



Digital Logo Guidelines

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This document contains a guide for Cupcake by Design identity system. Make sure to follow the rules to keep brand consistency.

The guide helps you with all elements - logo, colors, typeface, etc - in order to keep consistency in all materials.

You should reference the document often to become an expert when it comes to using Cupcake by Design identity elements.

Logo Lockup

This is the official Cupcake by Design logotype in both options. They can both be used interchangeable for varying applications.



Logo Colors

Cupcake by Design logo can be used in its monochromatic form, working in positive and negative backgrounds.



Logo Lockup

This is the official Cupcake by Design logotype in the color options. They can both be used interchangeably for varying applications.



Whitespace

The whitespace around the brand elements is extremely important. It helps to keep things clean and professional.

The minimum whitespace around the elements is equivalent to half of the mark size. Keep in mind this is the minimum - the more the better, always.



Minimum Size

Specially for readability, scale needs to have special attention.

Do not use brand elements below the following pixel values.

Mark



20px

Lock-ups



60px

Color Palette

These are the primary and complementary colors of the brand.

Make sure to always use these exact color codes, either for screens or prints.



Hex	#2A2E30	#ED9EC4	#CCCCCC
RGB	42, 46, 48	237, 158, 196	204, 204, 204
CMYK	73, 64, 62, 62	3, 46, 0, 0	19, 15, 16, 0
Pantone	426	189	427

Typography

The complementary typefaces for Cupcake by Design brand identity are Merriweather and Inter.

To represent the brand voice, make sure to use only these typefaces.

Merriweather

Regular

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
&@£\$%[]!?*°

Inter

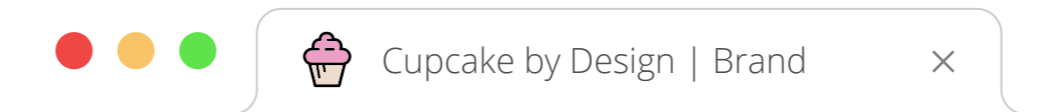
Regular

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
&@£\$%[]!?*°

Favicon

The most appropriate version to use as favicon is the bouquet icon from the mark, since it's one of the official marks.



General Information

This document is the ultimate guide to use Cupcake by Design brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent. If ever in doubt, please refer back to this document.

It's recommended to share this guide with anyone responsible to use the brand elements in any way.

