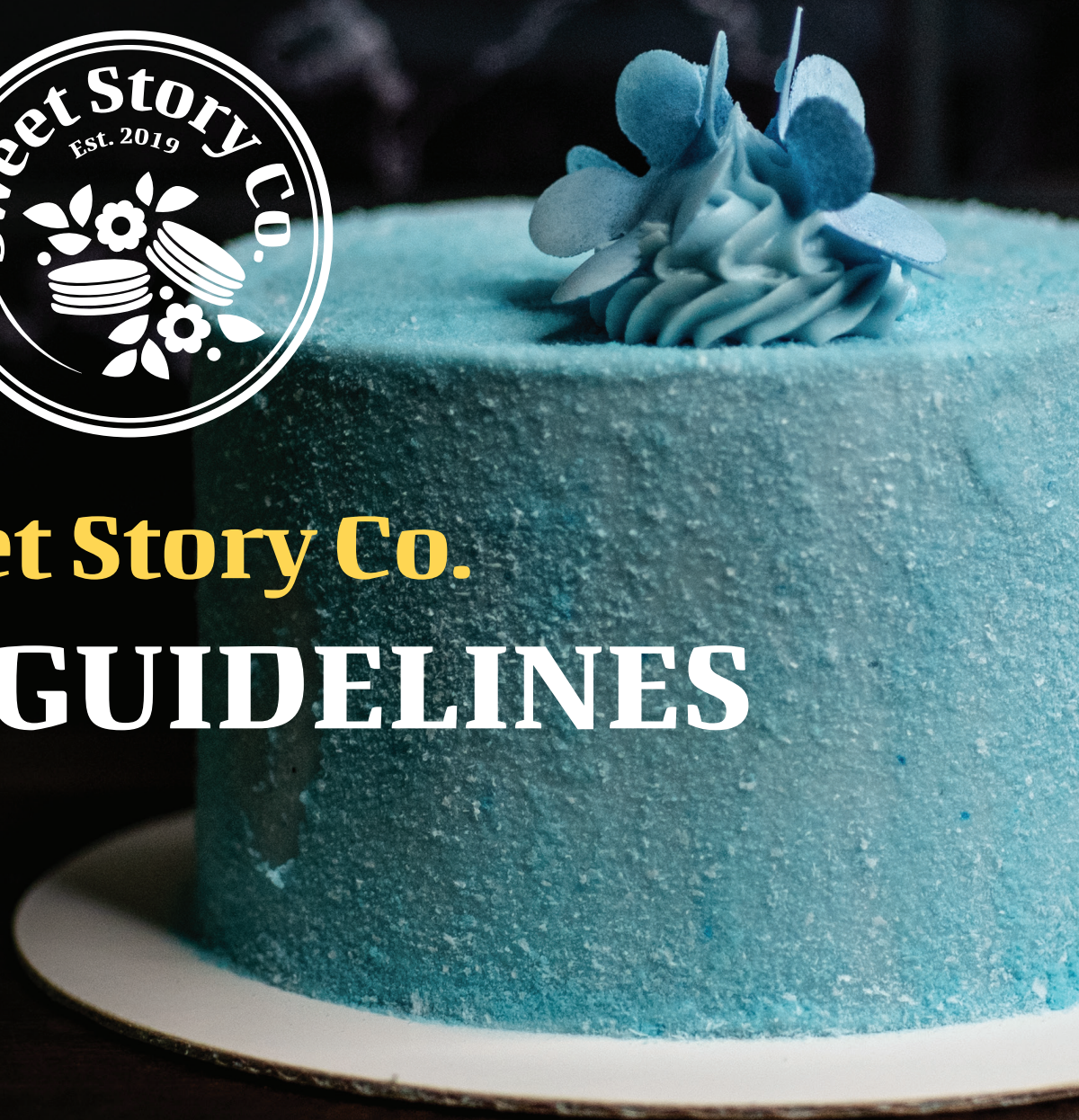




Sweet Story Co.

