



Crafted with Care

This artisanal bakery embodies minimalist luxury with a warm, modern edge. Rooted in craffsmanship and intentionality, the brand balances refined simplicity with indulgent comfort. Inspired by European traditions and contemporary design sensibilities, it offers a curated selection of baked goods from rustic sourdough loaves to delicate pastries all made with high-quality, locally sourced ingredients. The visual identity leans into clean typography, a muted color palette, and tactile design elements that reflect the handmade nature of its products.

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SOCIAL MEDIA







The process of developing the brand identity was a balance of research, creativity, and strategic thinking. I began by studying the artisanal bakery market and identifying key characteristics I wanted the brand to embody: authenticity, minimalist luxury, and craftsmanship. With a clear focus on the target audience — urban, design-conscious consumers — I brainstormed and refined name ideas that felt modern, intentional, and emotionally engaging.

Throughout the process, I made sure that every decision, from the brand's voice to its visual direction, aligned with the core values of simplicity, quality, and experience. Crafting the brand summary helped solidify the brand's identity, ensuring consistency across messaging and design.

Overall, this project reinforced the importance of building a brand identity that is both visually appealing and deeply connected to the story the brand wants to tell.

Thank you!

