



BLEND
BAKING COMPANY

2022-23 BRANDING GUIDE

INTRODUCTION

Tagline

Everyone can join the party

Mission Statement

Providing inclusive cake mixes for every possible guest

Blend Baking Company is a dry good baking company with a focus on creating inclusive baking mixes for anyone with food restrictions whether those be allergies or life style choices. The brand's image seeks to create a fun party where everyone gets a slice of the cake. It uses bold colors, fun hand-crafted type, and paper-cut style illustrations to give it a unique vibe. This style makes it a truly unique option on the dry cake mix aisle.

Research released by Market Research Future showed that the cake mix market is a 1.5 Billion dollar industry that is only on the rise. It also showed that over two-thirds of Americans had used one in the last year. Primary players in the market, Blend's competitors, are Betty Crocker, Duncan Hine's, and Simple Mills. Blend Baking Company serves an under-served section of that market by specifically targeting people with food restrictions. Additionally, within the larger market, it targets millennials, a group which expresses an increased interest in inclusivity.

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HORIZONTAL LOGO



This is the primary horizontal logo of Blend Baking Company. The logo is the word mark with the subheading and the mixing bowl icon. The logo may only be used on a clear space in a brand approved color. It must have a "D" space of clearance on all sides.



VERTICAL LOGO



BLEND
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BLEND
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BLEND
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BLEND
BAKING COMPANY

This is the secondary vertical logo of Blend Baking Company. The logo is the word mark with the subheading and the mixing bowl icon. The logo may only be used on a clear space in a brand approved color. It must have a "D" space of clearance on all sides.



MIXING BOWL ICON



This is the mixing bowl icon of Blend Baking Company. It must be used on a clear space. It must be used in a brand approved color.

SIMPLIFIED LOGO VARIANTS



These simplified logo variants are available to be used at the designers discretion. They are specifically for limited space or when the background is busier.

LOGO MISUSES



tilted at an angle



stretched



unapproved color



mixed colors



changed opacity



outlined



placed on an unapproved color



placed on a busy image

COLORS

The primary color of Blend Baking Company is Berry Blast (PMS 254 C). Key Lime (PMS 375 C) and Strawberry Milk (PMS 210 C) are secondary colors. Teal Twist (PMS 3268 C) is an accent color. Additional accent colors may be chosen to create different initiatives and expand the color families, but they must match with primary Berry Blast (PMS 254 C).

Pantone 254 C

C: 45 M: 99 Y: 0 K: 0

R: 157 G: 29 B: 150

Hex: # 981e97

Berry Blast

Pantone 375 C

C: 47 M: 0 Y: 100 K: 0

R: 147 G: 213 B: 0

Hex: #97d700

Key Lime

Pantone 210 C

C: 0 M: 48 Y: 0 K: 0

R: 252 G: 160 B: 201

Hex: #f99fc9

Strawberry Milk

Pantone 3268 C

C: 90 M: 3 Y: 58 K: 0

R: 0 M: 169 B: 143

Hex: # 00ab96

Teal Twist

HEADLINE

Second Headline

Sub-heading

Body

TRADE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

<https://www.fonts.com/font/linotype/trade-gothic/bold>

Headlines in this type a first glimpse into our company. They should be short and to the point at no more than two sentences. In most cases, headlines should be all uppercase letters.

ALEO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

<https://fonts.google.com/specimen/Aleo>

This font should be used to create an additional layer of hierarchy. It should also be used for any online or digital buttons.

TRADE GOTHIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This sub-head is a good way to divide content into smaller sections. It can be used before sections of body text.

ALEO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

<https://fonts.google.com/specimen/Aleo>

This font is used for all blocks of text in body copy. It is rounded, with structured serifs that create a fun vibe, but are still legible.

Typography in Use

The image shows a website layout for Blend Baking Company. At the top, there is a navigation bar with the logo and links for 'SHOP', 'ABOUT US', and 'RECIPES'. Below this is a large promotional banner with a purple background. On the left, two boxes of 'GLUTEN-FREE' and 'DAIRY-FREE' strawberry cake mix are displayed. The main headline reads 'EVERYONE CAN JOIN THE PARTY'. Below the headline, it says 'INCLUSIVE CAKE MIXES FOR EVERY POSSIBLE GUEST' with a 'BUY NOW' button. A secondary call to action says 'Don't know the best product for your party? Take our quiz to find out!' with a 'FIND OUT' button. At the bottom, there are three buttons for 'VEGAN COLLECTION', 'GLUTEN-FREE COLLECTION', and 'DAIRY-FREE COLLECTION'. The website uses a variety of font styles, including bold sans-serif for headlines and smaller sans-serif for navigation and body text.

