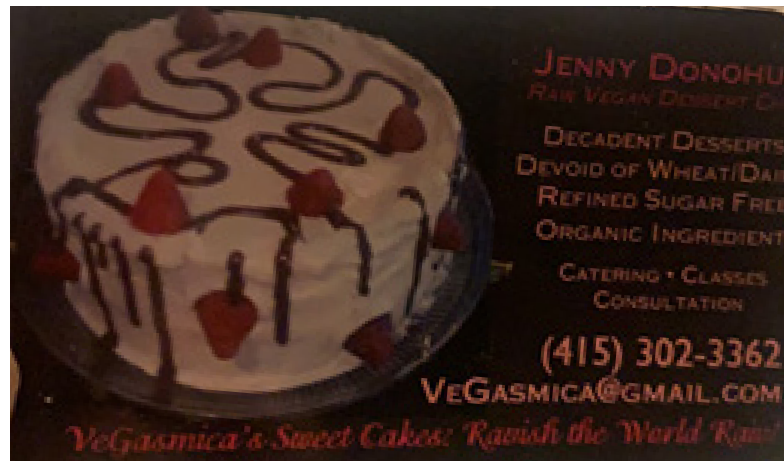


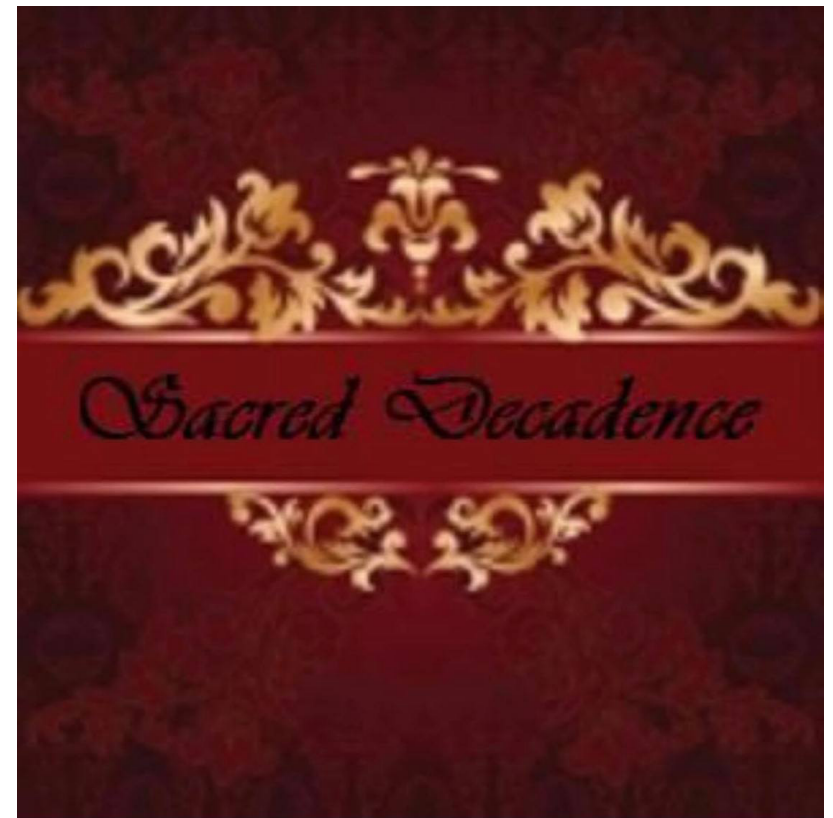
### PROJECT OVERVIEW AND SCOPE

Sacred Decadence is a vegan/ gluten free dessert company located in Hollywood, California owned by Leela Maya.

The current logo is burgundy and gold with a Victorian vibe, but the recent posters/fliers use candy colored tones and a pin-up girl motif. The business comes mostly from word of mouth and had been heavily reliant on live events and parties. Since COVID Leela has had to turn to a stronger web presence to keep business coming in, and now needs a stronger web presence and more recognizable branding.



