

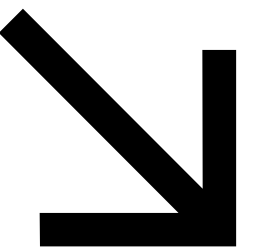
Pentagraph Branding Studio

Bake and Frost Bakery

Logo Identity Concept Presentation

Bake and Frost

Design Process



Agenda

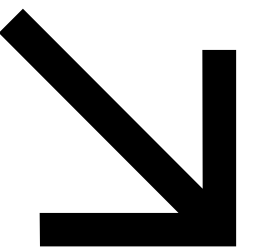
Design Process

1. Brand Discovery
2. Target Audience
3. Design Objectives

5. Logo Ideation Approach
6. Visual Style Exploration
(Moodboard Options)

Bake and Frost

Brand Discovery



Your trusted companion for everyday moments and simple joys

Bake and Frost



About The Brand

Bake and Frost is an artisanal home bakery based in Chennai, known for its small-batch, handcrafted baked goods. With a focus on clean ingredients and no artificial colors – only natural fruit essences – the brand delivers honest, high-quality products that balance simplicity and pure taste.

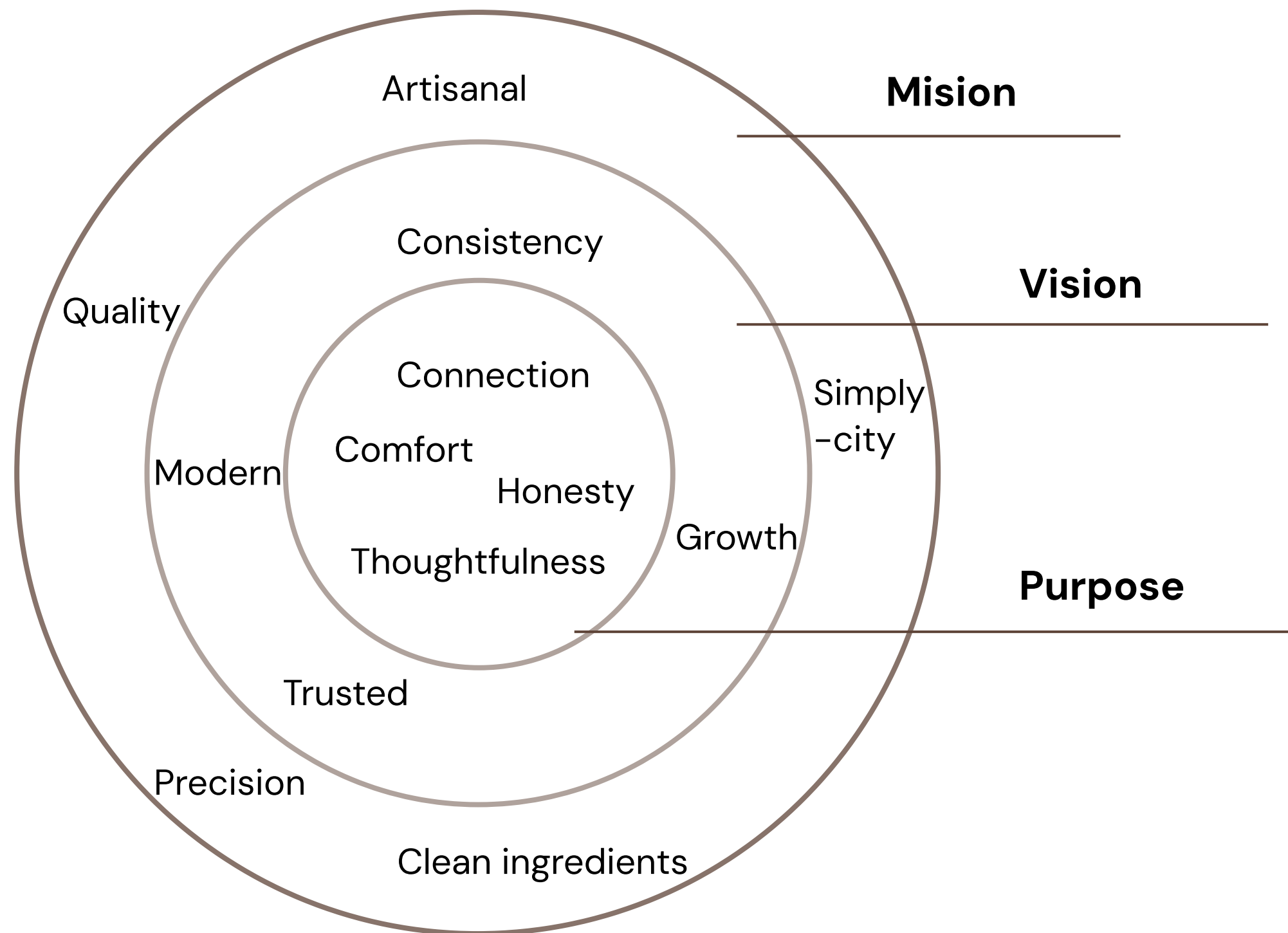
Brand Values

- **Approachable & Authentic** – Simple, honest, and grounded in real flavors and transparent practices.
- **Everyday Indulgence** – More than just baked goods – it's about warmth, comfort, and thoughtful treats.
- **Minimalism** – Clean, elegant design with a homely feel that reflects quality without excess flavours
- **Personalization** – Made-to-order options that reflect individual needs and celebrations



Target Market

- Bake and Frost's target market is Urban, mid to upper-income individuals in Chennai
- Age group 18–60, design-aware and quality-focused
- Seek clean, well-crafted products for personal use and gifting



Mission :

Redefining Artisanal Baking with Purity and Precision

To create a premium bakery experience where clean ingredients, precision and unique craftsmanship, and honest flavors come together—delivering comfort and trust.

Vision:

Setting a New Standard in Artisanal Bakes

To become a trusted name in baking, known for consistent quality and a design-led approach that connects with today's quality focused consumers.

Purpose:

Rooted in Connection

To bring people closer through timeless bakes made with care, To make quality feel personal and made to be remembered.

Tone of Voice

Authentic & Transparent

Clear, straightforward communication that reflects the brand’s commitment to clean ingredients and authenticity– no exaggeration, no hidden claims.