BRAND GUIDELINES



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ABOUT US

At Sweet Story Company, our mission is to be more than just a local bakery - we are a bridge that connects our community to the rich tapestry of Latin American culture through the universal language of food.

We specialize in delicious home-baked goods with a Latin American flare. The traditional items we make are custom cakes, cupcakes, gourmet cookies, and other pastries. Our Latin American pastries are alfajores, pastelitos, sweet empanadas, gourmet conchas, cupcake conchas, and many more. We are most known for our French macarons, alfajores, and conchas.

Guided by our passion, integrity, and the spirit of sharing, we strive to curate a warm and welcoming environment where people from all walks of life can gather, converse, and create memories.

By offering a taste of Latin America's culinary treasures, we aim to foster cultural appreciation, enrich lives, and build bridges that strengthen the bonds of our diverse community.



PRIMARY LOGO

The logo for "Sweet Story Co." reflects an aesthetic reminiscent of Latin art through its use of vibrant, earthy tones and organic, floral motifs. The red, yellow, and green color scheme is often seen in traditional Latin American artwork, evoking warmth, joy, and a connection to nature. The circular arrangement of flowers and leaves around stylized macarons creates a sense of rhythm and balance, similar to the symmetrical, decorative patterns found in Latin folk art. The rounded, stylized typography adds a handcrafted feel, emphasizing authenticity and tradition, which aligns with Latin American values of community, family, and heritage in food culture.

This logo conveys a sense of joy and tradition that resonates with the storytelling aspect of Latin cuisine, where food is a means of sharing culture and history.



The "Sweet Story Co." logo is designed in a clean, versatile style that makes it ideal for use across various applications, such as social media, packaging labels, website and promotional materials.

The combination of stylized text and iconography in this logo strikes a balance that emphasizes both the brand name and the imagery associated with the bakery. The typeface is bold yet rounded, which aligns with modern aesthetics and ensures readability on digital screens.



LOGO COLOR VARIATIONS

While using any design, there are some basic and logical rules to follow. These are the foundations for monochrome backdrops, graphics, or video.

The floral and macaron imagery are distinctive but straightforward, allowing consumers to quickly associate these visuals with Sweet Story Co. This helps build brand recognition across platforms and in physical spaces, like product displays or in-store signage.

Due to its minimalist design, this logo can be easily converted into a monochrome or single-color variant, which is often required for packaging, embossing, and digital media formats with color limitations.





DO'S & DON'TS

To maintain the integrity and effectiveness of the "Sweet Story Co." logo, here are some key ways it should not be used.



Do Not Stretch or Distort the Logo. Altering the logo's proportions by stretching it horizontally or vertically will disrupt its balanced design and make it look unprofessional. Always maintain the original aspect ratio.



Do Not Change the Colors. The logo's color palette is an essential part of its brand identity. Changing the colors, even slightly, can weaken brand recognition. Use only the approved color variations (such as monochrome if permitted) as intended.



Do Not Rotate or Tilt the Logo. The logo should remain upright and centered. Tilting or rotating it disrupts its stability and professionalism and can make it look unaligned or awkward in different formats.



Do Not Add Drop Shadows or Effects. Adding shadows, glows, or other effects can detract from the logo's clean, flat design and make it appear cluttered. It's best to keep the logo simple and straightforward.



DO'S & DON'TS

Do Not Use on Busy Backgrounds. Placing the logo over a busy or highly patterned background will make it difficult to see and can compromise legibility. Always ensure there's enough contrast or use a solid background for clarity.

Do



Don't





ICON, FAVICON & ICON COLOR VARIATIONS

Icons play a vital role in creating a cohesive and recognizable brand identity.