OLD BUSINESS CARD, CREATED CIRCA 2010



ORIGINAL LOGO, CREATED CIRCA 2010

## CREATIVE BRIEF: SACRED *Decadence*

STEPHANIE MUFSON

### EXISTING IDENTITY

The older logo and copy has a victorian/ steampunk look and was created roughly 10 years ago, in the height of the Steampunk trend. The recent fliers posted on the Facebook business page have a candy colored pin-up girl aesthetic. The brand is between aesthetics in need of a single cohesive look.

### COMPETITIVE POSITIONING

Erin McKenna's Bakery: A similar mission statement. A bigger company with locations in LA, NYC, and Orlando; they have a clean, consistent look, and are clearly business savvy to have locations across the country. This company seems to have a similar vibe to the one Sacred Decadence is after: fun, bright colors- lots of pinks.

Rising Hearts Bakery: Country/ homey vibe using light blues and whites. They're website is simple but has a cute logo and a decent visual presentation of who they are. The branding for this company is very different from the visual presence of Sacred Decadence, and would likely attract a slightly different sub-sect of the already niche market of vegan/ gluten free desserts.

Remixed Bakery: Clean and modern website and logo. Their fun, energetic look and the reference to the record and music remixes is definitely targeting the millennial and xenial audience.

### TARGETED MESSAGE

Sacred Decadence is a vegan/gluten free dessert company that caters to high end clientele in Southern California. Having made a name for herself in the specialty event-catering world, owner Leela Maya relied heavily on word of mouth for business. Now that covid has hit she needs to rebrand and take a new approach to finding customers and building a stronger web presence. By honing in on a cohesive visual identity Leela can begin to rebuild her business to fit today's landscape.



RECENT PROMO FLIER



MONTAGE OF LABELS AND PROMOTIONAL IMAGES



ERIN MCKENNA'S BAKERY



RISING HEARTS LOGO



REMIXED BAKERY LOGO



## WORD LIST

### EXISTING:

Rich  
Decadent  
Royal  
Regal  
Fancy  
Mysterious  
Deep  
Esoteric  
Red Velvet  
Espresso  
Dark Chocolate  
Chocolate Strawberries  
Velvet Curtains  
Gold Tassles  
Night Sky  
Aged Wood  
Granite  
Wrought Iron  
Steam Punk  
Victorian  
Edwardian  
Hidden  
Secret  
Seductive

### REVISED:

Candy  
Flirty  
Cute  
Whimsical  
Fun  
Playful  
Innocent  
Approachable  
Whipped Cream  
Vanilla  
Cherry  
Licorice  
Checkered Floor  
Blue Sky  
Fluffy Clouds  
Stripes  
Sparkles  
Rotary Phone  
50's Diner  
Soda Fountain  
Pure  
Yummy  
Sweet  
Appealing  
Mouth Watering  
Appetizing  
Feel Good  
Sugary  
Good Times  
Juicy  
Hospitality  
Tempting  
Presentation

### SKETCHES AND EARLY DIGITAL EXPLORATION OF FORM AND COLOR



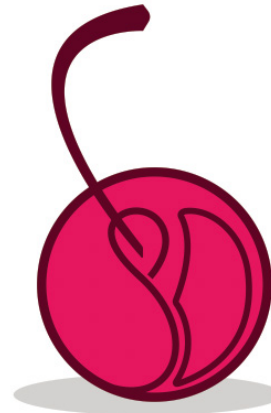
## LOGO ITERATION

The brief from the client was to create a look that is fun, flirty and sensual. The challenge was to bridge these 3 disparate elements:

1. Bright and Colorful
2. Seductive and Sensual
3. Organic and Appetizing

Early form explorations focused around abstracted shapes that refer to classic desserts. The designs that featured round forms emerged as the strongest options, as it expressed softness, playfulness, and sensuality.

