

Pursuit
OF
Pastry

LOGO SYSTEM

PRIMARY LOGO

Pursuit
OF
Pastry
WE DREAM IN SPRINKLES

HORIZONTAL LOGO

Pursuit OF Pastry
WE DREAM IN SPRINKLES

HORIZONTAL LOGO (NO TAGLINE)

Pursuit OF Pastry

PRIMARY MARK



SECONDARY MARK



LOGO GUIDELINES

YOUR LOGO

Created with a custom handdrawn script and our beloved tagline on a curve, the Pursuit of Pastry logo was designed to feel fun and warm while calling back to the piped icing that bakeries are known for.

The Pursuit of Pastry logo system should never be stretched, squeezed, rotated, reversed, or placed on a color or background that reduces legibility or recognizability. Similarly, none of the logos or marks should be sized too small, where legibility becomes an issue.

Primary Logo

The primary logo should be used whenever possible. It consists of the stacked Pursuit of

Pastry and the PoP tagline on a curve in our complimentary sans serif typeface.

Horizontal Logos

The horizontal logo is available in two versions — one with the tagline and one without. They can be used when occasions arise where one is better suited for the particular space. For example a website navigation or branded pen.

Logo Marks

The logo marks are versions of the PoP logo that should ideally be used only when the full logo or full name is present on the branded piece. The secondary mark is the perfect piece for a profile photo. These marks can also be used as graphic elements to enhance the brand.



Clear Space

CLEAR SPACE

The PoP logo should always shine — that's why we make sure to always have plenty of clear space around it. Blank space equal to the height of the tagline curve should border the logo mark on all four sides.

COLOR PALETTE

Bubblegum
PMS 708
#FB91A3
CMYK 0 54 18 0
RGB 251 145 163

Cotton Candy
PMS 503
#E9C4C6
CMYK 7 25 13 0
RGB 233 196 198

Sprinkled
PMS 7698
#3F738D
CMYK 79 47 32 6
RGB 63 115 141

Baker's Dozen Blue
PMS 3035
#003E52
CMYK 100 67 48 38
RGB 0 62 82

Pursuit Teal
PMS 563
#65BAAF
CMYK 60 6 36 0
RGB 101 186 175

COLOR GUIDELINES

The PoP color palette is made up of pinks and blues, plus our favorite color in the form of the Pursuit Teal.

Our colors are designed to let the PoP brand shine across all mediums—digital and print. Meant to evoke the feeling you get when walking into a bakery, and the fun of the brand, our pinks and blues work beautifully together. With two pinks and two blues, each shade was chosen to enhance the other while complimenting the rest of the palette's colors.

Bubblegum, Cotton Candy, Sprinkled, and Baker's Dozen Blue are used primarily, with Pursuit Teal providing a pop and a nod to the beloved teal box our clients love.

TYPOGRAPHY

PRIMARY TITLE

Sofia Pro
Weight: Black

Secondary Title

Sofia Pro
Weight: Semi Bold

TITLE ACCENT

Catalpa
Weight: Ultrablack

SUBTITLE

Sofia Pro
Weight: Black
All Caps, 200 Tracking

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris laoreet quam id erat pharetra, sit amet blandit metus lobortis. Aliquam sagittis nulla quis diam imperdiet, id dapibus nisl hendrerit. Praesent pellentesque nulla in luctus tempus. Vestibulum et magna in sem rutrum.

Sofia Pro
Weight: Regular

Aa Aa

PRIMARY TYPEFACE

Pursuit of Pastry's primary typeface is the Sofia Pro family. Using Black and Bold for our titles, Sofia Pro provides an geometric and clean vehicle for our messaging and pays tribute to the typeface of the logo system. The Sofia family is made up of a number of weights that can be utilized as needed in addition to Black and Bold.

The Black weight is used in all caps and tracked out for subtitles, taking advantage of the clean and sharp letter forms of the typeface and mimicking the tagline style in the primary logo.

SECONDARY TYPEFACE

The secondary typeface in the Pursuit of Pastry brand is Catalpa. Designed for an overwhleming headline and inspired by wood type, we use Catalpa in the Ultrablack weight only.

Chunky and bold in all the best ways, Catalpa contrasts beautifully with the geometric, refined shapes of our primary typeface.

Use Catalpa to emphasize a particular word, or in small amounts in a branded piece.

iced
**SUGAR
COOKIES**

LET'S EAT
CAKE

BREADS & DESSERTS

Baked with love &
a French flair.

GOOD STUFF IS INSIDE

GOOD STUFF IS INSIDE

GOOD STUFF IS INSIDE

GOOD STUFF IS INSIDE

GOOD STUFF IS INSIDE

BRAND ELEMENTS



SPRINKLE CIRCLE

PoP's tagline can be featured on its own on a branded piece in a version of our primary mark. "We dream in sprinkles" sits on a curved path, connected with a partial circle. This can be featured as a whole mark, or as an element extending off the page or behind an object.

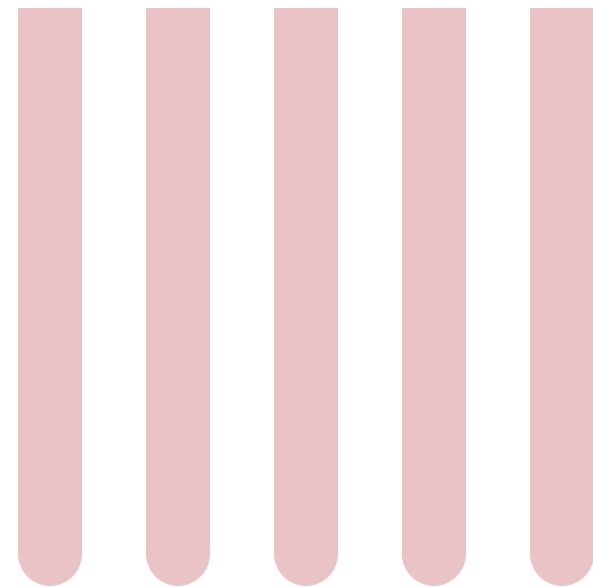
As an additional brand element, the tagline can be changed out for different text and used in a similar way.



