

Graphic Standards

Bake-A-Cake Bakery



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Introduction



Bake-A-Cake Bakery is a family owned business. We make cakes and you also can come in and pay us to come in and make your own. When you come in and pay us, also get to use all of our hightech materials. My company has a good environment. Our company is in downtown Eugene Oregon. There is a lot of people walking around everyday. We built it there because we thought since there is a whole bunch of people walking more people would come in. It is a place where you can relax and put all of your stress into the cake. The furniture is only in the break room but it is comfortable.

LOGO



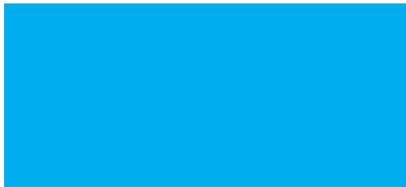
Our logo represents a cake from our company. I made my logo a cake because my company is Bake-A-Cake Bakery so, we made it a cake that has the name of the company on the logo. I picked the colors because I thought they would go good with the cake. I put nine candles on my cake because that is the age of one of my little brothers that I love a lot. I'm the best at making cakes in my family.

COLORS

I chose these colors because i thought they would go good with the cake. These colors are the colors of my logo. There probably more colors because of different flavors of cakes.



C=0 M=80 Y=95 K=0



C=100 M=0 Y=0 K=0



C=75 M=5 Y=100 K=0



C=0 M=0 Y=0 K=100

TYPOGRAPHY



A Year Without Rain
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

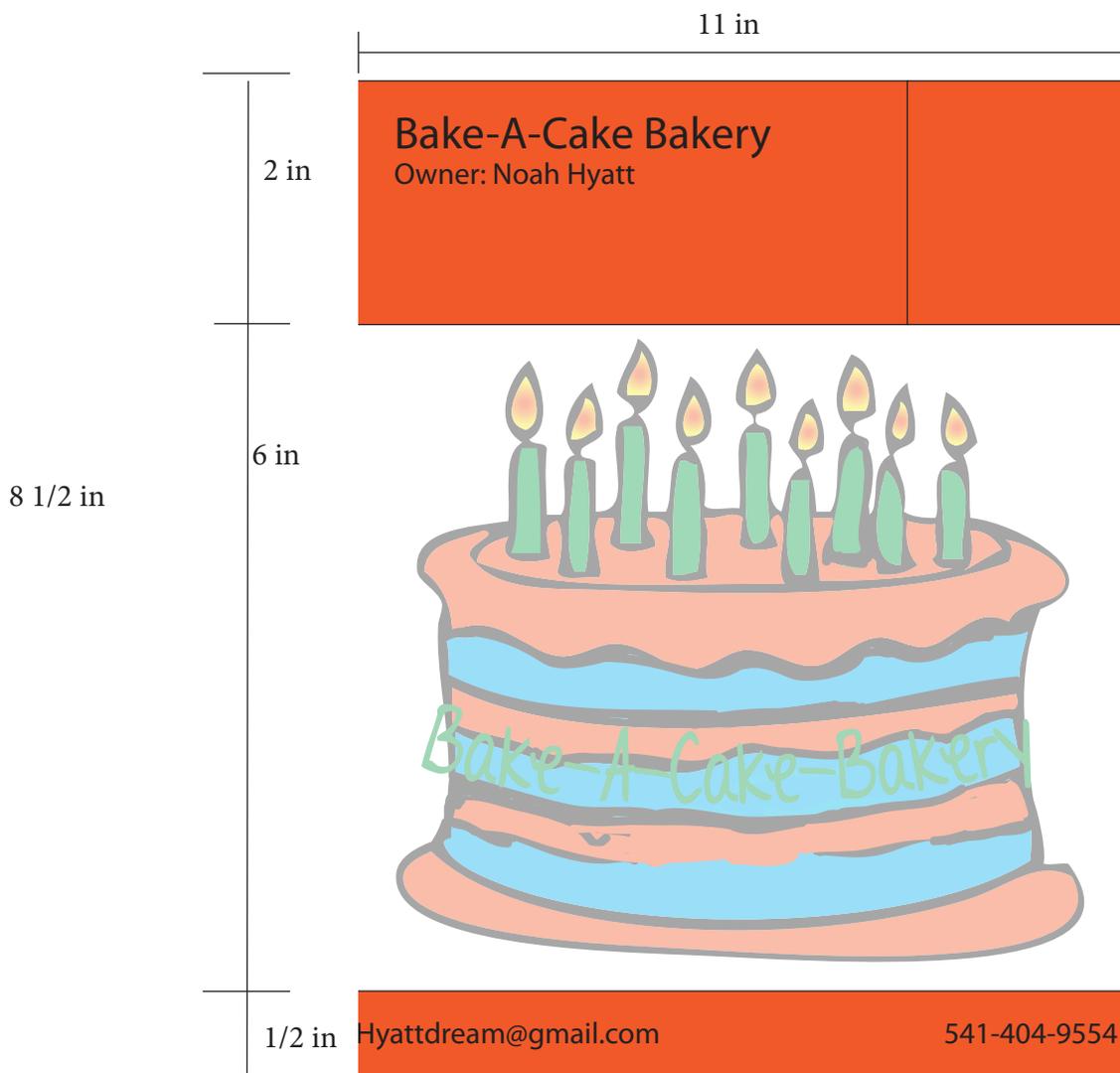
This font is used in the Bake-A-Cake Bakery logo.