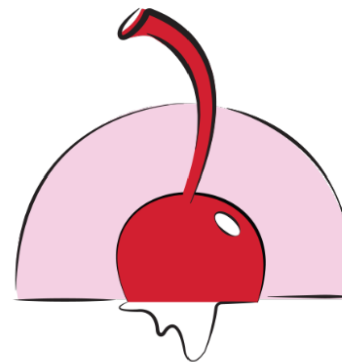
In the second round of iterations the Cherry stood out as the most effective icon to express all the seemingly disparate aspects of the brand's personality.



EARLY VERSION 1



EARLY VERSION 2



EARLY VERSION 3

## FINAL B&W LOGO: SACRED *Decadence*

STEPHANIE MUFSON

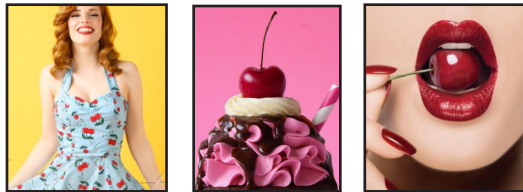
### FINAL LOGO—BLACK ON WHITE

The Cherry has a number of relevant connotations to draw from:

**CHERRY—ON—TOP:** A classic dessert tradition that has also come to be used as a metaphor for the best part, a little extra, DECADENT.

**POP CULTURE ICON:** Cherrys have been used for decades in various media to portray everything from innocence to playfulness, flirtyness, seduction and sexuality.

**Cherry =**  
**Fun, Pop-y, Playful, Seductive, Appetizing, Organic, decadent**



By capitalizing on a shape that comes fully loaded with cultural references, all of which resonate with and elevate the aspirations of *SACRED Decadence*, the final logo is a unique and modern graphic that says a lot in a few lines.

The 3 quarter cherry with the drip and half dome backdrop, was the most powerful, visually succinct representation of the brand.

The curves are appealing, the drip is playful, the fruit is iconic.

