



Brand IDENTITY

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Plant Delight It's an online vegan bakery. It produces super cute and kawaii products all plant and nuts base.

Target: women with age range 13-35y, people that like kawaii and cute food, vegans.

 [PLANTDELIGHT.COM](https://plantdelight.com)

 CONTACT@PLANTDELIGHT.COM

 [/PLANTDELIGHT](https://www.instagram.com/plantdelight)



Cupcakes



Kawaii style



Animals



Vegan





C:37 M:100 Y:65 K:51
R:98 G:0 B:40
HEX:#620028



C:0 M:53 Y:62 K:0
R:255 G:146 B:101
HEX:#FF9265



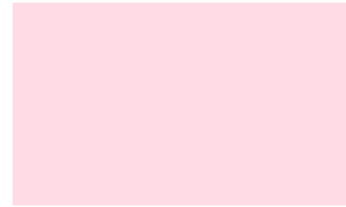
C:0 M:17 Y:44 K:0
R:251 G:213 B:154
HEX:#FBD59A



C:25 M:55 Y:63 K:5
R:183 G:125 B:99
HEX:#B77D63



C:22 M:31 Y:0 K:0
R:196 G:175 B:231
HEX:#C4AFE7



C:0 M:18 Y:2 K:0
R:255 G:219 B:229
HEX:#FFDBE5

IMPORTANT:

- 1- Before printing is recommended to do a color proof.
- 2- Please note that RGB & Hex/HTML values will differ between the PANTONE Color Finder and the PANTONE Color Bridge Guides due to different standards for print and digital use.



VERTICAL



Plant Delight
VEGAN BAKERY

HORIZONTAL



Plant Delight
VEGAN BAKERY



VERTICAL



Plant Delight
VEGAN BAKERY

HORIZONTAL



Plant Delight
VEGAN BAKERY



VERTICAL



Plant Delight
VEGAN BAKERY

HORIZONTAL



Plant Delight
VEGAN BAKERY



MAIN FONT

Nexa Rust
Script 2

*The quick brown fox jumps
over the lazy dog.*

★ FREE FONT NO BOLD FONT STYLE

PUMPKIN
CHEESECAKE

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG.

★ FREE FONT NO LOW CASE STYLE

COMPLEMENTARY FONT

Amiko

The quick brown fox jumps
over the lazy dog.

● GOOGLE FONT FREE FONT



Icon Size Guide:
Use this guide to have a better visualization of which icon is best based on the size, scale, and dimensions.

300px

200px

100px

50px

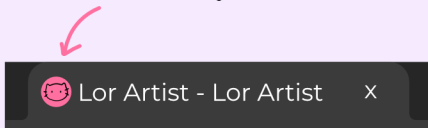


MAIN ICONS



Favicons:

is a really small and simple, 32x32 pixel icon used on web browsers to represent a website or a web page.





WEBSITE



FACEBOOK



INSTAGRAM



PHONE



EMAIL



ADDRESS



You wouldn't wear your t-shirt inside out.

Take a moment to think about how you apply your brand.

A- Make Sure you have a breathing area for your brand.

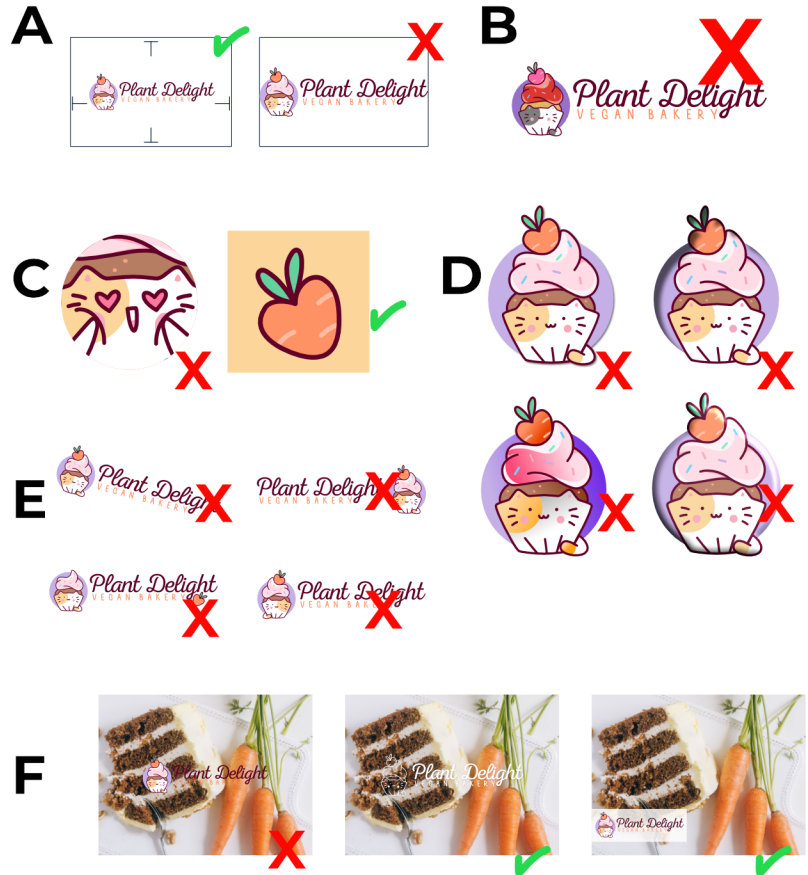
B- Do not use different colors from your palette.

