



Petals and Pastries
Bloom with Every Bite

Visual Identity and Branding Guidelines

Brand Overview

Brand Positioning Statement

For Atlanta women who value sustainability and plant-based treats, Petals and Pastries is the only local bakery that provides exactly what they're looking for: vegan pastries and baked goods, locally-grown flowers and produce, and essential baking ingredients — all crafted with people and the planet in mind.

Target Audience

Our business, located in Atlanta, Georgia, caters to locals looking for sweets that are sustainable and natural. This includes those with processed goods or gluten intolerances, vegans, vegetarians and climate-conscious consumers. Within these sects, our primary audience is young and middle-aged politically left-leaning women.

Brand Values and Mission

At Petals and Pastries, we're on a mission to make plant-based living delicious, beautiful and accessible. Our handcrafted pastries and baked goods are vegan and use sustainable, locally-sourced ingredients. The items we sell in our shop support local makers and are ethically-sourced. With every bite, we aim to nourish the body, delight the senses, and care for the planet.

Brand Personality

Our core values are sustainability, craftsmanship, community and compassion. We care about making pastries that not only taste good but make your body feel good. Our brand is environmentally and ethically focused, elegant yet accessible, friendly, inviting, calming, fun and bright.

Our Competitors

Although Petals & Pastries fulfills a unique niche, it is important to recognize and understand other brands our target audience may already be frequenting.

Little Tart

Little Tart is an Atlanta bakery that focuses on locally-sourced ingredients in its pastries and coffees. It sells its products regularly at farmers' markets and works with local artisans, farmers and businesses to secure quality ingredients.

Flour + Time

Flour + Time is a fully vegan bakery and coffee shop located in Atlanta. The company boasts of its allergy-friendly options, its remote-work-friendly indoor seating area and its dog-friendly outdoor patio. The business sells its wide variety of baked goods at farmers' markets regularly.

Dulce Vegan Bakery and Cafe

Dulce Vegan is an organic vegan cafe, coffee shop and bakery that focuses on creating a welcoming and inclusive environment to people of all backgrounds. The business largely focuses on creating and selling cakes.

Distinguishing Ourselves

In order to differentiate ourselves in the vegan bakery space, Petals & Pastries must focus on being the best we can be. This entails creating beautiful, delicious and high-quality treats that outshine those of our competitors. We stand out because we provide not only baked goods but flowers and ingredients, too. Petals & Pastries will serve as a welcoming, comfortable and accessible space that customers in the area return to time and again.

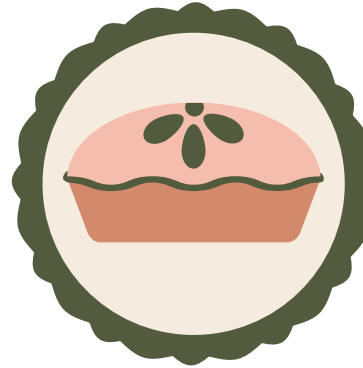
Logos

The next few pages describe proper usage and applications of the Petals and Pastries logos. Our logo is custom-designed and should not be changed in terms of colors, typefaces, or overall design. Only approved Petals and Pastries logos, patterns and designs may be used in official branding materials. Do not attempt to alter or recreate the logo in any way.

Use the PNG vector of the logo whenever possible at a minimum of 300 DPI for printed materials and 72 DPI for digital materials. You may also use JPG, JPEG or TIFF versions of the logo.

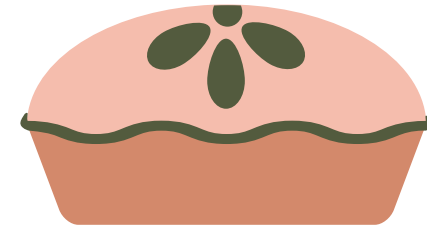
The vertical version of the logo should be used whenever possible. If space does not allow it, you may use the horizontal version. The stand-alone icon is to be used as a complement on materials that already contain the full vertical or horizontal logo.

Vertical

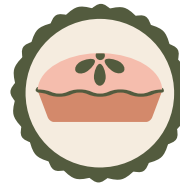


Petals and Pastries
Bloom with Every Bite

Stand-Alone Icon



Horizontal



Petals and Pastries
Bloom with Every Bite

Logo Sizing

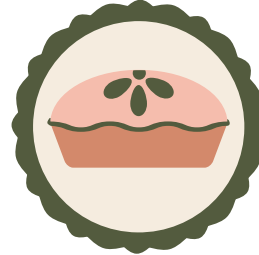
Never make the logos smaller than the minimum specifications shown here. Specifications are designed to keep text legible and imagery distinguishable.

Sizing Restrictions

Minimum size for print applications, shown here, keeps text at a minimum of 8 pts.

Minimum size for digital applications keeps text at a minimum of 10 pts. In cases where it is difficult to fit the larger vertical logo on digital applications, the stand-alone logo may be relied upon more heavily.

