



Brand Plan



Brand Pillars & Mission

A LITTLE GOES A LONG WAY

Our mission is to spread small meaningful moments of happiness through little indulgences, "just because".

MEANINGFUL MOMENTS

We want to create little moments of happiness through mindful messages.

Meaningful messages to make your day.
Pick yours.

Content Example

Mindful Messages
Affirmation Messages
Inspirational Quotes

LITTLE INDULGENCES

We want to offer bite-sized treats for a quick moment of indulgence.

Treat yourself to a little indulgence every day.

Content Example

Our Food Products

"JUST BECAUSE" GIFTING

We want to support emotional motivations for gift-giving that go beyond traditional occasions.

Gift little moments of happiness, "just because".

Content Example

Happy Monday
You're Appreciated
Thank You Just Because

Direct B2C Customer Profiles

SARAH

35+ Yrs

Savvy mother who wants small treats that are easy to ration and stay fresh. After portion-packed items to include in lunchboxes.

Focused on meeting lifestyle demands. Happy to enjoy or provide the family with a little indulgence. Looking for something different. Great parent network for word of mouth.

MIA

25+ Yrs

Young professional with income. Willing to spend money on her friends and loved ones. Into mindfulness and wellbeing.

Social butterfly. Likes to celebrate milestones but also loves new experiences "just because."

MAUREEN

60+ Yrs

Retired grandmother with money to spare but willing to spend on nice little gifts with meaning. Into homewares and trinkets.

Has a good community network and constantly socialising to fill her time. Powerful for word of mouth - recommends things to her friends. Likes to host.

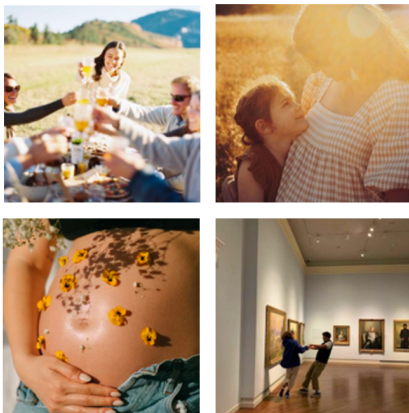
Direct B2C Content Pillars

MEANINGFUL MOMENTS

Community Stories

Quotes & Inspirational Messages

How We Practise Mindfulness & Wellbeing in our Company.



LITTLE INDULGENCES

People Enjoying the Sweet Things in Life

Product Highlights & Recipes

Product Launches & News



"JUST BECAUSE" GIFTING

Customer & Consumer Highlights

Products in Store & Gift Range Highlights

"Just Because" Giving



Direct B2C Brand Voice

We want our followers to connect with us on an authentic level, being able to relate to us. We want to be the place people go to, to get a moment of happiness every day.

POSITIVE

Friendly
Upbeat

EMPATHETIC

Emotive
Heartfelt

MOTIVATING

Uplifting
Inspiring

RELATABLE

Empathetic
Relaxed

AUTHENTIC

Real
Natural

Brand Logo

Our logo encapsulates a dainty look and boutique feel with its simplicity.

Keep white space (minimum 30px) around the logo on all designs.

Always prioritise using the primary logo unless the secondary logo is required.

An inverted cream logo variation is available but should be avoided.

PRIMARY



SECONDARY



FAVICON



Colours

Background colours are strictly Buttercream and Speculoos.

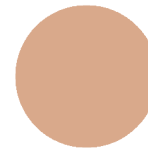
Primary text is strictly Dark Choc and therefore should only be used on Speculoos, Buttercream or Frosting.

Secondary text is strictly Frosting, used only on Dark Choc and Speculoos.

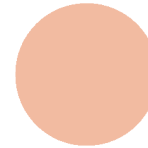
Avoid any background and text combination of Buttercream + Speculoos, and Buttercream + Frosting.



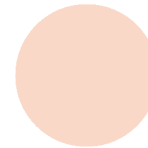
Dark Choc
#422515



Speculoos
#D9A98B



Peachy Keen
#F1BAA0



Strawberry Cream
#F1BAA0



Buttercream
#F7F0E9

Fonts

Heading text should always be used as the main design focus.

Sub-headings should always be used in conjunction with the heading text (above or below). Tracking should be increased to give a clean and high-end look.

Scripts should be used sparingly and only when placed on a watercolour splash asset.

Body copy should always be light in weight, unless necessary.

Heading Text

SUB HEADING - QUICKSAND LIGHT CAPS

Script - Roustel

Body - Quicksand Light

Body - Quicksand Bold

Hand Lettered Vectors

Script vectors have been created for our most-used descriptions. Whenever you have a design that features one of the words on the right in script, use the vectors instead of the Roustel font.

