

# STYLE GUIDE

f UPPERCRUSTBAKERY

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UPPERCRUSTBAKES

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## UPPER CRUST BAKERY

BRAND REVISION  
2023



# BRAND IDENTITY

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## COMPANY HISTORY

The Upper Crust Bakery has been in business since 2011. Having moved to a new, posh location in their hometown of Paris, the chain needed a new logo design image fitting of its new space. The company is well known for its bakery items (breads, muffins, and desserts), and has been a bread design winner for the last five years straight. Upper Crust bakes its items fresh daily using local products, and prides itself on its fresh, wholesome ingredients. Its clean, modern locations, invite its clientele to come in, enjoy their mouth-watering temptations, and stay a little while.

When you walk into the Upper Crust, the smell of our fresh baked breads, muffins, and pastries fills the air. We have pride in our products and have passed down our recipes through the generations from our home country of France. When you are enjoying Upper Crust, we want you to feel the essence of Paris, and send your taste buds on a journey with one of our award winning breads! We want our clients to be immersed in our passion and feel like family.

## VISION

The owners take pride in their community, striving to provide a creative space with gourmet drinks, tantalizing baked goods, and modern Parisian flare.

## DEMOGRAPHIC & RATIONALE

Upper Crust Bakery needed a newer, modern logo to represent their growing brand. They have been making award-winning breads for 12 years and wanted a fresh, new look to compete with their industry competition. They have an taste for wholesome, quality products, and their branding needed to reflect that same palette.

The company wanted a color scheme to both illustrate their prized breads, as well as a bit of their heritage. The color swatches feature a dark, a medium, and a lighter warm brown, as well as a patriotic red, white, and blue.

The curves of the slice of bread, feature sharper angles, but also showcase clever, angled asymmetry. The bread slice is slightly turned, just as if it was laying, toasted on a plate and ready to enjoy. The topping "smear" is ribbon-like, and highlights the word "bakery." The letters of "Upper Crust" are hand-drawn, easing from one into the next, and help to correct the angle of the bread slice, creating balance and symmetry for the eye, in the overall design. The logo is careful to not forget to highlight the wholesome ingredients, shown in the grains, that have made Upper Crust Bakery a fan-favorite for many years.

The Futura PT font family was chosen for its ability to mimic, and coordinate, with the curves of "Upper Crust." It is clean, easy to read, has a natural bolder appearance, and does not compete with the handmade lettering.

# COLORS

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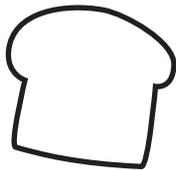
## PALETTE

The approved color palette for Upper Crust Bakery is listed below. For these hex values, opacity may be reduced, as needed. Tint may also be reduced for each color. Additional colors need approval before using.



 Use ONLY approved colors for logo & text.

## PANTONE SWATCHES



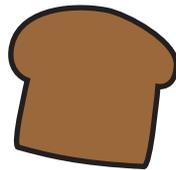
### SUGAR

#FFFFFF  
255, 255, 255  
0, 0, 0, 0



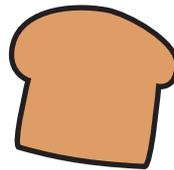
### DARK COCOA

#54371C  
84, 55, 28  
46, 67, 89, 54



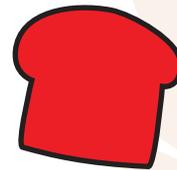
### RYE

#99683C  
153, 104, 60  
33, 58, 83, 18



### BAGEL

#DD9D68  
221, 157, 104  
12, 42, 65, 0



### LOVE

#F04D5A  
240, 77, 90  
0, 86, 59, 0



### PATRIOT

#5590CC  
85, 144, 204  
67, 35, 0, 0

# TYPOGRAPHY



## FONT

The approved font family for Upper Crust Bakery is Futura PT. For these fonts, various style changes within the family may be approved, as needed. Adding stroke weights greater than 10% of the point font size requires prior approval. Use of fonts for company branded items outside the approved fonts is not allowed without prior permission.



 Use **ONLY** approved fonts for Upper Crust Bakery.

## FUTURA PT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

Futura PT  
Style:Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

Futura PT  
Style:Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

Futura PT  
Style:Heavy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

Futura PT  
Style:Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

Futura PT  
Style:ExtraBold

# APPROVED LOGOS

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## PRIMARY



COLOR



BLACK & WHITE

## TEXT-ONLY ALTERNATIVES



COLOR



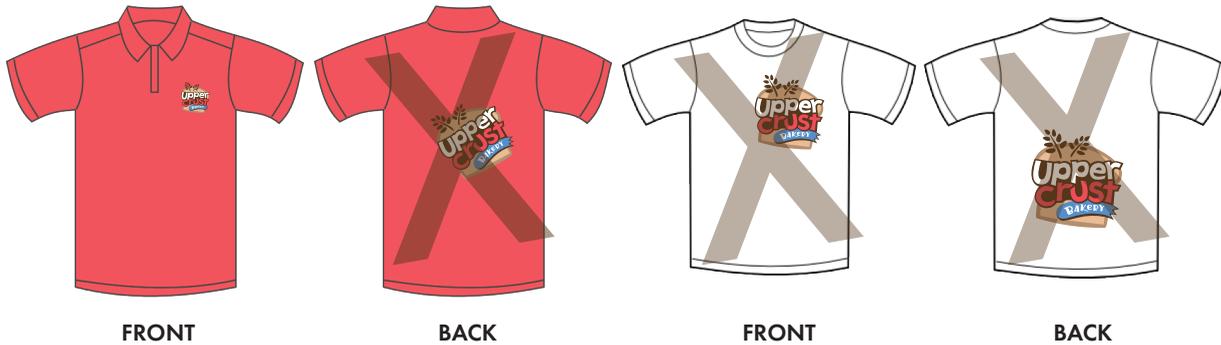
BLACK & WHITE

# USAGE RULES

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## EMPLOYEE SHIRTS



Employee shirts consist of polo style or tshirt, as shown. Logo should be added on front left chest area only.

## WHEAT WATERMARK



100%



20%

Opacity for the grains should be 100% or 20%.

## LOGO DIMENSIONS



Minimum width from all areas of the logo should be no less than 1/4".



Dimensions for logo should maintain height & width ratio, & remain proportional. The angle of the bread slice should be 352.23 degrees.