SUGARHIGH

BRAND STYLE GUIDE

The following is an identity and brand system for Sugarhigh. This was created to hope display the brand in a consistent and recognizable way.

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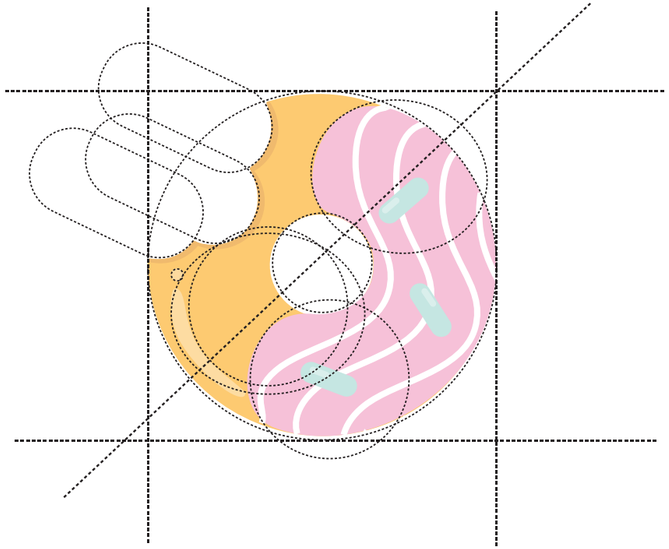
LOGO

SUGARHIGH identity consist of a Logo, construction, usage, along with a primary, secondary and tertiary marks. The logo mark itself is available when it is used with intention as visual focus.

This logo has two meaning behind the construction. The primary visual; is a donut, using bright and friendly colors to invite the public in. The secondary language being presented is the brains reaction to a SUGARHIGH, as the brain waves (frosting) is interrupted by sugar neurons fire (sprinkles). The logo has been designed with the intension of being strong enough to communicate a unique brand identity without the need of other elements.

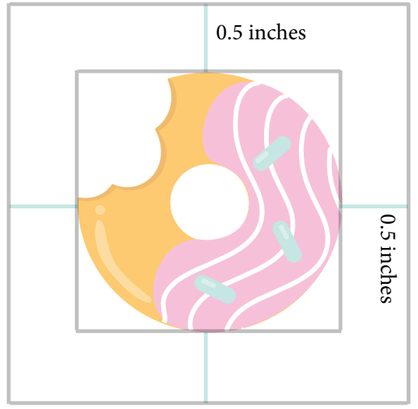
LOGO CONSTRUCTION

This logo was constructed using Adobe Illustrator, and the set measurements are locked to preserve a consistent design over all platforms.



LOGO USAGE

How we use our logo is crucial in keeping its visual meaning and identity in tact. While we can alter certain aspects of the logo without losing impact and recognition, these options are limited. The following guidelines should always be your first



Clear Spacing

When the logo is used, it should be sufficiently isolated from illustrations the minimum distance is 0.5 inches or The logo must be at least 20% of the logo mark away from illustrations, photographs, rules, page edges, or other type.

Preferred Usage

The preferred use of the signature is the primary colors with the assigned typeface on a light background. This application of the logo should always be considered as the first design option.

LOCATION LOCKUPS

The minimum size for logo lockups.

Minimum Length
1 inch

Maximum Length
3 inches

INTEGRITY OF THE MARK

Don’t start making things up, the following are not acceptable when using the mark.

Do not stretch the logo

Do not changed approved colors

Do not rotate mark to any degree

Do not place over complex photography

Do not pair with non approved typefaces

Do not reduce opacity

PRIMARY, SECONDARY, TERTIARY

The primary mark for SUGARHIGH is the signal donut along with the other options based on the use of the mark.

The secondary mark is the pairing of the donut and the typography. Do not pair the type color with the opposite donut, it will cause a disruption in the system set in place.

Finally we have the tertiary mark, this is to be used in any other situation that does not call for the primary or secondary marks. Should be used sparingly.

SUGARHIGH

SUGARHIGH

COLORS

Color should be used in these for all branding elements. Use the specified codes, along with the appropriate pairing.