C- Use the right icon for the favicon. Favicons are the smallest icon size, use the ones with fewer details for better visualization.

D- Do not use any effects on your logo like drop shadow, gradients, embossing, etc...

E- Do not rotate/move your logo.

F- Do not use your logo on background that are cluttered without a white BG or in the right place with right colors.



Virtual Card



Email Signature



Business card



FRONT

BACK



Letterhead



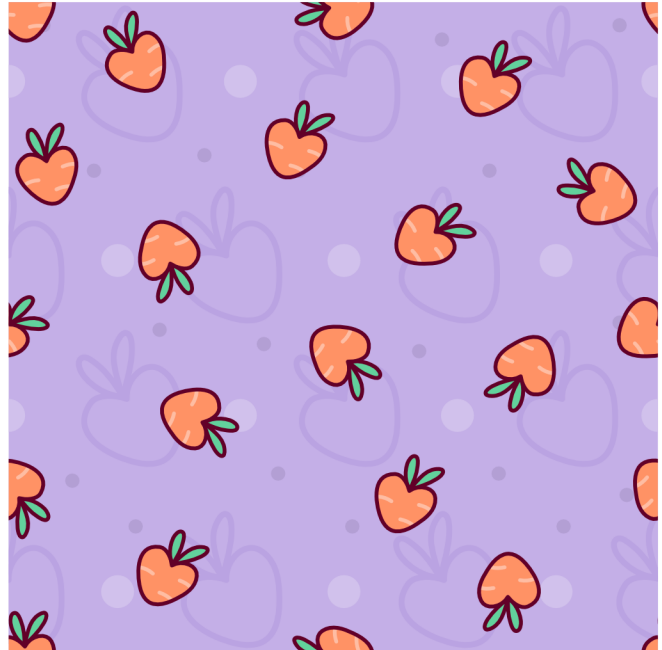
Bookmark

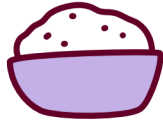
FRONT



BACK







100%
VEGAN

VEGAN

Healthy



Certificate of rights of use and exclusivity

Through this certificate I Lorraine L. Bernardes (Lor Artist) confirms the rights of the **PLANT DELIGHT** in using the graphic piece attached below in company or service disclosure materials. Be it for commercial or non-profit purposes.

But it is **explicitly forbidden** to use the design in cases:

- A) Promotional materials that damage animal rights;
- B) Promotional materials that damage humans rights;
- C) Promotional materials that hurts someone's feeling;

Design Created



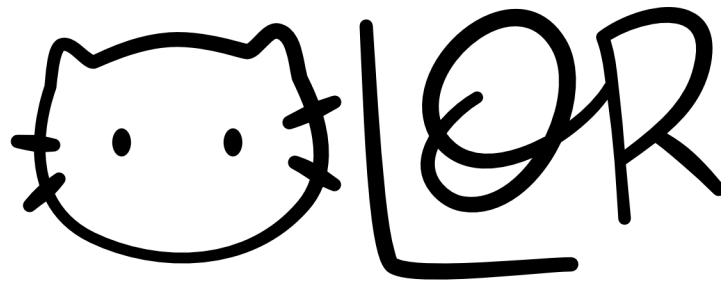
Lor Artist reserves the rights to publish the design in its social networks, portfolio, website, and marketing advertising.



Lorraine's Signature

Dec. 02, 2021

Date



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