Minion Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This font is used in my business card, envelope, letterhead, and my t-shirt. Bake-A-Cake-Bakery
541-404-9554 Hyattdream@gmail.com Bake-A-Cake Bakery

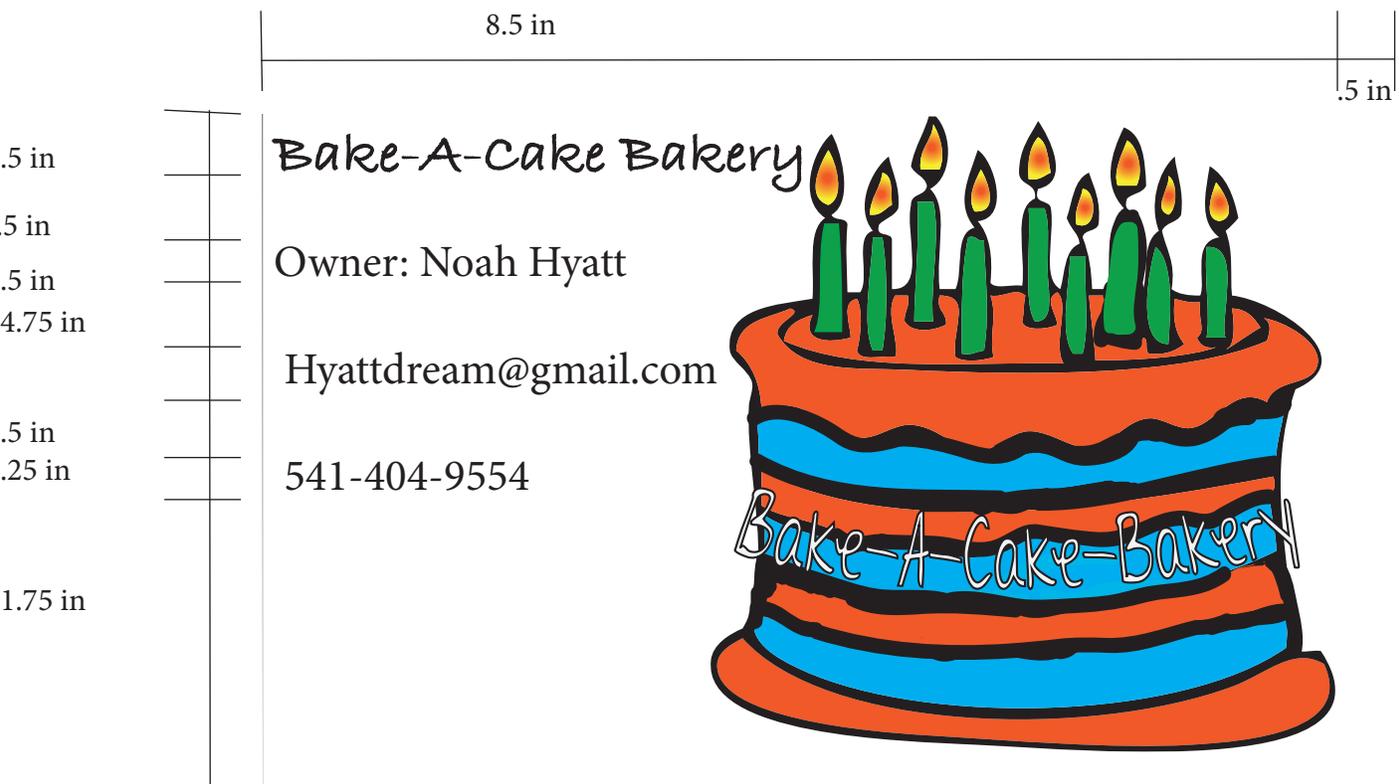
LETTERHEAD

My logo is 8.25 x 11 in. This is my official letterhead for Bake-A-Cake Bakery. My phone number is 1in. My email is My email is 2.65 inches long. My letterhead has my logo in the midde with the capacity at 50%.