PIPING

Reminiscent of the curve of the tagline in PoP's primary logo and primary mark, our piping element provides another textual detail.

Use it with a saying, phrase, or repeated word. You can repeat the element itself throughout a piece, too!



STRIPES

As a nod to the pink striped awnings in the Pursuit bakery, this simple, modern, and geometric representation of an awning can be used as a graphic element for the PoP brand.

The long, straight light pink and white stripes provide a playful yet fairly neutral background for the PoP logo or text to shine on top of.



THE AWNING

In addition to our simple stripes, the awning provides another piece of the PoP brand, more representative of the shape an actual awning.

Use as one color or alternating pinks and white as an element. Use it to hover over a word or as an element on your piece.



SPRINKLES

An ode to our tagline and our favorite part of baking — SPRINKLES! These sprinkles are silhouetted and stylized to look like real sprinkles but come as a vector for ease of use.

They feature shades of our brand colors to work perfectly with our brand elements, and can be used facing up or down. Individual sprinkles can also be used on their own — without the pile.



ICING SCRIPT

In addition to our two typefaces, the PoP brand comes with a handful of core words in a script that matches our logo system.

These script words should be used sparingly and paired with one or both of our brand typefaces to create an impact.

PHOTOGRAPHY STYLE

HANDS, HANDS, HANDS

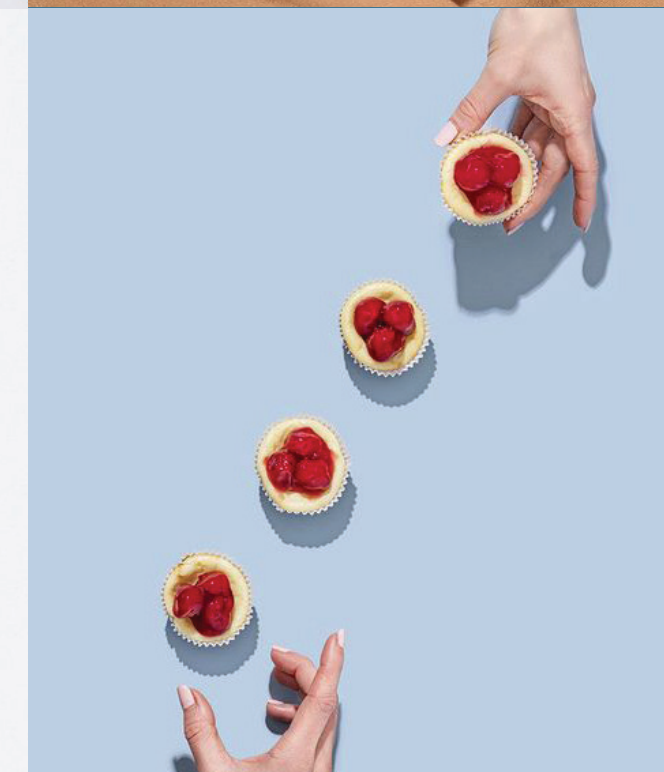
The photography style for Pursuit of Pastry is all about the treats and the hands that pick them up. Utilizing only product, hands, and occasional body backgrounds, this photography style is meant to be easy and simple to snap a pic in the bakery — no faces needed!

Use one hand, or many, and make sure that nails are clean and properly manicured (with or without nailpolish!) Jewelry is also recommended

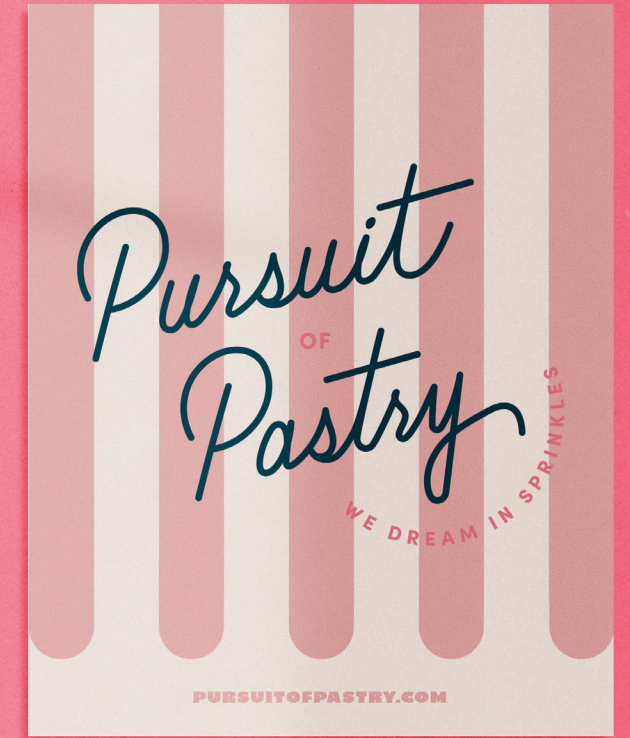
to be removed as it creates a better flow in the picture and keeps the focus on the product.

Make sure photos are clear, focused, and bright! This will really enhance the deliciousness of the product.

One last note — have fun! Coat your hand in the sprinkles that are on top of that donut, take a bite out of that cupcake, crumple up that cookie and have it spilling out of your hand.



BRAND EXAMPLES







WE DREAM IN SPRINKLES