Stavanger Bakes

BRAND MANUAL

INTRODUCTION

This brand guidelines manual aims to show how the brand should be presented in public and how people should come into contact with it. It contains practical instructions to ensure the brand always remains recognisable, whichever communication channel is used.

ABOUT STAVANGER BAKES

Stavanger Bakes is an annual three-day baking festival where baking and cake enthusiasts come together. The event has a food producers' market and sampling, competitions, workshops, demos and different types of cake and baked products.

CONTENTS

01 CONSUMER PROFILE

Lilly Haugerud

Age 32
Location Randaberg
Work Shop manager
Marital status Married
Children 1 (age 2)
Hosehold Income Middle

DAILY LIFE

- Works shifts at a job she would like to change

HOBBIES

- Likes to experiment and try new cake and pastry recipes
- Pottery and drawing

GOALS AND OBJECTIVES

- Improve her baking skills to turn her passion into a job
- Start her own bussiness

PAIN POINTS

- Lack of opportunities to attend creative baking classes to learn new techniques and processes

SOCIAL MEDIA

- Heavy YouTube user
- Also uses Instagram and Tik Tok

RESEARCH METHOD

- Does her main research online or through social media

02 THE LOGO

PRIMARY LOGO

The Stavanger Bakes Festival logo represents a cake topper. The three spades silhouette represent a famous monument in the city of Stavanger.

The letters will always be white while the stroke, the spades icon and the year will be bright pink unless using a black and white version of the logo.

As shown in this document, an unstacked version of the logo is possible, both with and without the year. This variant is not placed in an angle as the primary logo. The year can be white when put over a dark background.

Logo Variations

DO'S

There should be a clear space of the size of a letter S around the logo to let it breathe and prevent its clarity and visual impact from being obstructed.
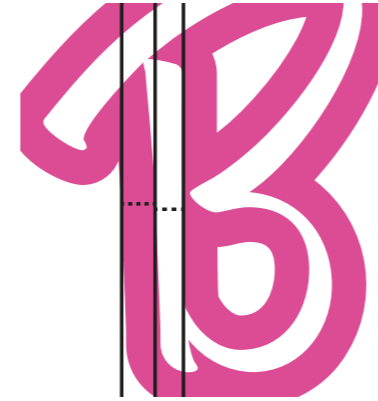

The primary logo should always be displaced in a 10° angle.

The logo must be legible at any size. Minimun width is 4cm.

4 cm

The stroke thickness and descender width need to be consistent regardless of logo size.

Only the logo's unstacked version can be placed on a pink background. If so, a thin white outline must be added around it, so the stroke does not get lost in the background.

DONT'S

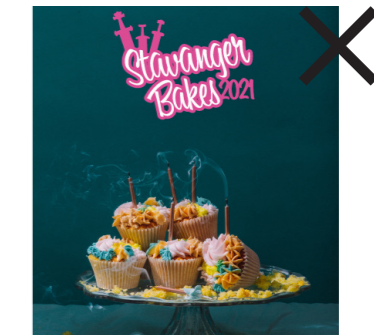It should not be stretched or compressed.

No colour change allowed.

The swords icon and year cannot be removed from the primary logo.

The primary logo should not be placed in a too dark or too busy background or when the background's colour is the same as the stroke.

PATTERNS

These patterns are used to add to the brand's look. They are arranged around the edges of some touchpoints or even as a background for smaller items.

The swords silhouettes must be placed on a pink background, and their colour is an 80% tint of the same colour.

The sprinkles are in all the colours of the brand's palette. The background can be any of those colours except for pink.