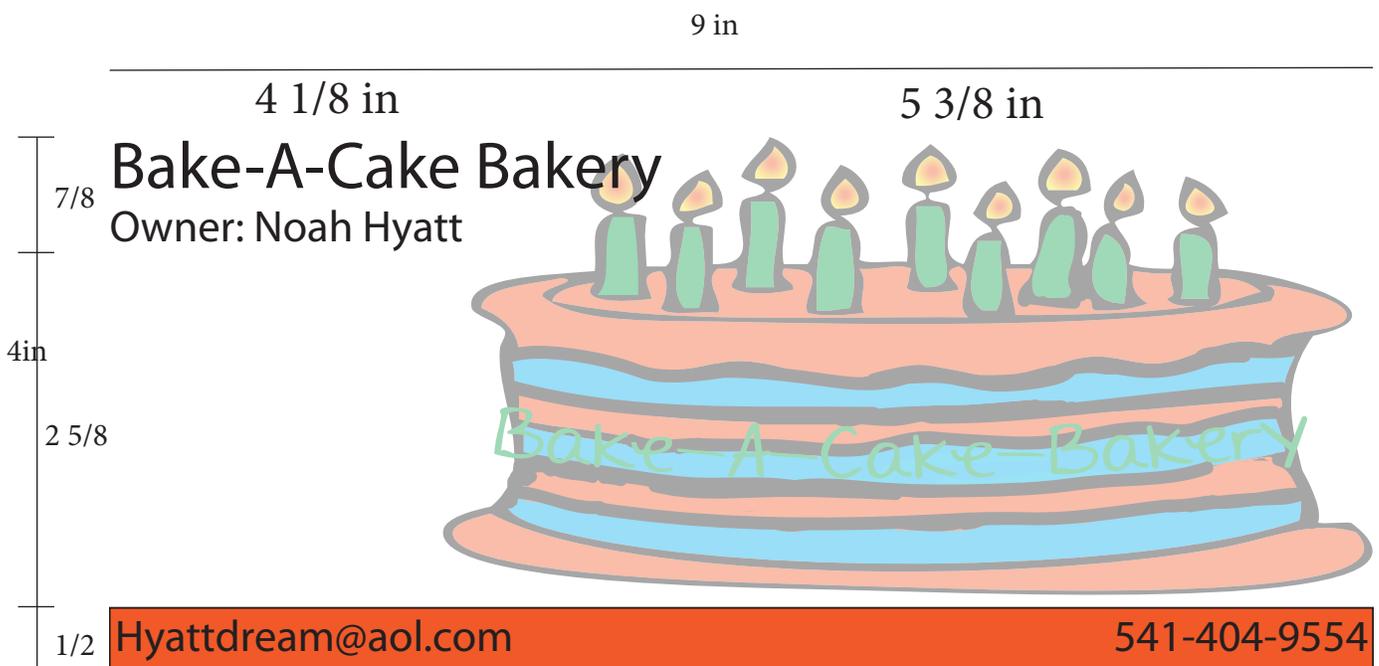
BUSINESS CARD

My business card height is 8.5 in wide and 4.75 in tall. I came up with this idea for a business card because I thought I would just put my info on it then I just put my logo on my card so it would be just plain and original.



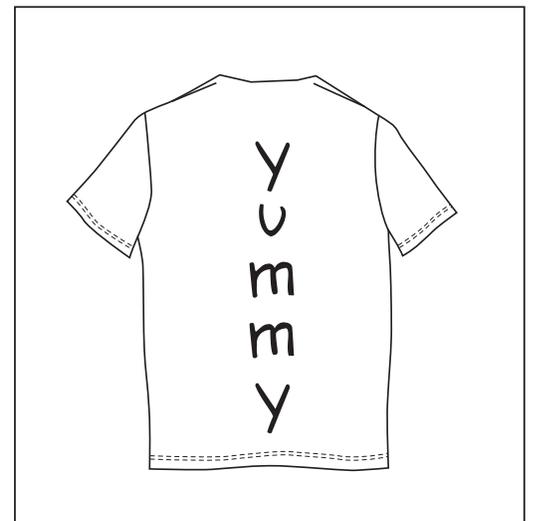
ENVELOPE

My envelope is 9 inches in length and 4 inches in width. My envelope is simple just like my business card. I put all my information of my shop and put my logo on it. My logo on the envelope is 50% opacity.



T-Shirt

On my t-shirt I put my logo on the front and the word yummy on the back. I don't know why I put yummy, maybe because I thought it would be funny to put some humor in it.



Glossary

CMYK - A printing method which uses four colors to represent the entire spectrum.

Baseline - The invisible lines when you type that the letters sit on.

Opacity - The condition of lightness or darkness of a color, expressed in a percentage.

Point - Unit for measuring the size of a font-- twelve points equal one pica.

Headline - Any title on a page, usually emphasized by size, weight, or placement.

Typeface - The artistic representation or interpretation of characters, the way a type looks.

Watermark - A faded image or text used on photographs to show copyright.

Format - weight, width, and style of a typeface.