Powdered Sugar Pink

RGB	252 263 243	RGB 248 193 216	RGB 241 121 175
CMYK	0 8 0 0	CMYK 0 30 0 0	CMYK 0 67 0 0
#HEX	FCECFE	#HEX F8C1D8	#HEX F179AF

Bear Claw Blue

RGB	234 246 245	RGB 197 230 226	RGB 124 204 196
CMYK	7 0 3 0	CMYK 22 0 12 0	CMYK 50 0 27 0
#HEX	EAF6FS	#HEX C5E6E2	#HEX 7CCCC4

Old Fashioned Orange

RGB	233 230 194	RGB 254 202 113	RGB 239 187 111
CMYK	0 10 25 0	CMYK 0 22 65 0	CMYK 6 28 65 0
#HEX	FFE6C2	#HEX FECA71	#HEX FEBB6F

PATTERNS

For backgrounds that reflects the brand and the experience the customer will have while ordering at SUGARHIGH.

Pattern should be used sparingly

TYPOGRAPHY

Franks Regular should primary be used for headlines, intended to mimic sprinkles.
Odin Rounded should be used for sub-headers and body text,
Never for headers.
Aviner Book is to be used for large body copy and subtext.

FRANKS REGULAR
Main

ABCDEFGHIJK
LMNOPQRSTUVW
XYZ

1 2 3 4 5
6 7 8 9 0

ODIN ROUND
Headers

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ

abcdefghijkl
mnopqrstuvw
xyz

1 2 3 4 5
6 7 8 9 0

AVENIR BOOK
Body Copy

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ

abcdefghijkl
mnopqrstuvw
xyz

1 2 3 4 5
6 7 8 9 0

PHOTOGRAPHY

The SUGARHIGH experience calls for full bleed color, minimal photography. Photography can satisfy not just the lust for desserts but for the experience the customer will have.

High Contrast/ Full color images are enhanced by adding contrast to give a bold and exciting look.

Aeriel/ shots are used to create balance on the platforms.

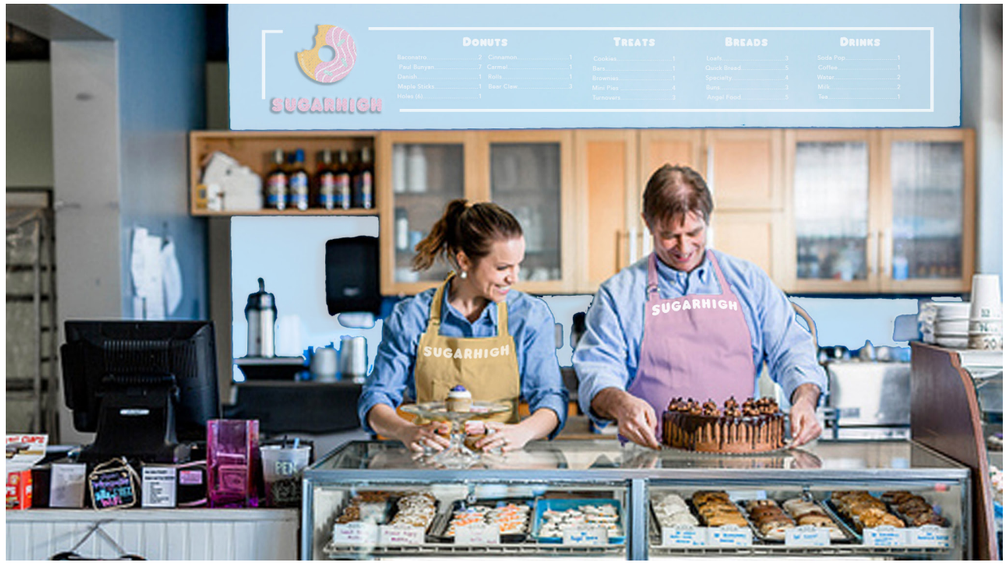
Natural Lighting/ is important to light any photography with natural lighting to give it a warm and natural feeling

Heavy/ bakery images are used with layered type, but are not as a stand-alone images. This treatment should only be used with events.

UNIFORMS

Aprons

Employees are required to wear aprons to abide health codes when handing food. Each apron is to be cleaned each nigh, starting with bright colors will allow the design remaining for many uses. Colored aprons assist customers in recognizing employees and make them more approachable.