Standard Sizing

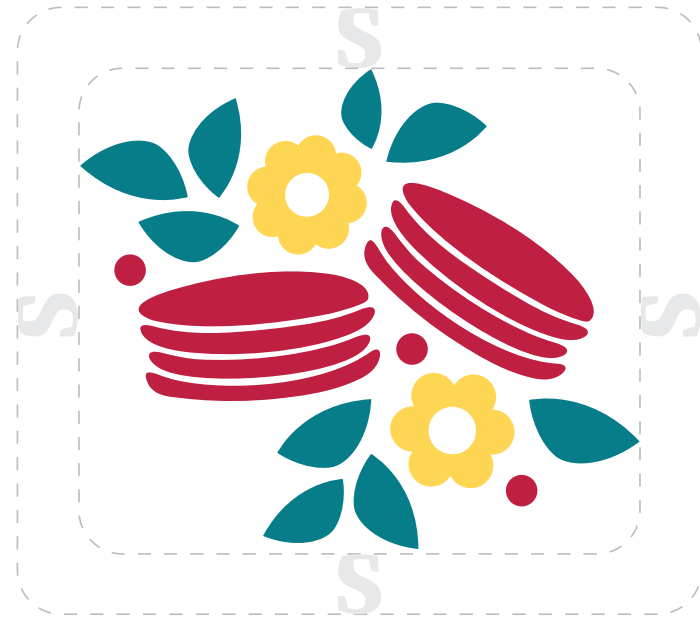
- Icon Sizes: 16 x 16px to 24 x 24px
- Favicon Size: 16 x 16px to 24 x 24px
- Business Cards 0.75in x 0.75in

File Formats

JPG best used for web.

PNG best used for web and select printing.

TIFF, EPS best used for print.





PRIMARY COLOR

The primary brand colors refer to the primary and consistent colors utilized in all publications, signage, graphics, and other materials.

Being essential to the visual identity of the brand, primary brand colors are rarely altered.

PANTONE 7713 C

CMYK 100%, 9%, 0%, 46%

RGB 0, 125, 138

HEX #007D8A



COLOR PALETTE + APPLICATION

Color For Print

CMYK colors work best when printing. It is advised to use the Pantone Matching System (PMS) spot colors when printing in large quantities with few colors.

Color For Web

It is advised to use RGB or HEX color values when using them on the web. However, keep in mind that different computers and devices may display colors differently due to uneven monitor color calibration.

PANTONE	7713 C
CMYK	100%, 9%, 0%, 46%
RGB	0, 125, 138
HEX	#007D8A

PANTONE	121 C
CMYK	0%, 15%, 66%, 1%
RGB	253, 215, 87
HEX	#FDD757

PANTONE	193 C
CMYK	0%, 84%, 66%, 25%
RGB	192, 31, 65
HEX	#C01F41

PANTONE	WHITE
CMYK	0%, 0%, 0%, 0%
RGB	255, 255, 255
HEX	#FFFFFF



TYPOGRAPHY

The **Quador Display Bold** font is in the logo. It can also be used for headlines, and latglines.

Quador Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910

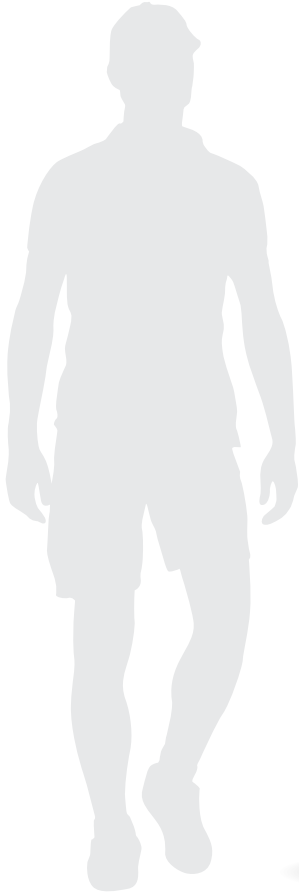


BRAND IDENTITY





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