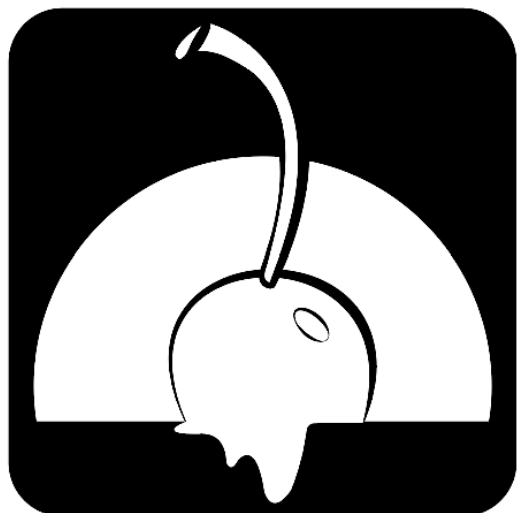


FINAL LOGO BLACK ON WHITE

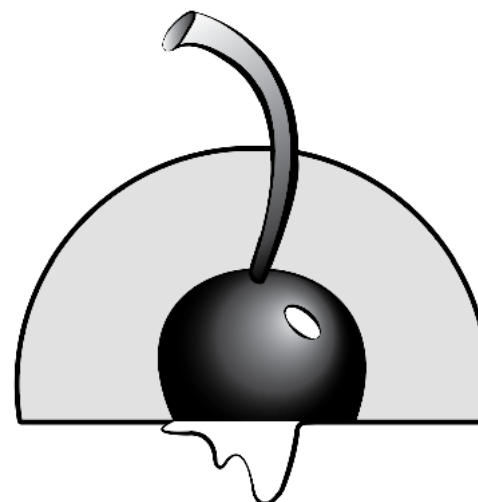


FINAL LOGO BLACK ON WHITE, AT 1 INCH X 1





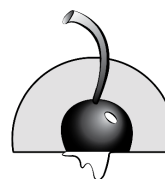
FINAL LOGO WHITE ON BLACK



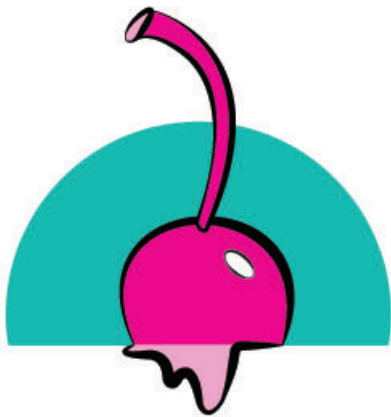
FINAL LOGO IN GRAYSCALE VALUES



FINAL LOGO WHITE ON BLACK, AT 1 INCH X 1 INCH



FINAL LOGO IN GRAYSCALE VALUES AT 1 INCH X 1



SACRED  
*Decadence*

**CINZEL BOLD SHALL BE USED FOR TITLES & HEADERS**

CINZEL REGULAR was selected to represent the word “SACRED” for it’s formal and reverent appearance. The delicate serifs evoke a sense of the ceremonial.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Snell Roundhand*, which both contrasts and compliments Cinzel, is used for “*Decadence*.”

Decadence, defined as a meeting of the luxurious with the self-indulgent, is well represented by Snell Roundhand, with it’s playfully elegant calligraphic letter forms.

*Snell Roundhand* is only used in the wordmark and as a the second word in a two word pairing only. It shall never be used in sentences, body copy, or word groupings over two words.

*ABCDEFGHIJKLMN OPQRSTUVWXYZ*  
*0123456789*  
*abcdefghijklmnopqrstuvwxyz*

Minion Pro Regular is the typeface for body copy.

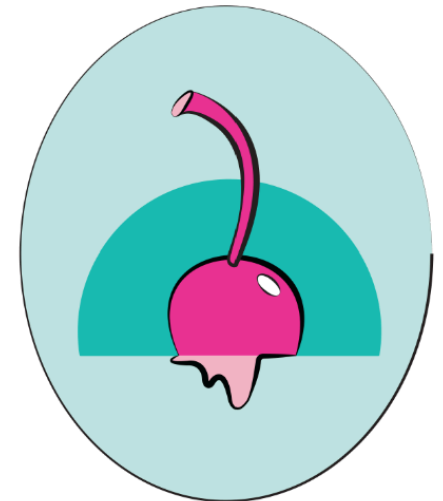
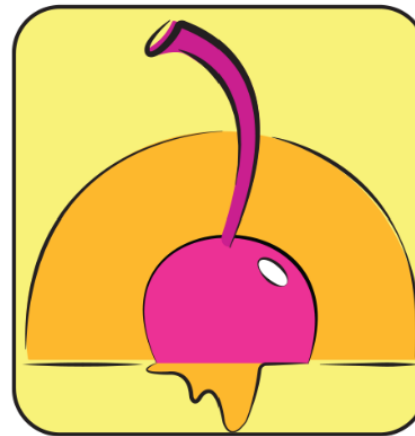
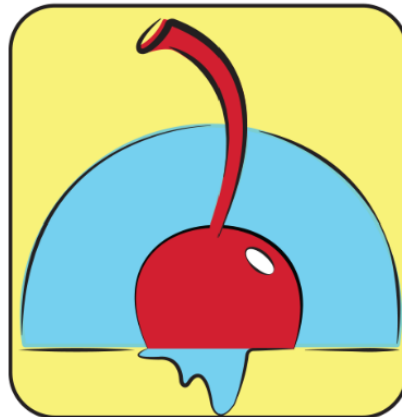
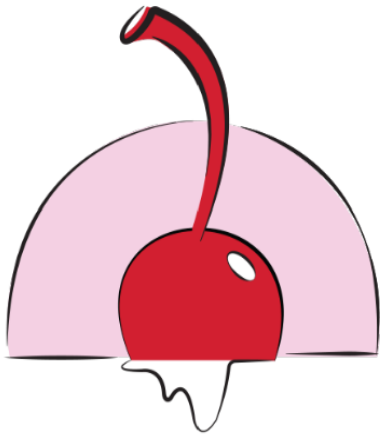
Minion Pro pairs well with Cinzel, referring back to the Dominant Serif typeface, but sits well below it in body copy. It is easier to read and does not comete with the more formal letterforms of Cinzel.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz



THE BRIEF CALLED FOR BRIGHT, VIBRANT HUES THAT REFERENCED BOTH EARTHY JEWEL TONES AND ALSO RETRO PIN-UP COLORS.

