

Bake'n Joy Branding



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Logos



Horizontal Logo with Tagline
Primary Logo



Horizontal Logo with Tagline
Primary Logo

Colors



HEX:
#E83729



HEX:
#FFEFB4



HEX:
#FFFFFF



HEX:
#473729

Fonts

Appetite Pro Bold

Primary font – used for headings

Calibri Bold

Alternative font – used for headings

Calibri Regular

Standard web font – used for body text

Photography



- Bright, airy, modern, flavor cues