



just baked

BRAND GUIDE

WINTER 2021

INTRODUCTION

BRAND GUIDE PURPOSE

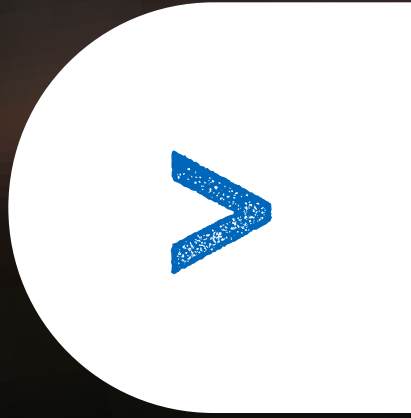
The purpose of these guidelines is to create a cohesive, strategic storytelling vision and identity. By establishing a strong core foundation, we can build an ownable and recognizable brand identity across any platforms and channels necessary.





OUR MISSION

At Just Baked, our mission is to make people rethink the possibilities of a kiosk with fresh, delicious food in an experience that makes cutting-edge convenience exciting, engaging, and fun.





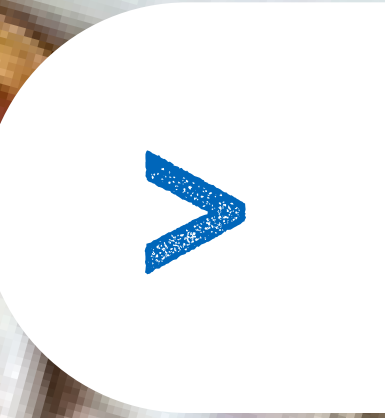
WHAT MAKES US DIFFERENT?

Just Baked appeals to a variety of customers with an offering they can't find anywhere else: Hot, fresh food options delivered contact-free.



FASTER, SAFER, EASIER

We provide hot, fresh options on par with other quick and casual establishments with an even faster, safer, and more convenient experience.





Version 1



Version 2



Version 3

COLOR

PMS 7527 CP
#D6D2C4
C3 M4 Y14 K8

PMS 7533 CP
#473729
C37 M53 Y68 K83

Rich Black
#000000
C60 M40 Y40 K100

Rich Gray
#484849
C67 M60 Y58 K40

PMS 11-0608 TCX
#F1EEE6
C5 M4 Y8 K0

PMS 7600 CP
#8D3F2B
C0 M78 Y83 K55

PMS 2955 C
#003865
C100 M77 Y35 K28

UI Kit

PMS 2144 C
#0067B9
C93 M60 Y0 K0

PMS 7593 C
#9D432C
C25 M83 Y90 K18

50% Tint

PMS 11-0608 TCX
#F1EEE6
C5 M4 Y8 K0

White
#FFFFFF
C0 M0 Y0 K0

PMS 329 C
#00685E
C100 M36 Y64 K22

UI Kit

PMS 2403 C
#00897B
C100 M19 Y60 K5



H1 Montserrat Bold

H1 Montserrat Regular

H2 MONTSERRAT BOLD CAPS

P1 Ehendunt volorias vide volupt
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H3 Lorem Ipsum

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2021 Font In-Use

Packaging

UI

Marketing Collateral

*Adobe Font



H1 YANONE KAFFEESATZ BOLD

H1 Yanone Kaffeesatz Regular

H1 Yanone Kaffeesatz Light

H1 Yanone Kaffeesatz XLight

2021 Font In-Use

Packaging

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Marketing Collateral

*Adobe Font



AW CONQUEROR STD

HEADLINE GOTHIC ATF

PERMANENT MARKER

P1 Ehendunt volorias vide volup
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KAFFEESATZ

*Ad Handwriting
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elecuptas derum
iusam sumqua.*

Potential Use

Packaging
Marketing Collateral

*Adobe Fonts

MOTION: PREP & TEXTURE



PHOTOGRAPHY: PREP & TEXTURE



PHOTOGRAPHY: SAVORY



PHOTOGRAPHY: SWEET