Warm & Approachable

Friendly and welcoming in tone, making the brand feel personal, comforting, and easy to relate to– like a conversation, not a campaign.

Minimal & Refined

Clean, thoughtful language that reflects simplicity, precision, and attention to detail matching the aesthetic of the brand’s design and products.

Key Trends

Rise of Artisanal & Small-Batch Brands

There’s growing demand for handcrafted, limited-quantity products that reflect care, quality, and a personal touch – offering a break from mass-produced goods.

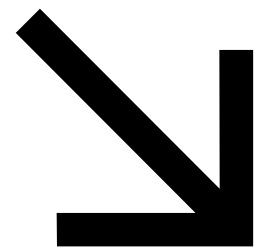
Design-Driven Food Experiences

Modern consumers are drawn to visually appealing packaging and branding that reflects quality and values – especially for products shared on social media or given as gifts.

Everyday Indulgence

Consumers are seeking small, meaningful treats that bring comfort and joy – bakes that feel special without needing a special occasion.

Target Audience



Overview

DEMOGRAPHIC PROFILE

- Age: 18–60
- Gender: All
- Location: Urban & upper suburban Chennai
- Income: Mid to upper-income

LIFESTYLE

- Socially active
- Design-aware
- Enjoys premium everyday products
- Values convenience and quality

BUYING BEHAVIOR

- Spends more on trusted, well-made products
- Buys for self-use, gifting, and special celebrations
- Influenced by brand values and packaging
- Shops both online and offline

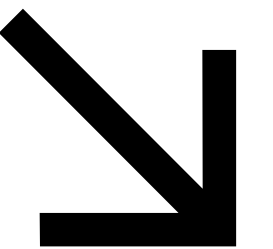
AESTHETIC & BRAND FIT

- Prefers minimal, clean branding
- Attracted to visual storytelling
- Engages with thoughtful, detail-driven design
- Follows design-forward and local brands

Brand Personality

The Caregiver – Nurturing, reliable, and warm Focused on providing comfort, trust, and honest quality through every product. Core Brand Archetype	Warm, clear, and sincere with a focus on simplicity and transparency. The tone avoids exaggeration and speaks with calm confidence and care. Voice & Communication Style
Brand Behavior Simple, honest bakes that bring small joys to everyday life. Rooted in purity, made with intention, and designed for real moments.	Brand Idea Consistent, thoughtful, and customer-first in every detail. Acts with integrity – from ingredients and design to packaging and service.

