

Graphic Standards

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Kitten Koakes

Bakery

Made From Scratch



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Introduction

Kitten Kakes Bakery was founded on March 20th, by three sisters. Their names were Sam, Stevie, and Alex. They worked together to build up Kitten Kakes bakery, making it a successful bakery. Then, Sam and Stevie went back to school, with dreams of becoming a neurosurgeon and teacher. Alex kept working at the bakery, as it thrived.

Kitten Kakes Bakery is a place where anyone can come to relax, hang out, or have some cupcakes. We work hard to make this place as homy as can be. So we add furniture such as couches, TVs, tables. And our food adds to the cosiness.

Kitten Kakes Bakery is famous for its delectable treats. We spend time making each batch to perfection, before putting it on the rack for people to buy. We make almost all of our recipes ourselves. And the recipes we get from others, are reliable, loyal resources.

Kitten Kakes Bakery strives to make us your number one source for cupcakes, cookies, or even pies. And we hope to see you coming through our doors soon!



Glossary

Opacity- the state or quality of being opaque.

Opaque- not transparent or translucent; impenetrable to light; not allowing light to pass through.

Logotype- a graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition.

Font- A type of style for online writing.

Color- the quality of an object or substance with respect to light reflected by the object, usually determined visually by measurement of hue, saturation, and brightness of the reflected light; saturation or chroma; hue.

Glossary- a list of terms in a special subject, field, or area of usage, with accompanying definitions.

Envelope- a flat paper container, as for a letter or thin package, usually having a gummed flap or other means of closure.

Mug- a drinking cup, usually cylindrical in shape, having a handle, and often of a heavy substance, as earthenware.

Boredom- the state of being bored; tedium; ennui.

Crap- Contrast, Repitition, Allignment, Proximity



Logo, Logotype

When I was designing my logo, the tail wasn't my first choice. It was something I had come up with to fill the space, so I made it up quickly and scribbled something down. When I showed my teacher my designs, he chose that one as his favorite, and gave suggestions. I tried drawing it again, and I was way more satisfied with it than before. It was then I decided to use that for my logo.

When I first made it, I was keeping in mind to make it catlike. I thought the tail could be cool to include, but I wasn't sure how to position it. I eventually came up with the idea of it curling around the word bakery, which my teacher told me to make bigger and bolder. I then applied all the type and admired my work.

I then began to draw it on the computer, remembering that it was still a cat tail, and put in bright colors to attract attention. Then I chose a happy, flowy font. I used it on the words 'kitten kakes bakery,' and 'made from scratch.' It was finally done.



Use of Space

The logo would be printed on any document looking like this. There is always supposed to be at least a .25 in. gap between it and any other item printed. It should not be tilted in any sort of way. Just right-side up. No alterations should be made to the logo without direct permission. The file may only be printed by those who have access.



Typography

When I was looking for my font, I knew I wanted something flowy. I had gone onto DaFont.com and searched in different categories to decide what I wanted. I soon came across *Airplanes in the Night Sky* and knew that it was the one I wanted. For the word Bakery, I needed something bold. So I was testing out different fonts, until I found Perputa.

Airplanes in the Night Sky
ZYXWVUTSRQPOMNLKJIHGFEDCBA
zyxwvutsrqpomnlkjihgfedcba
0987654321

Perputa

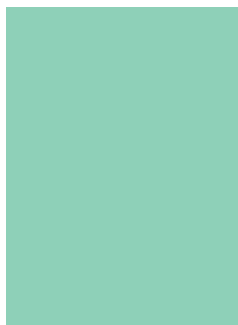
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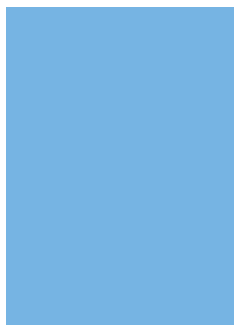
0987654321

Color

When picking my colors, I wanted something pretty, but not girly. I decided that the color scheme would be cool colors, like blue and green. I looked through the different colors to find something bright and attractive, while keeping to the blues. I settled on a green tail with a blue outline, and with all the words typed in a blue. Bakery was the darkest blue, and 'Kitten Kakes' and 'Made from Scratch' in a lighter. Bakery was also outlined in black.