An exploration of warm tones, cool tones, and a combination of both lead to the understanding that only the teal and magenta combinations satisfied BOTH the pop-vintage look and the allusion to jewel tones.





FINAL COLOR LOGO

The Client's Brief was to create a logo using Jewel Tones with Fluorescent Vibrancy. Initial visual references to retro/ pin-up styles inspired the use of the two tone pinks contrasted with teal, evoking the appetizing charm of a 50's diner.

The magenta and teal are jewel tones; a call back to the Sacred, but with a vibrancy turned up to 11, saitsfying the fun and festive nature of the company.



PMS 219 C



C MY K (code) 0 / 100 / 0 / 0  
R G B (code) 236 / 0 / 140



C MY K 0 / 100 / 0 / 0 @60%  
R G B 236 / 0 / 140 @60%



C MY K 0 / 100 / 0 / 40  
R G B 158 / 0 / 93

PMS 230 C



C MY K 4 / 42 / 0 / 0  
R G B 234 / 166 / 202



C MY K 4 / 42 / 0 / 0 @60%  
R G B 234 / 166 / 202 @60%



C MY K 4 / 42 / 0 / 40  
R G B 156 / 111 / 137

PMS 3262 C



C MY K 72 / 0 / 38 / 0  
R G B 29 / 187 / 177



C MY K 100 / 0 / 0 / 0 @60%  
R G B 0 / 174 / 239 @60%



C MY K 72 / 0 / 38 / 40  
R G B 5 / 127 / 120

### CLEAR SPACE AND CONSTRUCTION

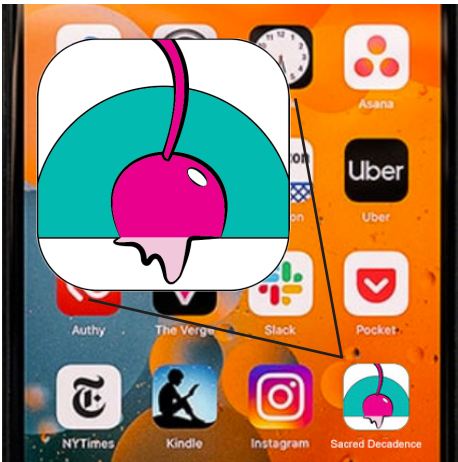
In order to set it off from other elements, the signature should always be surrounded by an adequate amount of clear space. The dashed outline surrounding the signature indicates the minimum amount of clear space that must surround the signature in all applications.

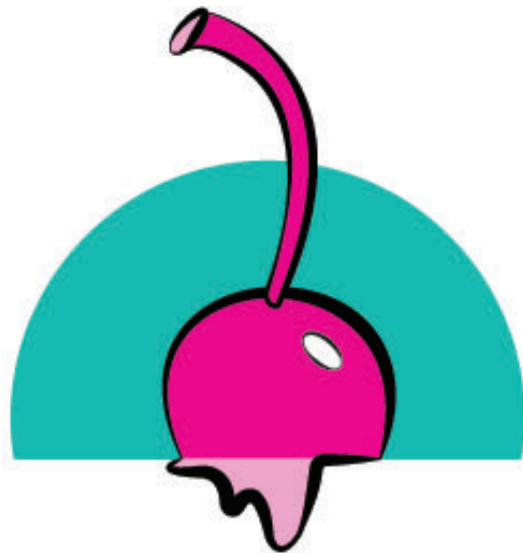
No other element may be present within this space. This includes type, illustrations, photos or the edge of the surface on which the signature is displayed. Any exceptions require approval prior to use.

Minimum clear space is specified in units of "X."  
X equals Cap Height of the letter C in Sacred.



BRAND APPLICATIONS





SACRED  
*Decadence*