SUGARHIGH
Donuts
Treats
Breads
Drinks
SUGARHIGH
SUGARHIGH

OPEN

UNIFORMS

Chef Coats

The Chefs do both preparing food products, wash and sanitize equipment must wear clean outer garments. Provided by SUGARHIGH, must be worn over street clothing. Due to the smaller amount of customer interactions the traditional design was chosen with minimal colors while still remaining consistent to the brand.

MERCHANDISE

Clothing

Not only does SUGARHIGH provide quality baked good but also a small like of clothing. Each is designed with snappy sayings to further push the playful and inviting message of the bakery.

MERCHANDISE

Ceramics

Along with donuts one must have coffee. Local blends available at the bakery, those who purchase our signature mugs, and travel cups will receive a discount for helping the earth.

Store

Exterior

Before any of the consumers can taste the sweet treats available at SUGARHIGH they are confronted by the store exterior. Painted with our signature BEAR CLAW BLUE™ shows the warm and welcoming bakery the store provides.

SUGARHIGH
MONDAY To FRIDAY
8·30AM — 10·30PM
SATURDAY To SUNDAY
10AM — 10·30PM
SUGARHIGH

Store

Interior

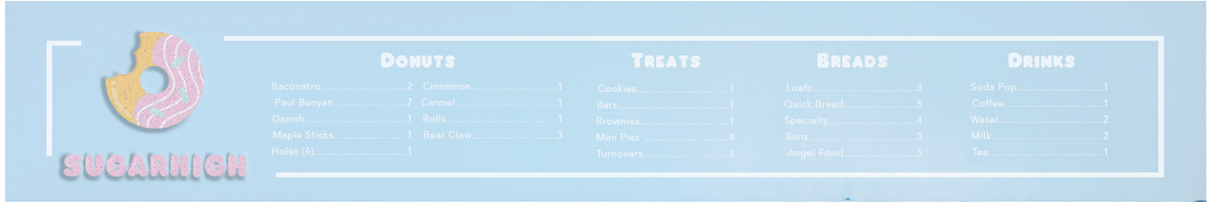
Mimicking the exterior, the BEAR CLAW BLUE™ is used in the interior as well. Creating a experience for the customers to have while in the bakery.

SUGARHIGH
Donuts
Treats
Breads
Drinks
TEA

MENU

Designed for the back wall , table tents and online platforms our menu is designed around our signature colors and photography choices.

Wall mounts, do not use for online platforms.



To be used for online platforms and table top tents.

PACKAGING

Donuts

To create a successful brand carrying the brand onto the packaging will show the wholeness of the bakery. Our delicious donuts are pared with the brand patterns or secondary logo.

