



UPPER CRUST BAKERY

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Overview

As the Upper Crust Bakery just relocated to a brand new spot, they need a new logo. This company has been known to make very delicious bakery goods such as breads, muffins, and desserts. Their bakery is a French style, so that is how they get the essence of Paris in their food.

They wish to provide the best quality and freshest French baked goods possible. They are proud to source their products local, to help support their businesses as well.



Logo Design

Logo Color



Logo Black and White



Type Specifications

Georiga Bold

Color Specifications



**UPPER
CRUST
BAKERY**



7C 41M 79Y 0K
233R 160G 79B



26C 60M 100Y 11K
175R 109G 41B



64C 47M 52Y 19K
94R 107G 105B



31C 24M 25Y 0K
179R 180G 180B

Logo Usage

Do's



Do use correct logo, whether stacked or horizontal.



Do use logo for icons such as apps.



Do use black and white, as well as grayscale.

Dont's



Don't use gradients or stretch the logo.



Don't use wrong font.



Don't use incorrect colors



Don't rotate the logo.

Stationery



Stationery Cont.



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The Upper Crust Baker opened to a new location and they search for a new logo. After reading through the desires the client had, I knew that I had created a great logo. To begin, the clients vision is to have you feel the essence of Paris through the logo, which will entice you to visit the bakery, The Eiffel tower is a traditional model used for French related items. The color pallet I picked out was inspired by an actual loaf of bread. The font I choose is a basic, yet bold, typograph which is easy to read.

The warm brown/ tan, colors help whet the appetite for delicious warm bread. I kept that same coloring in the wheat stalks, and arching it behind the tower brings a warm rainbow style as well. This logo design is made for people of all ages and genders. This will probably work more for the older adults, as some small children may not recognize the Eiffel tower just yet. The final design choice shows the essence of Paris, which also having the feel of a bakery.