BLEND SHOP ABOUT US RECIPES

EVERYONE CAN JOIN THE PARTY

INCLUSIVE CAKE MIXES FOR EVERY POSSIBLE GUEST [BUY NOW](#)

Don't know the best product for your party? Take our quiz to find out! [FIND OUT](#)

Not sure where to start? Try one of our collections

VEGAN COLLECTION **GLUTEN-FREE COLLECTION** **DAIRY-FREE COLLECTION**

When working with multiple font styles, it is important to note how the flow of the page and how the words and hierarchy interact. Here is an example to reference.

Photography Samples



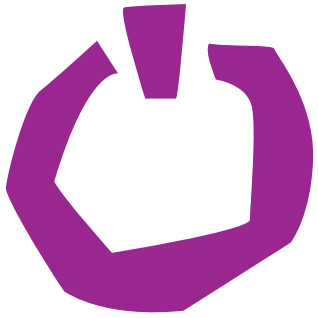
SALADS AREN'T



SUNDAES

Photography of products and non-living subject matter should be placed over color blocks of the brand colors. The image should be clear with no background distractions. While it is not a primary feature of the brand, photographs of humans may be used at the designer's discretion. For any photography featuring humans, focus should be on creating a diverse group. If an image features more than one person, they should be obviously different, whether the difference is age, gender, ethnicity, or style, to reflect how Blend Baking Company brings a variety of people together.

Illustrations



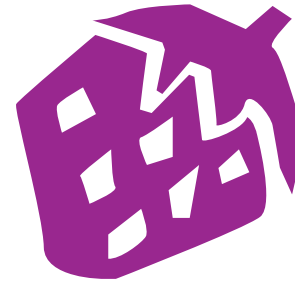
Temperature



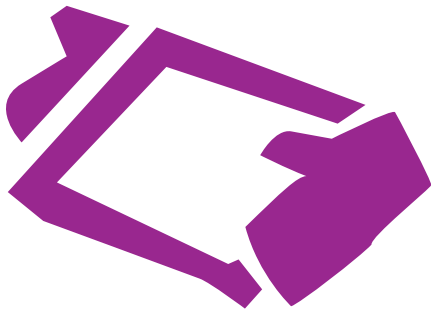
Pre-heat



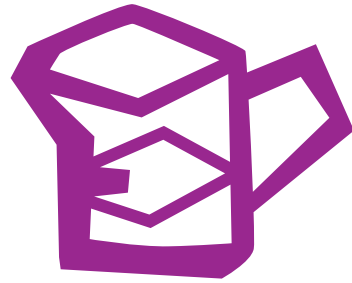
Egg



Strawberry



Place in Oven



Oil



Mix

The illustrations featured in this guide are far from a complete list of the ones need for the brand, however the examples above should provide a decent demonstration of the style. Illustrations should feature bold, thick lines with uneven weights for a funky and playful vibe. The three stripes featured in the guide are used in places where a sense of motion or consistency is especially desired.

Hand-Crafted Type

BLEND
BAKING COMPANY

GLUTEN-FREE



ALL STIR, NO STRESS
STRAWBERRY
CAKE

SUGAR
RICE FLOUR
POTATO
• STARCH •
CANOLA OIL
BAKING SODA
corn starch
SALT
XANTHAN
GUM

Nutrition Facts
Serving Size: 10 oz.
Serving Per Container: 5


Amount Per Serving	
Calories 200	Calories From Fat 200
Total Fat 10 g	% Daily Value*
Saturated Fat 1.5g	30%
Trans Fat 0.0 g	11%
Cholesterol 0 mg	1%
Sodium 210 mg	15%
Total Carbohydrate 15 g	3%
Dietary Fiber 2 g	3%
Sugars 3 g	
Protein 30 g	
Vitamin A 3%	Vitamin C 3%
Calcium 6%	Iron 6%

*Percent Daily values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Calories 2500 1500	
Total Fat	Less Than 50g 25g
Saturated Fat	Less Than 55g 15g
Cholesterol	Less Than 35mg 15mg
Sodium	Less Than 15mg 50mg
Total Carbohydrate	300g 200g
Dietary Fiber	Less Than 20g 40g

Calories per gram
Fat 7 Carbohydrate 6 Protein 6

CARROTS AREN'T



CUPCAKES

For large ad headlines or areas with special interest, hand-crafted type should be used to add special draw and interest.

While there is stylistic freedom within this, efforts should be made to match the style of the brand logo.