Design Objectives



Do's



Use clean, minimal forms that reflect purity and simplicity



Prioritize legibility and scalability across all sizes



Create a simple, timeless logo that feels premium yet approachable



Keep the tone warm, modern, and refined – not too rigid

Dont 's



Avoid overly decorative or vintage-style fonts



Don't use cliché bakery icons (e.g., chef hats, whisks, cupcakes)



bayu + 

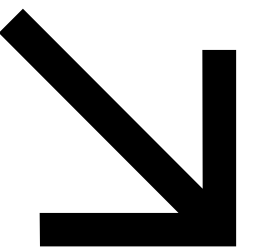
Avoid complex or overly detailed symbols that won't scale well



Don't use bright or artificial-looking color palettes

Who is Bake and Frost up against?

Competitors



Competitor Types

What types of competitors do we need to consider?

DIRECT COMPETITORS

- Lafayette By Mug Cakes
- TMP Cake Studio (The Madras Patisserie)

INDIRECT COMPETITORS

- Moonbakes
- CK's Bakery

Brand Identity & Visual Style

Lafayette By Mug Cakes





Analysis

Lafayette by Mug Cakes

- **Type:** Full-service café with savory & dessert options
- **Positioning:** Youthful, cozy hangout with variety
- **Offerings:** Pizza, pasta, desserts, beverages
- **Design Language:** Warm interiors, bold modern colors
- **Price:** Comparable to Bake & Frost
- **Opportunity:** Bake & Frost can differentiate through artisanal feel + ingredient transparency

Brand Identity & Visual Style

TMP Cake Studio (The Madras Patisserie)





Analysis

TMP Cake Studio (The Madras Patisserie)

- **Type:** Premium bakery/cake studio
- **Positioning:** Luxe, highly customized celebration cakes
- **Offerings:** Designer cakes, large Instagram presence
- **Design Language:** Minimal luxe, monochromes, big focus on visual storytelling
- **Price:** Higher-end
- **Opportunity:** Bake & Frost can offer personalization with more accessibility

Brand Identity & Visual Style

Moonbakes



Want a slice of our Strawberry edition cakes? 🍓



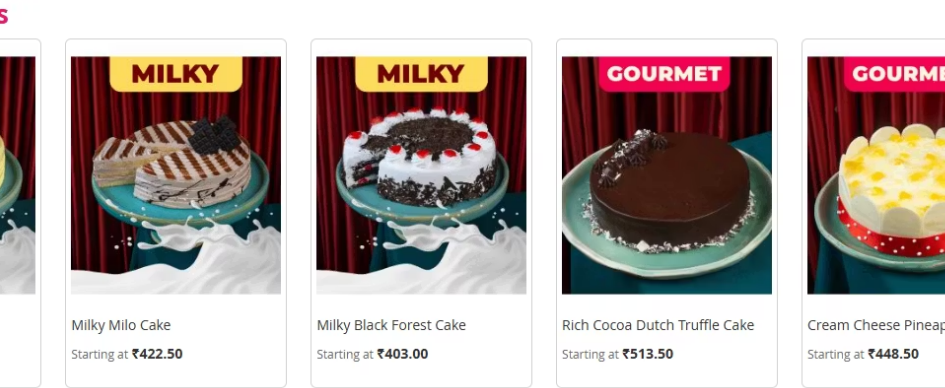
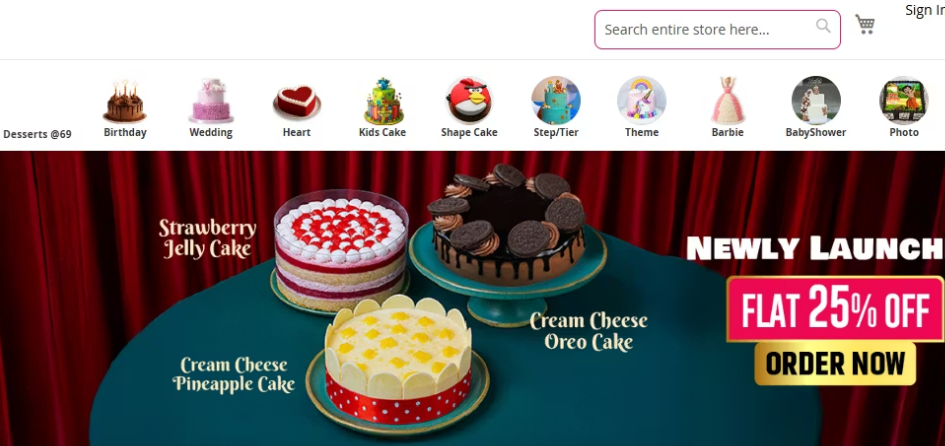
Analysis

