



THE BAKERY SHOP

DONUTS

Here is where your branding guidelines
presentation begins

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TONE &
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INTRODUCTION

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god

“This is a quote. Words full of wisdom that someone important said and can make the reader get inspired.”

—SOMEONE FAMOUS



PERSONALITY



JUPITER

Jupiter is the biggest planet in our Solar System



VENUS

Venus has a beautiful name, but it's terribly hot



MARS

Despite being red, Mars is a cold place, not hot



MERCURY

Mercury is the closest planet to the Sun

LOGO



OUR EVOLUTION

2001



Despite being red, Mars is a cold place, not hot

2006



Jupiter the biggest planet in our Solar System

2019



Venus is the second planet from the Sun

LOGO CONCEPT



Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon. The planet's name has nothing to do with the liquid metal since it was named after the Roman messenger god, Mercury

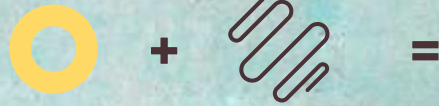
OUR CREATIVE PROCESS

STEP 1



Despite being red, Mars is a cold place, not hot

STEP 2



Jupiter the biggest planet in our Solar System

STEP 3



Venus is the second planet from the Sun

BRAND CONSTRUCTION

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon



DIMENSIONS

PRINT

Offset/
Serigraphy



DIGITAL

Web/Video



Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon

DOS



Here you can describe the correct uses of your logo

Here you can describe the correct uses of your logo

Here you can describe the correct uses of your logo

Here you can describe the correct uses of your logo

DON'TS

Here you can describe the incorrect uses
of your logo

Here you can describe the incorrect uses
of your logo

Here you can describe the incorrect uses
of your logo

Here you can describe the incorrect uses
of your logo



COLOR STANDARDS

#f65d67

R: 246, G: 93, B: 103
C: 0, M: 83, Y: 51, K: 0

#273857

R: 255, G: 217, B: 102
C: 4, M: 20, Y: 70, K: 0



#77ddd6

R: 119, G: 221, B: 214
C: 55, M: 0, Y: 28, K: 0

#4a3135

R: 74, G: 49, B: 53
C: 71, M: 84, Y: 67, K: 38

COLOR GUIDELINES





**A picture is worth
a thousand words**

ICONOGRAPHY



IMAGE GUIDELINES



Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon

BRAND VOICE

TONE

Mercury is the closest planet to the Sun and the smallest one in our Solar System. Its name has nothing to do with the liquid metal



CHARACTER

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot and its atmosphere is very poisonous



OUR TAGLINE

**A DONUT IN THE
HAND IS WORTH
TWO IN THE BUSH**

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury—and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon

RESOURCES

Did you like the resources on this template? Get them for free at our other websites.

IMAGES & PSD

- Flat lay composition of tasty donuts
- Flat lay composition of tasty donuts
- Flat lay composition of tasty donuts
- Overhead view of various fresh donuts forming circular frame
- Flat lay donut composition with copyspace
- Flat lay donut composition with copyspace
- Flat lay composition of tasty donuts

VECTORS

- Bakery
- Flat food dish collection Free Vector
- Flat bakery logos Free Vector