

Upper Crust Bakery

LOGO PORTFOLIO

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The Upper Crust Bakery symbol logo is designed to capture the essence of a modern French bakery with outstanding products. The logo avoids the use of cliché in the symbolism focusing on a more modern essence. The color themes are analogous with a small sample from a complementary color to add a strong accent. The font selections are sans-serif and replicate the symbolic pie crust shape and provide an upscale modern sensibility.

Color



Black and White

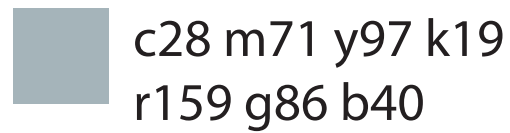
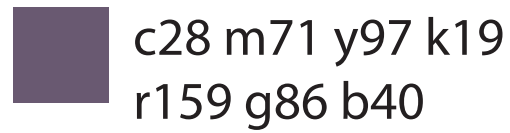
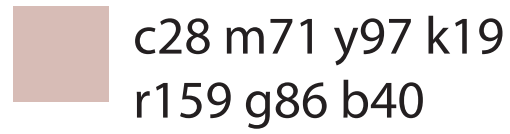
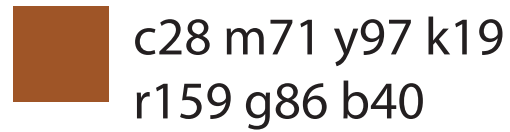


upper crust

- All Round Gothic
- Medium
- 50 pt

BAKERY

- All Capital Letters
- All Round Gothic
- Medium
- 30 pt

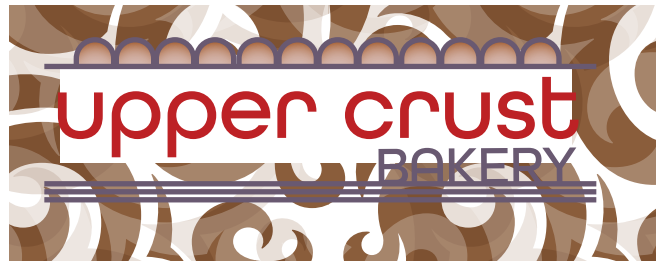




Placement - Never Vertical



Never On Background



Inverse - Black and White



Required - Components

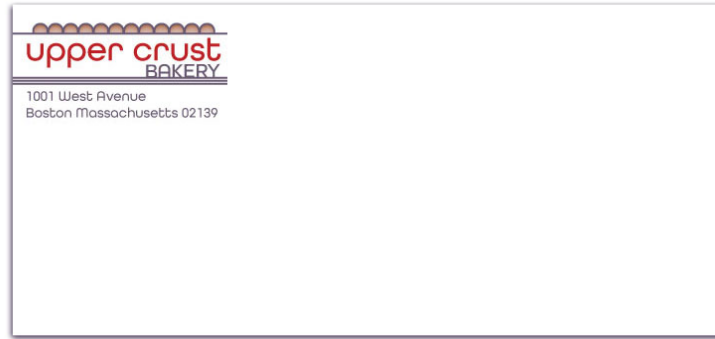


Awning and Brand Text Always Together

Gap Between Upper Crust and Bakery Tag Line
Never More Than the Width of Main Line



Bakery Tag-line and Crust Lines Always Together



The theme for the Upper Crust Bakery identity package is derived from a modern, light and airy perspective. Think of a delicate French pastry enjoyed in a modern upscale environment.

The colors are designed to capture the essence of a golden-brown croissant with subtle rich undertones. The repeating arch shapes align with the edges of a pie or small tart they also replicate the edge of the awning over the shop's window.

The font is modern with smooth curves and a substantial weight that is reflected in the baked good. Together the combined elements clearly establish the French modern aesthetic. Minimal content conveyed in easy to digest morsels, subtle yet direct.

When looking at each element the user will connect to the physical design of the bakery, an awning over the window and modern bakery where the baked goods are the key element.