Moonbakes

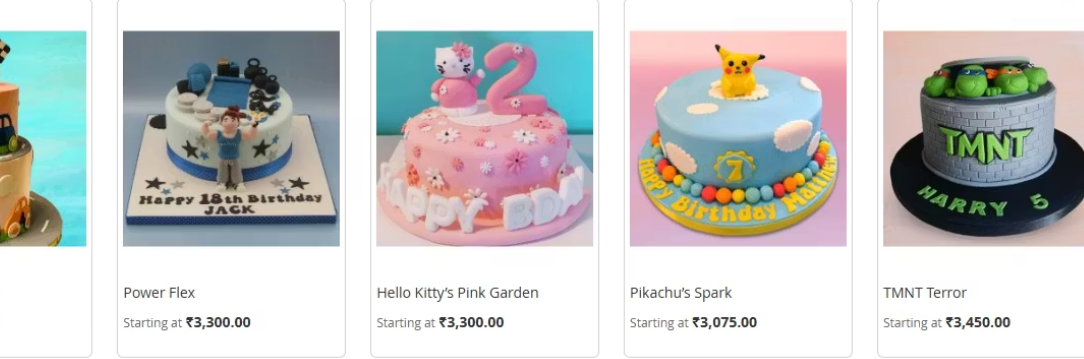
- **Positioning:** Boutique, exotic flavors, Euro-influenced taste
- **Offerings:** Delectable premium cakes and desserts
- **Design Language:** Elegant, soft, dreamy visuals
- **USP:** Chef-trained in Switzerland, luxury + heritage story
- **Opportunity:** Bake & Frost can offer an emotional, family-rooted story with similar finesse

Brand Identity & Visual Style

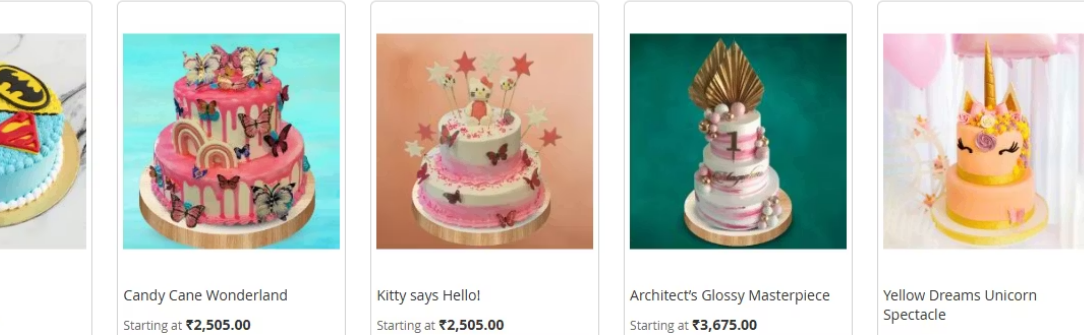
CK'S Bakery



ne Cakes



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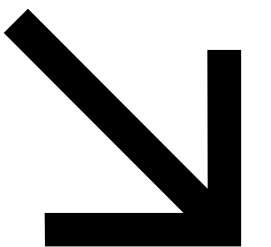
Analysis

CK'S Bakery

- **Type:** Mass-market bakery chain (40+ outlets)
- **Positioning:** Affordable celebrations, everyday joy
- **Offerings:** Cakes, snacks, pastries
- **Design Language:** Bright, accessible, local vibes
- **Opportunity:** Bake & Frost can stay premium, while balancing approachability