Print Applications



Petals and Pastries
Bloom with Every Bite

1.45 x 1.67 in.
8.05 x 10.06 picas



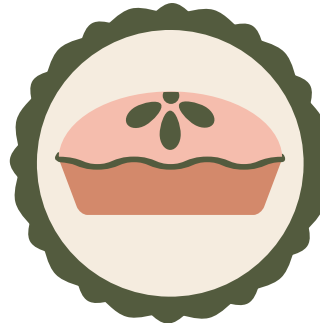
Petals and Pastries
Bloom with Every Bite

2.06 x 0.4 in.
12.38 x 2.41 picas



0.65 x 0.38 in.
3.9 x 2.77 picas

Digital Applications



Petals and Pastries
Bloom with Every Bite

1.83 x 2.11 in.
131.76 x 152.35 px



Petals and Pastries
Bloom with Every Bite

2.46 x 0.47 in.
177.12 x 34.48 px



0.78 x 0.46 in.
56.4 x 33.2 px

Spacing Requirements

There must be an area of space around each logo to ensure clear hierarchy and prevent visual clutter. The width and height of this space should be equal to the height of a capital M in the same size typeface as the business name used in the logo.

This is the case for all logo applications.



Improper Logo Use

The logo should be treated as a singular object that remains unaltered in color, shape, and typography.



Do not recolor any logo element



Do not violate min. size requirements



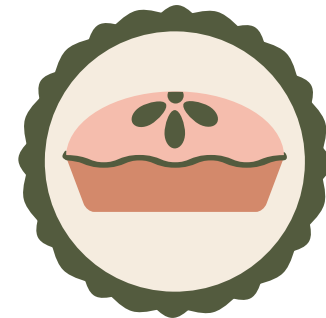
Do not alter or remove logo elements

Petals & Pastries



Bloom with Every Bite

Do not change logo element orientations or “and” to “&”



Petals & Pastries

Bloom with Every Bite

Do not change or swap fonts used in the logo or “and” to “&”



Petals and Pastries
Bloom with Every Bite

Do not change text colors or violate digital accessibility

Typography

These fonts are to be used for all operational assets, including slidehows, business cards, merchandise, or packaging.

Fonts used are Wreath Medium, Bouba Round Variable Regular, and Bouba Round Variable Italic. Wreath is to be used for headings, Bouba Round Variable Italic for Subheadings, and Bouba Round Variable Regular for all copy and smaller text. These fonts may be easily obtained from Adobe Fonts.

Typographic Hierarchy

Use the following type hierarchy as a guide in your layouts to ensure consistent design across all Petals and Pastries assets. Sizing is up to the designer, but ensure the heading font is larger and dominant. Text and background may vary in color but should adhere to digital accessibility guidelines. Body copy should be no smaller than 8 pt for print and 10 pt for digital.

Wreath Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bouba Round Variable Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bouba Round Variable Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is a headline

And this is a subhead.

If you have body copy, it should be smaller in comparison. Make sure your text is legible and inconspicuous to allow the message, not the typography, to stand out.

Color Palette

The colors provided here are the only ones allowed in brand designs to ensure brand consistency across the board. The appropriate formulas and codes are listed below each color.

Primary colors should represent the majority of your design, with secondary colors used for additional visual interest. Use your best judgement and adhere to accessibility guidelines when using color combinations for text and backgrounds.

Elements in these colors may be overlaid on patterns (to follow on next page) as long as the elements are clearly visible and remain unobscured.

Primary Colors



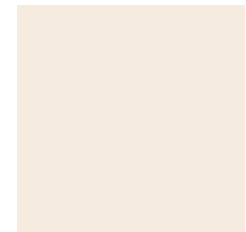
RGB: 83 91 63
CMYK: 62 46 78 34
HEX: #535B3F



RGB: 210 136 108
CMYK: 16 53 59 1
HEX: #D2886C



RGB: 243 189 173
CMYK: 2 29 27 0
HEX: #F3BDAD



RGB: 243 234 222
CMYK: 4 6 11 0
HEX: #F3EADE

Secondary Colors



RGB: 151 169 110
CMYK: 44 21 69 1
HEX: #97A96E



RGB: 106 67 68
CMYK: 45 71 60 37
HEX: #6A4344



RGB: 246 189 70
CMYK: 3 27 84 0
HEX: #F6BD46

Patterns

The patterns provided here may be used on all assets, including business cards, merchandise, packaging supplies and more. Colors are not to be altered within the given patterns, but you may change the size at your discretion.

Patterns may be overlaid on solid-colored backgrounds in brand colors, but use your best judgement for color combinations.

Elements may be placed on top of the patterns, provided that the patterns do not obscure the clarity of those elements. Opacity on the patterns will likely need to be turned down to 50% or below to ensure legibility, but designers may use their discretion.