03 **BRAND ELEMENTS**
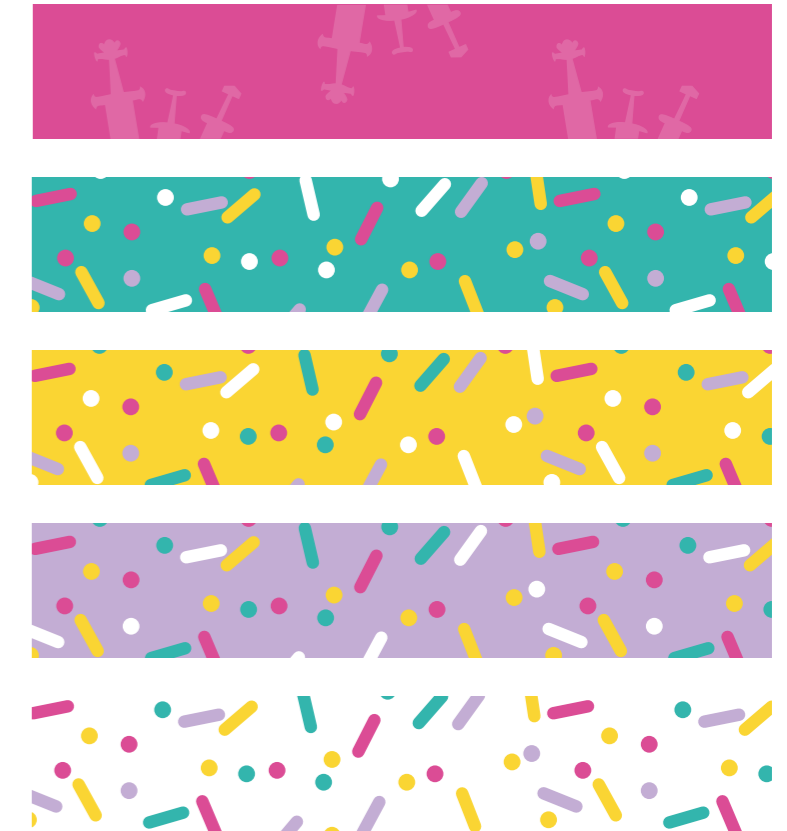
04 TYPOGRAPHY

TYPEFACES

The Stavanger Bakes logo font is Bounce Script regular. The same font is used in other elements throughout the brand. In all cases, the text is white with a pink stroke. As mentioned before, when the text outline is used with Bounce Script font, the stroke thickness and descender width need to be consistent regardless of font size.
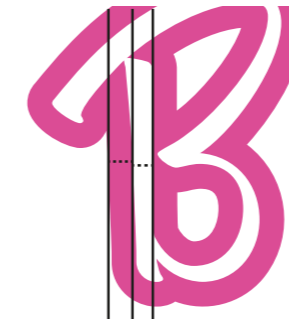
URW Form regular and bold are used in secondary texts, usually in combination with Bounce Script. Body copy is also URW Form.

Pattaya regular is used in dates and a few words to add contrast.

Style Script is only used in one of the t-shirt designs.

Bounce Script regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

URW Form regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

URW Form bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Pattaya regular

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 with*

Style Script regular

*abcdefghijklmnopqrstuvwxyz
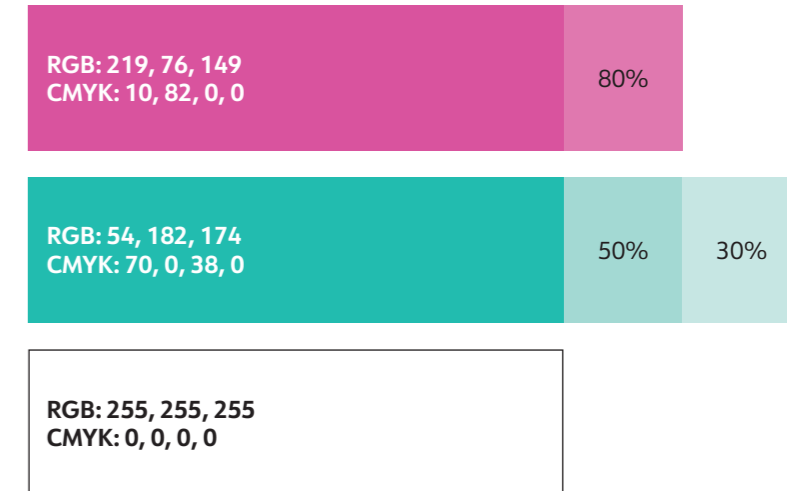ABCDEFGHIJKLMNOPQRSTUVWXYZ
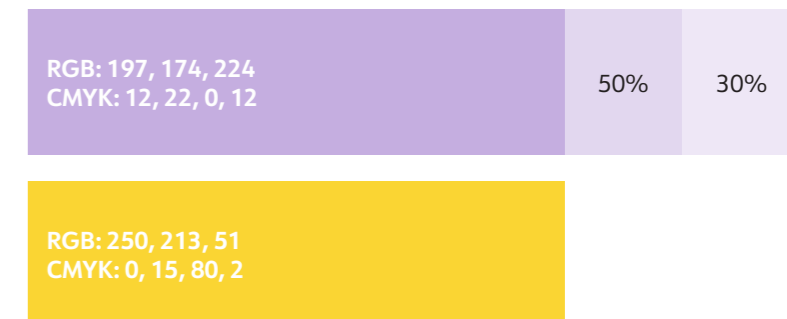0123456789*

05 COLOUR PALETTE

PALETTE

The brand's primary colours are bright pink, turquoise green and white. Tints of these colours are applied for contrast and legibility reasons.

Violet and yellow are the secondary colours in the palette. They are used for details and variation, such as in the sprinkles patterns.

Primary colours

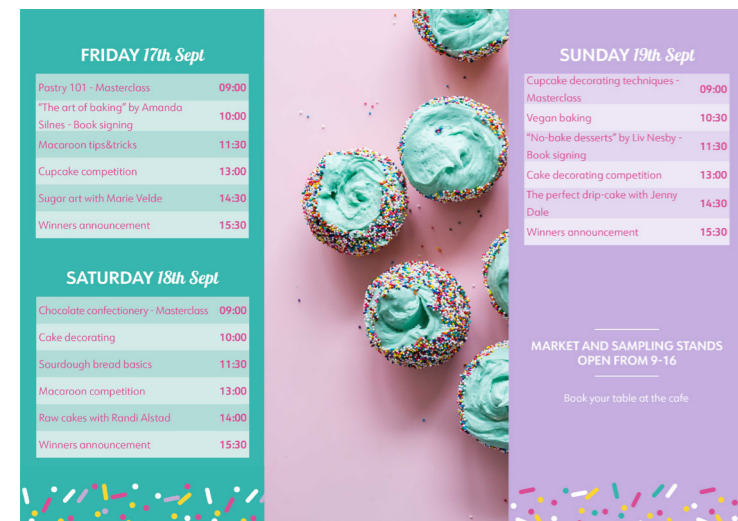|	
RGB: 219, 76, 149 CMYK: 10, 82, 0, 0	80%

RGB: 54, 182, 174 CMYK: 70, 0, 38, 0	50%	30%

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Secondary colours

RGB: 197, 174, 224 CMYK: 12, 22, 0, 12	50%	30%

RGB: 250, 213, 51
CMYK: 0, 15, 80, 2

06 TOUCHPOINTS

POSTER

FRONT   BACK

LIFE IS BETTER
with
Sprinkles

FRONT   BACK

TICKET BRACELETS

Thank you

Stavanger Bakes