Bake and Frost

Logo Ideation Approach



Key Words

1. Personalized
2. Clean
3. Authentic
4. Natural
5. Trustworthy
6. Soft-toned

Conceptual Themes to Explore



Typography-Led Identity

Custom or carefully selected type to reflect clarity and warmth



Wordmark or Monogram

Clean, professional mark with high versatility

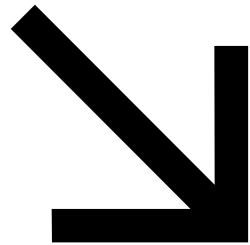


Subtle Symbolism

Hints of ingredients, forms, or processes (e.g., grain, layering, natural curves)

Bake and Frost

Visual Moodboard



Color Palette 1



Butter Yellow

#FCEBA7



Cocoa Amber

#5E4338



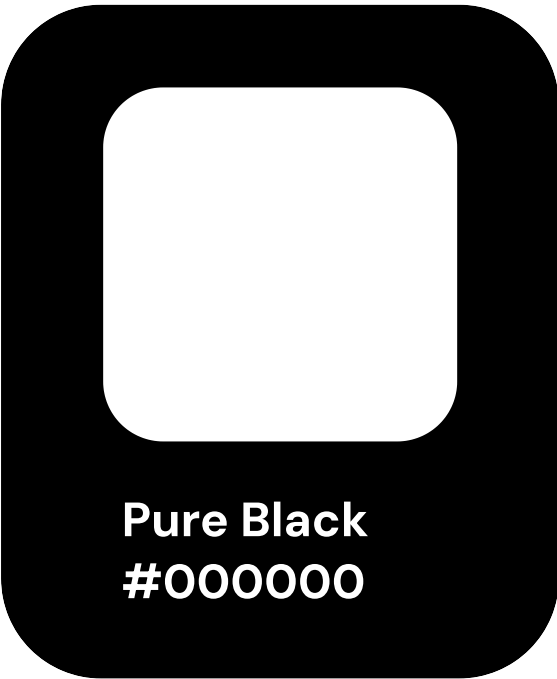
Frosted Sky

#90AEBC



Ivory Whisper

#F7F3E8



Pure Black

#000000



Blushed Muave

#CEA6B1

Moodboard 1



- Soft
- Minimal
- Premium

Design Mood (Moodboard 1)

