Style Guide

Brand identity guidance

for Candy Stripe Cakes

Contents

Our brand

Candy Stripe Cakes offer beautiful and delicious cakes to people across West Yorkshire. Our attention to detail runs throughout our business from the custom flavours of cake mix, to the individually designed cakes, through to the style of our brand.

We believe our attention to detail and individual touch puts us a slice above our competitors. By adhering to these identity guidelines we can ensure that we always present ourselves with professionalism and maintain consistency throughout the company.

Logo

🧁 This is the main logo used throughout our brand on everything from cake boxes and stationary to vehicles and uniforms.

🧁 The main logo is the preferred logo in most circumstances, however we recognise that on occasion a black and white version may be more cost efficient, in which case this logo below may be used.

🧁 These two logos are the only acceptable versions of the logos that may be used. No colour variations or other alterations may be made to the logo.

🧁 The logo has a minimum height that it can be printed at to ensure it is still readable. The smallest application is for business cards where the logo should have 4cm height as a minimum. There are no maximum dimensions.

🧁 The Candy Stripe Cakes logo must always have an area of whitespace surrounding it of at least 5mm, this is to ensure it does not interfere with other elements on printed documents or bleed off the edges.
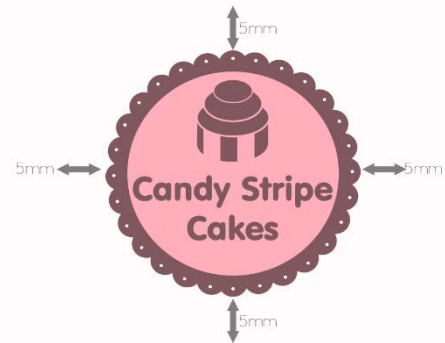
🧁 With regards to alignment, there are no hard and fast rules as the logo is circular. In general, on letterheads it looks best when aligned to the top left, and on uniforms it should appear in the centre.

🧁 The logo should only be printed on a white background, or paper matching the colour palette which is detailed below.

Logo misuse

- The logo must remain consistent throughout the brand to maintain our high standards. The above rules outline the way that the logo should be used.
- Do not use a greyscale version of the logo, if it can't be printed in colour use the black and white version as shown previously.

- Do not distort the logo in any way.

- Do not put the logo in a frame.

Colour scheme

Though the logo itself only has two colours, the Candy Stripe Cake colour palette consists of five colours that can be used for accents and embellishments. Only colours from this palette may be used, as well as black and white if colour is not an option.

RGB: 128/88/94
Hex: #80585E

RGB: 255/251/252
Hex: #FFFBFC

RGB: 255/175/187
Hex: #FFAFBB

RGB: 128/126/126
Hex: #807E7E

RGB: 204/140/150
Hex: #CC8C96

Typography

- The font used throughout our brand is called Quicksand regular.
- Where emphasis is required Quicksand bold can be used, but only ever for a few words. Quicksand bold is also used for headings.
- Usually, copy will be presented using the darkest colour from our palette, #80585E, but it is acceptable to print in black if needed.
- Ideally, the font size should never go below 12pt to ensure readability. The standard format for most documentation throughout the company is 16pt body copy and 36pt headings.

Summary

By following the guidelines in this style guide for use of the logo, colour scheme and typography, we ensure consistency throughout the company. Using the brand identity guide will help us achieve unity across the brand, and ensure we always present a professional image to our customers.