

A dark, moody photograph of a bakery or kitchen. In the foreground, there are several round cakes in brown paper boxes. One cake is open, showing a light-colored filling. To the left, there's a small metal cup containing two red cherries. In the background, more cakes and baking tools are visible, creating a sense of a professional baking environment.

# CAKEME

***BRAND GUIDELINES***



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01



**MOODBOARD**

# MOODBOARD



02



**LOGOTYPE**

# LOGOTYPE

Letter A symbolized cheesecake piece. Letter M - two pieces. Letter C looks like cheesecake form too. Together they create geometric logotype that has association with cheesecake. It is simple, bold and funny



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## SAFE AREA

A «clear zone» is defined around the logo to help maintain balance and clarity



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## ADDITIONAL VERSION

An additional "short" version of the logotype can be used for social media icons, in packaging materials and marketing collaterals





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## COLOR COMBINATIONS

CAKEME

CAKEME

CAKEME

CAKEME

03



**COLOR PALETTE**

## COLOR PALETTE

We use a vast color palette to look more different and interesting.

## PRIMARY COLORS

The image displays a color palette with two primary color swatches. The left swatch is a vibrant pink, and the right swatch is a bright yellow. Below each swatch, the corresponding color codes are listed in a clean, sans-serif font.

Color	RGB	HEX	CMYK
Pink	247 80 96	F75060	0 80 49 0
Yellow	255 191 67	FFBF43	0 29 80 0

## SECONDARY COLORS

The image displays four vertical color swatches, each with its corresponding color model values listed below it:

- Swatch 1 (Green):**
  - RGB: 162 208 105
  - HEX: A2D069
  - CMYK: 44 0 71 0
- Swatch 2 (Purple):**
  - RGB: 223 187 217
  - HEX: DFBBD9
  - CMYK: 13 33 1 0
- Swatch 3 (Dark Blue/Black):**
  - RGB: 35 31 32
  - HEX: 231F20
  - CMYK: 62 77 31 32
- Swatch 4 (Orange):**
  - RGB: 235 277 223
  - HEX: FFEDDF
  - CMYK: 0 10 13 0

04



**TYPOGRAPHY**

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## PRIMARY FONT

PAYTONE  
ONE

Weights:

Example:

**Regular**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww

Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

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SECONDARY FONT

Poppins

Weights:	Example:		
Black	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0	Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0	Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0		

# HIGH PROTEIN. ZERO BULLSH\*T

CakeMe is an individually - sized cheesecake with focus on healthier ingredients and macronutrients. The goal is to give you a delicious treat you can eat as often as you like without feeling bad about it



## TYPESETTING & EXAMPLE

Head  
Paytone One

# YOUR HEADLINE

Subhead  
Poppins

## Subheading

Lead  
Poppins

Lorem ipsum dolor sit amet consectetur

Paragraph  
Poppins

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ullamcorper euismod integer magna egestas. Nibh maecenas nibh fames pulvinar blandit consequat luctus auctor. Blandit sodales et sollicitudin eget id posuere egestas ac. Consequat tellus, risus arcu sit sociis sit aliquet dolor. Tellus in orci luctus nibh felis, lorem aliquet volutpat. Elementum purus donec posuere mollis pretium.