Product Presentation

1. Rich
2. Wholesome
3. Creamy
4. Freshly Baked

Design & Presentation

1. Minimal
2. Detail
Oriented
3. Soft Toned

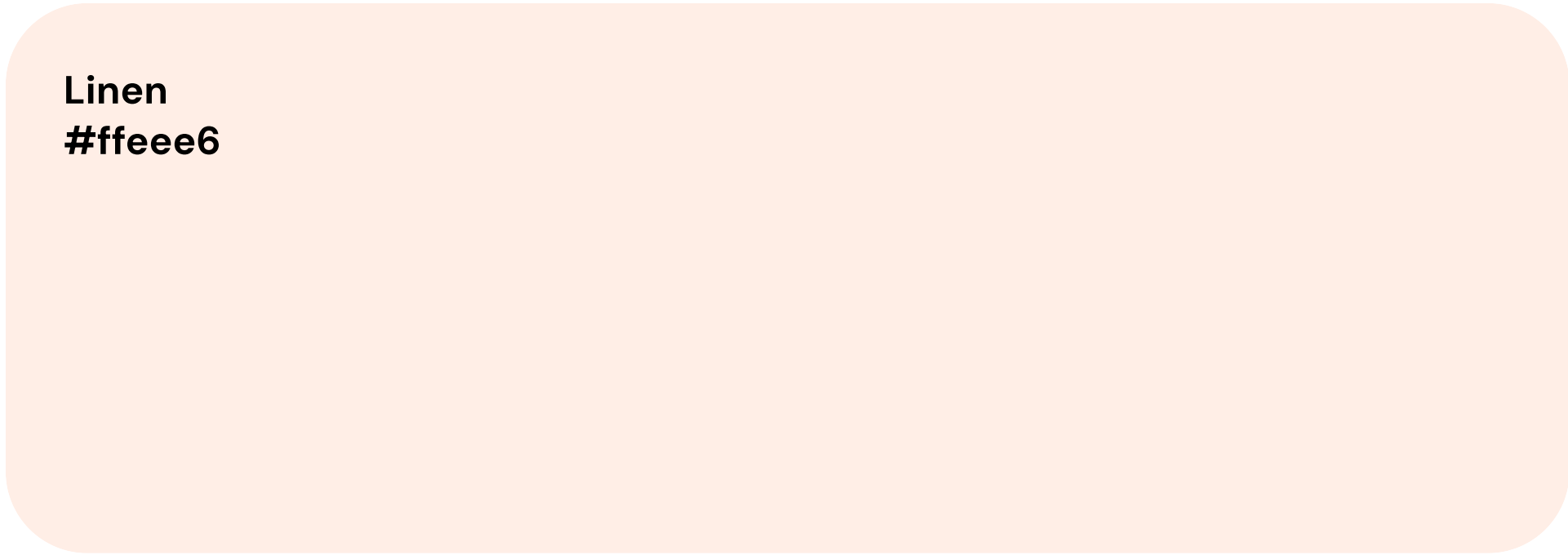
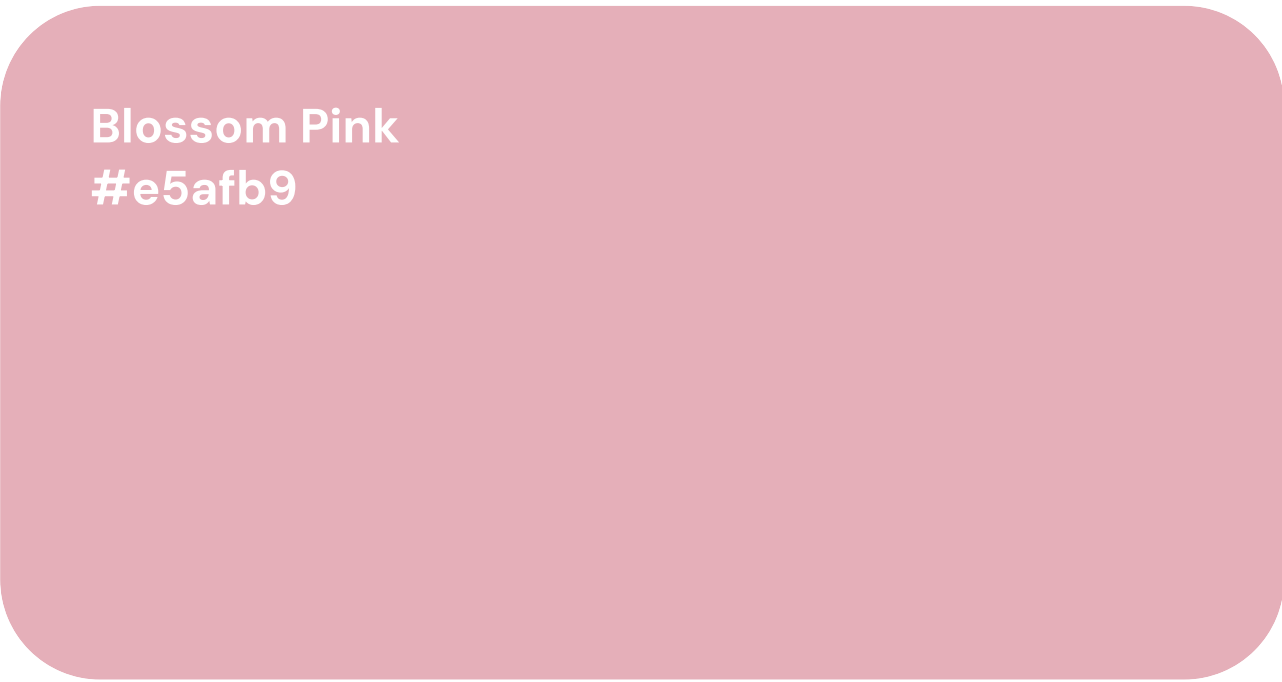
Experience & Feel

1. Personal
2. Comforting
3. Heartfelt
4. Aesthetic

Brand Character

1. Trustworthy
2. Transparent
3. Sophisticated
4. Personal
Connection

Color Palette 2



Moodboard 2



- Bold
- Playful
- Expressive

Design Mood (Moodboard 2)

Product Presentation

1. Rich
2. Wholesome
3. Creamy
4. Freshly Baked

Design & Presentation

1. Bold
2. Maximal
minimalism
3. Urban cool

Experience & Feel

1. Warm
2. Joy giving
moments
3. Clean

Brand Character

1. Trustworthy
2. Transparent
3. Sophisticated
4. Personal
Connection

Bake and Frost

Thank You