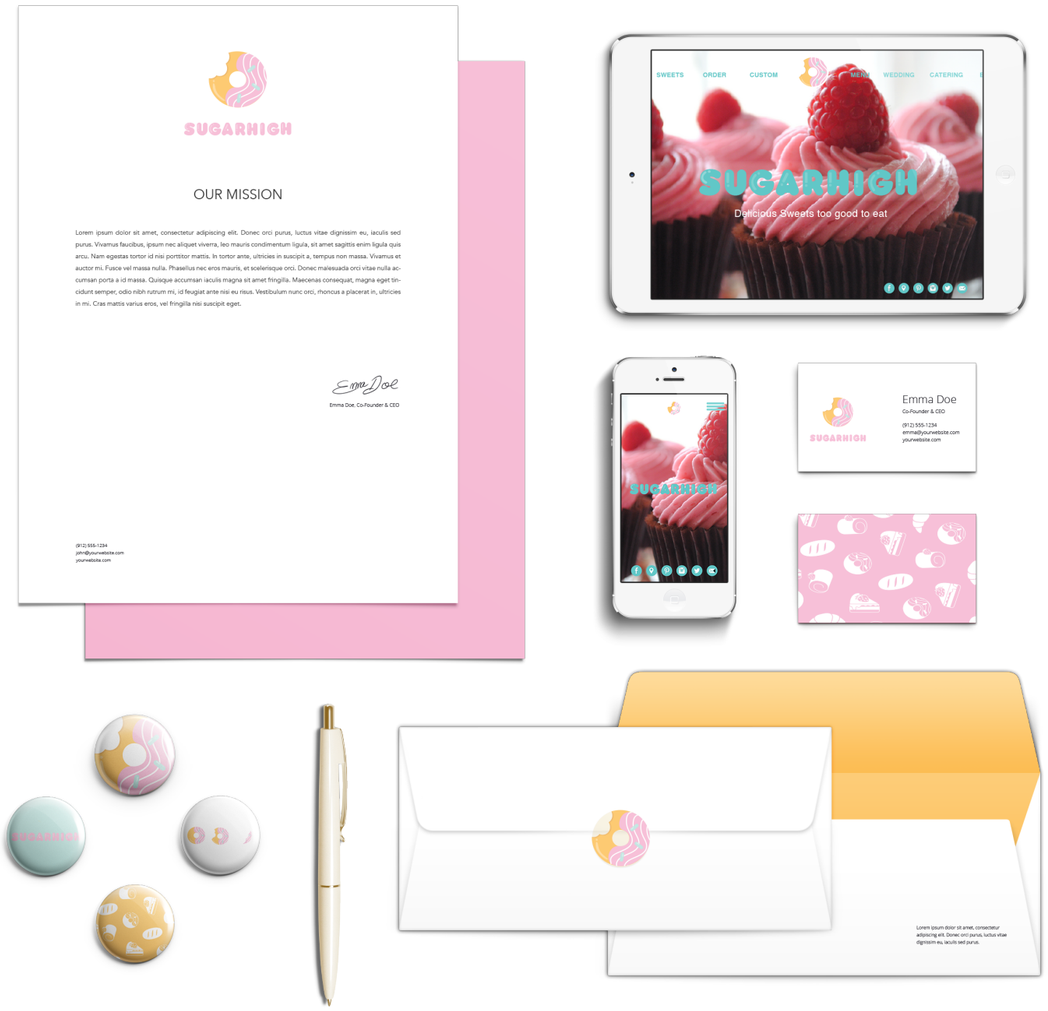
PACKAGING

Breads

Not only is the packaging for donuts but the bread as well. customize bio-degradable paper bags are provided to customers upon request.

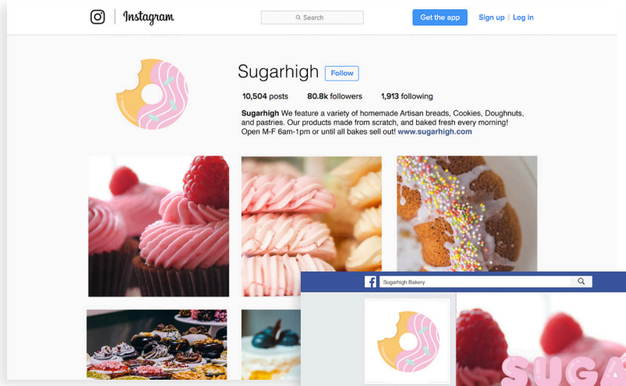
STATIONARY

For mailing and advertising purposes stationery was created to make a final standing for print design.

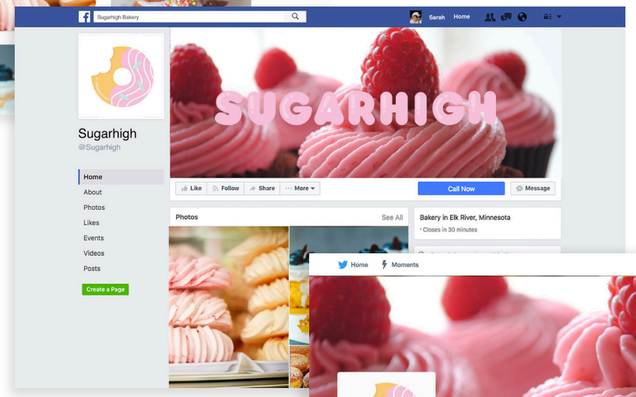


SOCIAL MEDIA

Lastly now social media is essential for a successful small business. Carrying the brand and brand idea over to the digital platforms is high on the list. Enticing the costumers to visit our store is what is hoped to be achieved with a constant brand.



Instagram



Facebook

Twitter