

## Creative Brief for Chabanel Bakery Logo Design

### Background Information:

- Business Name: Chabanel Bakery
- Business Description: Chabanel Bakery is a small home-based business that does not have a storefront. It specializes in making homemade breads: white, wheat, cinnamon and gluten free. Products are currently sold based on word of mouth as well as at the weekly farmer's market in our small town in Missouri. The name Chabanel is a name that has been in the family for years and was the name of a 500+ acre farm where our family created a lot of wonderful memories when we were growing up and wanted to escape city life. The farm had an archway sign over the driveway that read Chabanel.
- Target Audience: Health-conscious consumers, families, and local residents interested in fresh, organic, and locally produced bread and baked goods.

### 2. Design Objective:

- Purpose: The primary goal of the logo is to effectively represent Chabanel Bakery's family-centric values and products, making it easily recognizable to market attendees and enhancing its brand image as a provider of natural and wholesome bakery goods.
- Usage: The logo will be used on business cards, bakery packaging (stickers), promotional materials at the farmer's market, and a Facebook business page. Plus, potentially on a future website.

### 3. Visual Elements:

- Fonts: Preference for serif fonts that evoke a sense of tradition and reliability. Recommended fonts include Merriweather or Georgia for their readability and elegant appearance.
- Symbols: Incorporation of a bluebird and/or an oak tree to symbolize nature, growth, and the organic quality of the products. These elements should be stylized but recognizable, aligning with the natural and wholesome brand image.
- Color Scheme: Soft, natural colors with a focus on earth tones. The use of blue for the bluebird (if used) should be a natural, soft hue that complements the overall design.
- Texture: A background texture that resembles wood, such as maple or black walnut, to emphasize the organic and rustic feel. And, to symbolize the Chabanel sign that once marked the entrance to the family farm. This texture should be subtle but add depth to the logo's background, enhancing the natural theme.

### 4. Text Elements:

- Primary Text: "Chabanel Bakery" – prominently displayed, possibly with a larger font size or distinct font weight to draw attention.
- Secondary Text: "Fresh Bread & Baked Goods" – included to immediately communicate the bakery's offerings. This text should be smaller than the primary text but still legible, positioned in a way that supports the overall design without overpowering the main brand name.

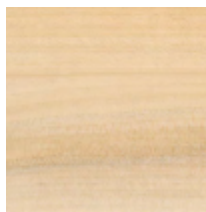
## 5. Style and Feel:

- Overall Style: The logo should be rustic yet sophisticated, combining traditional charm with a clean, modern aesthetic. It should evoke feelings of warmth, authenticity, and comfort, inviting potential customers to explore the bakery's products.
- Emotional Impact: The design should make viewers feel connected to the tradition of artisanal bread-making and the simplicity of natural ingredients. It should suggest a return to basics and the enjoyment of simple pleasures.

## 6. Deliverables:

- Final Formats: The logo should be provided in multiple formats suitable for both print and digital use, including but not limited to EPS, JPEG, PNG, and SVG.
- Variations: Provide a full-color version, a black and white version, and a monochrome version to ensure flexibility across different mediums and backgrounds.

## Inspiration



Maple



Black Walnut



Oak