Link / Button  
Paytone One

UTILITY TEXT →



CAKEME

**HIGH  
PROTEIN.  
ZERO  
BULLSH\*T**

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05

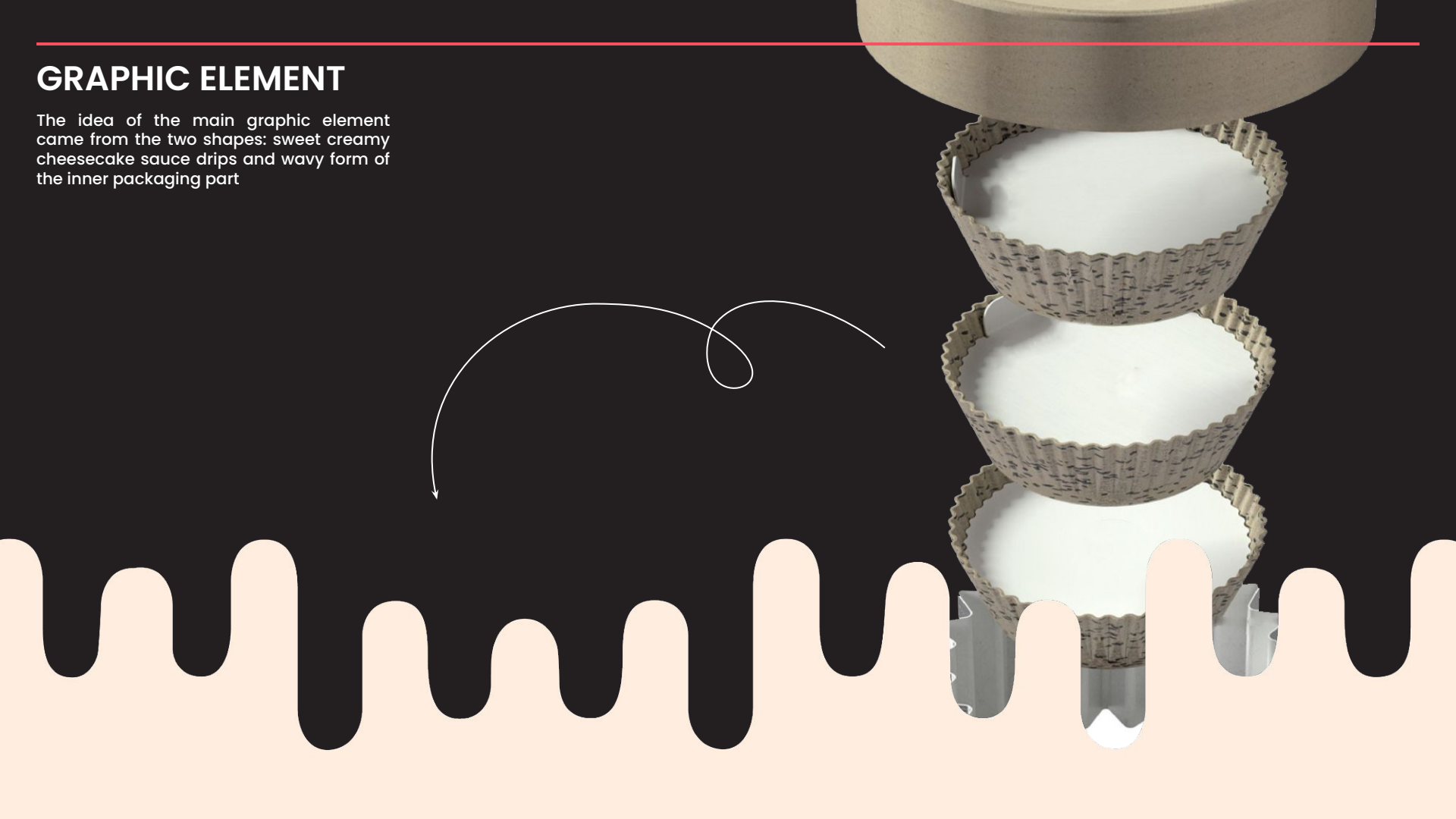


**GRAPHIC ELEMENT**

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## GRAPHIC ELEMENT

The idea of the main graphic element came from the two shapes: sweet creamy cheesecake sauce drips and wavy form of the inner packaging part





06

A decorative pink wavy graphic that spans the width of the page, positioned above the word 'PACKAGE'.

**PACKAGE**

## PACKAGE



# LAYOUT

**CakeMe** is an individually-sized cheesecake with a focus on healthier ingredients and macronutrients. The goal is to give you a delicious treat you can eat as often as you like without feeling bad about it! In alignment with our focus on consumer health and wellbeing, we espouse an ethos which demands consideration of the planet we all share. Our packaging is intentionally designed to be as ecologically friendly as possible

**Ingredients:**  
Cream cheese, ricotta cheese, whey protein, eggs, lowfat Greek yogurt and some natural flavors.

The idea is to keep this snack as clean as possible. There's nothing weird or fake. We even use monk fruit to sweeten - no fake sugars!

CAKEME

DESSERT  
THE SCRIPT

15g  
protein

4g  
carbs

2g  
sugar

150 calories  
per cake

+3 cakes per  
package

+ yes, it tastes  
amazing

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TOP



CAKE  
ME





glekeL'