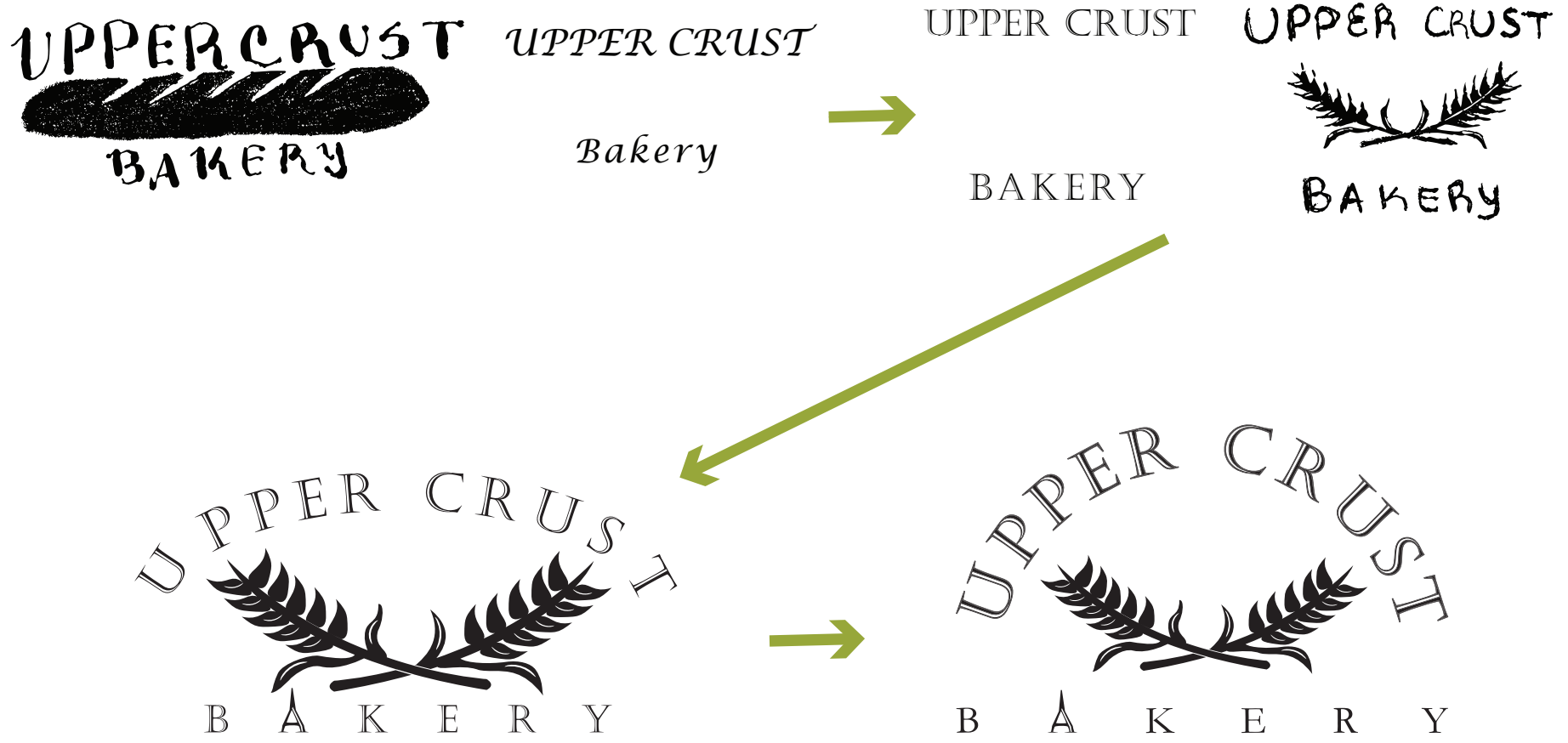
# OVERVIEW

After moving to a new location, The Upper Crust Bakery is in need of a new logo. Well known for its bakery items as well as desserts, this company takes great pride in their products whose recipes have been passed down through the generations from their home country of France. Baking its items fresh daily using local products, Upper Crust's mission is to provide the freshest and best tasting bakery goods in the area by sourcing local products as much as possible.

When you walk into the Upper Crust, the air is infused with the smell of their fresh baked breads, muffins, and pastries and it's easy to sense the tradition and care put into their craft. They want you to feel the essence of Paris!