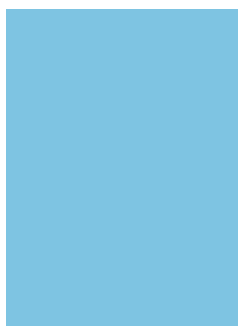
C-43.92
M-0
Y-34
K-0



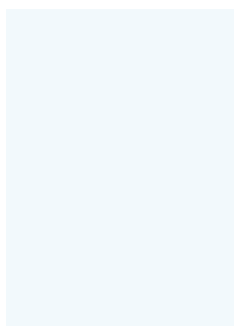
C-51
M-16
Y-0
K-0



C-71
M-37
Y-0
K-21



C-41
M-0
Y-0
K-10



C-6
M-0
Y-0
K-0



C-0
M-0
Y-0
K-100

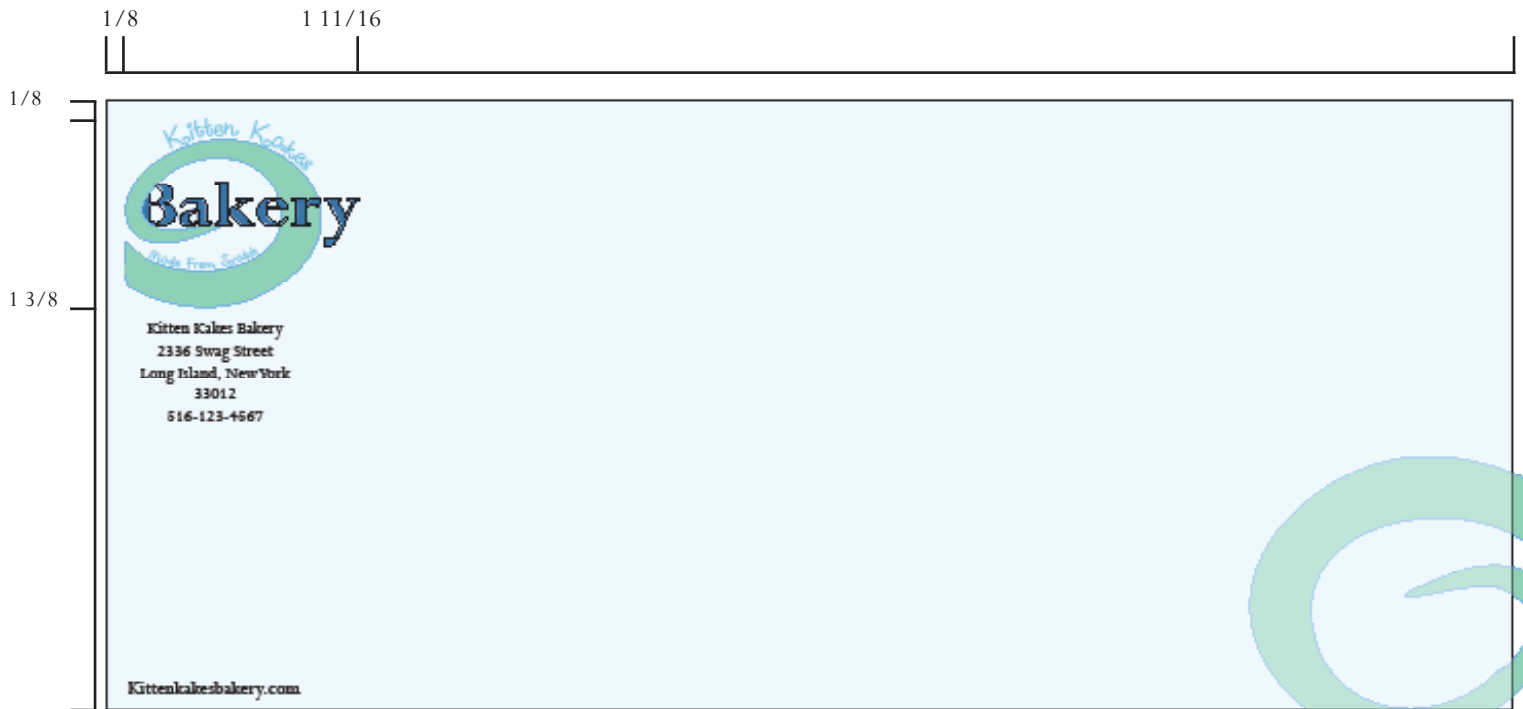
Business Card

This is our business card. It is about 2.5 inches wide, and 1 inch tall. It can be printed in one of three colors, light blue, yellow, and purple. The tail in the corner would be, again, cut off by the black line. The writing would be in Perputa.



Envelope

This is my envelope. It would normally be about 5 inches wide, and 2 inches tall. The parts of the tail that is cut off by the black line, would not be printed. The color of the envelope would be a very light blue. (C-6 M-0 Y-0 K-0) The writing would be printed in Perputa.



Letterhead

This is our letterhead. Like the envelope, it has a very light blue background. The edges of the tail would also be cut off by the black line. Our information would be on the bottom. The writing is printed in Perputa.



Mug

This is another one of our products. A mug. It is about 4 inches tall, and made of glass. This is the front design, and the black looks just the same, without the logo. If you bring the mug to a bakery, we can serve you our drinks in it. Just ask. It has a comfortable handle-grip, and costs only 5.99\$.