The client desired a new logo to represent its business. To accomplish this, the logo includes the recognizable wheat symbol along with the text of the business name. The logo is simple and scalable while the text is eye catching and classy but accessible, making it adaptable on a wide variety of media formats and appealing to the current target audience of men and women ages 21–65. Logo design can be in black and white as well as color, the brown and sage green communicating freshness.

# DESIGN PROCESS



# LOGO DESIGN




# TYPEFACE, COLOR, & SPACING

## Typeface Specifications:

UPPER CRUST      CASTELLAR  
Bakery              Garamond

## Color Specifications (CMYK, RGB):

 40C 15M 100Y 10K  
152R 166G 50B

 40C 70M 100Y 50K  
96R 57B 19G

## Spacing Specifications:



# LOGO USAGE

✓  
Do: Use Black with Cut Outs



✓  
Do: Use Original Color Scheme



✓  
Do: Use Logo in Grayscale



✓  
Do: Keep Clear Space Around Logo



✗  
Do Not: Change Orientation of Any Words



✗  
Do Not: Warp the Logo



✗  
Do Not: Change Any Fonts



✗  
Do Not: Change Position of Any Elements



✗  
Do Not: Alter Logo Color





# STATIONERY: Letterhead



12 Oven Brick Road - Wheatville, USA 11111 - 111.222.3333 - uppercrustbakery.com

April 7<sup>th</sup>, 2024

Ms. Laxchat,

We would be honored to cater the pastry and bread service for your book release event.

To confirm, we have the date of the party as Sunday, September 21<sup>st</sup>, 2025, at 4:00pm EST. As the engagement is more than a year away, we expect there will be changes down the road. Please notify us of any such modifications when you can, so we may update your file and assure we can accommodate your order at the time of the occasion.

As discussed you may send your deposit to the address listed above at any time up to the 6 month deadline of March 25<sup>th</sup>, 2025. The remaining payment will be due in full a month before the event on August 22<sup>nd</sup>, when all details are also finalized.

If you have any questions or concerns, please do not hesitate to reach out to myself or any of the staff. Thank you for selecting Upper Crust Bakery for all your freshly baked good needs.

Best,

*Jane Dough*  
HEAD PÂTISSIERE

# STATIONERY: Envelope & Business Card

UPPER CRUST  


B A K E R Y 12 Oven Brick Road  
Wheatville, USA 11111

UPPER CRUST  
  
B A K E R Y

JANE DOUGH  
Pâtissière  
111.222.3333  
jdough@uppercrust.com



UPPER CRUST  
BAKERY  
12 Oven Brick Road  
Wheatville, USA 11111

# RATIONALE

First and foremost, I wanted to express the idea of freshness with the logo since Upper Crust Bakery bakes their items fresh daily. To communicate this idea, I used wheat stalks in a flowy orientation reminiscent to the fleur-de-lis. The wheat alludes to using pure, wholesome ingredients in the baked goods while the shape loosely associates the company to its French ties. Along with the latter, adding the “A” in bakery as a rough outline of the Eiffel Tower drives home the feeling the client wishes to give the customer—feeling the essence of Paris. I made sure the wheat were asymmetrical to express imperfection as things in nature are hardly perfect and this was another way to show naturalness.

Another element used to indicate the value placed on natural ingredients is the color scheme. Green is commonly used to illustrate nature as it is the color of trees and plants. By using a more olive green instead of a bright green, I believe the logo attracts a wider crowd in line with the age range of 21-65 for the target audience as a brighter green may have only spoken to a younger crowd. The brown used for the typeface not only compliments the green but is an earthy color which perpetuates the organic message.

Regarding the typeface, Castellar was chosen as the main font in order to convey classiness and its all caps allows the business name to be the center of attention. Additionally, the cut outs in the letters pair with the cut outs of the wheat logo, connecting the whole composition. Lastly, I followed peer feedback to give bakery a different font for contrast and round the words “upper crust” more. Garamond is a serif font similar to Castellar but containing lower case letters and a bit more subdued in style. Rounding the top words increased legibility and also gave the illusion of a brick bread oven shape.

To go along with this shape I included the use of brick visuals in the stationery. I feel like the items reflect the brand identity through this visual, giving the feel of a traditional and artisanal bakery which makes fresh baked breads, muffins, and pastries. I wanted a traditional feel because the client expressed that their recipes have been passed down through generations. As they take pride in their baked goods and their freshness I feel this also alludes to baking things fresh daily as one would in a brick bread oven. I also kept the design simple and classic which aligns with the adult target audience. The repetition and clean lines helps to express this.