Mindful

Detectable

Motivational

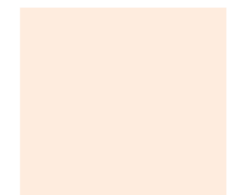
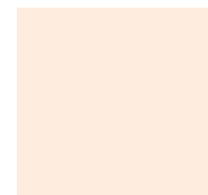
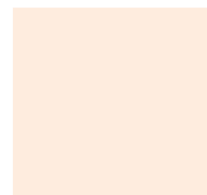
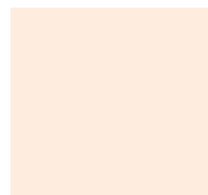
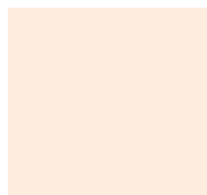
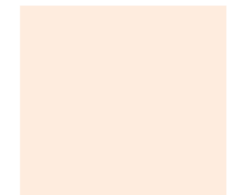
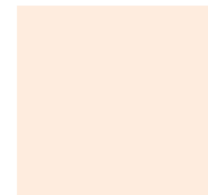
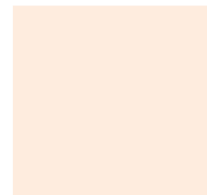
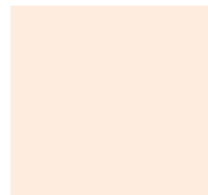
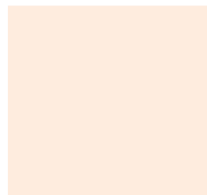
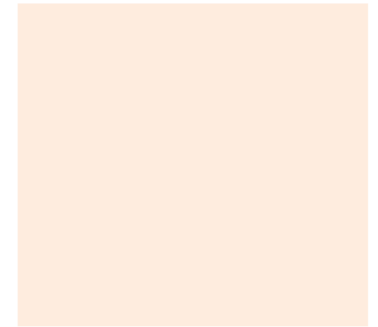
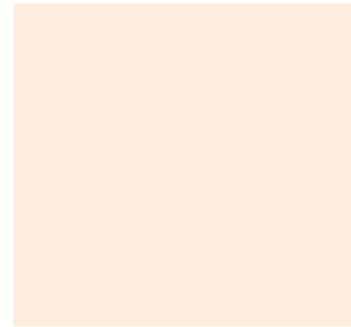
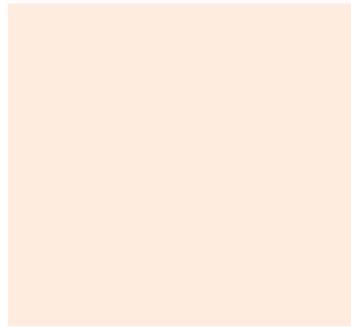
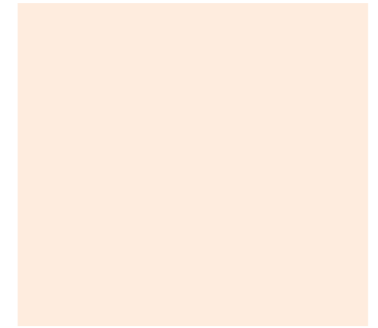
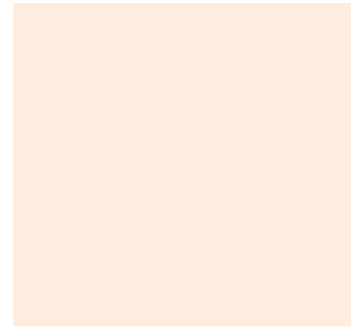
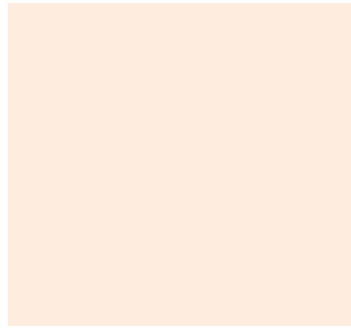
Hand Drawn Vectors

Hand-drawn vector illustrations should only be used in the Dark Choc colour to be cohesive with the brand's artistic and personalised hand-lettering look. Therefore it should only be used on Speculoos, Buttercream or Frosting colours.



Icon Vectors

Icon vectors are hand-illustrated to coheside with the brand's artistic and personalised hand-lettering look. Therefore it should only be used on Speculoos, Buttercream or Frosting colours.

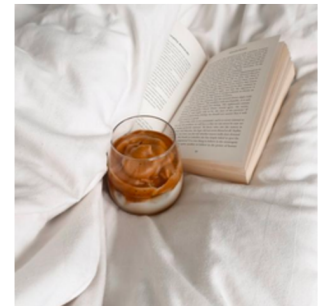


Food Imagery

Clean white backgrounds

Warm tones

Dark tones (dark brown)
for high contrast



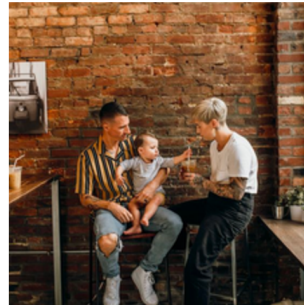
People Imagery

Earthy tones

Warm and comforting

Shot-in-the-moment

Casual and playful



Lifestyle Imagery

Earthy tones

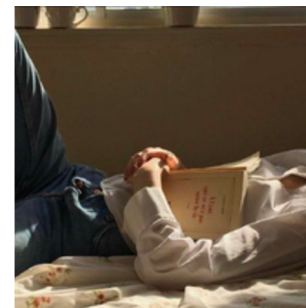
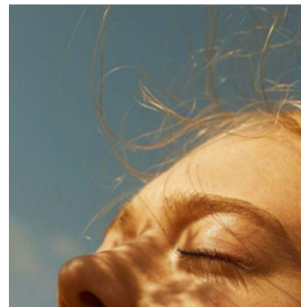
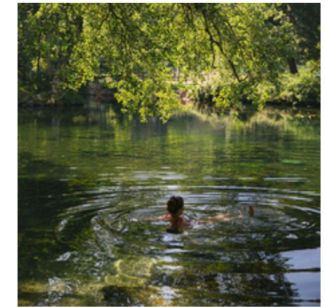
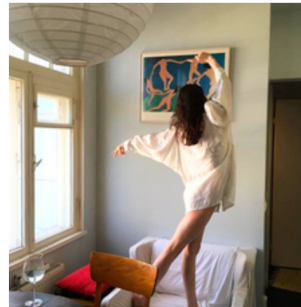
Warm and comforting

Self-love and indulgent living

Story-telling

Artsy / Imagery with depth

Soft and Feminine



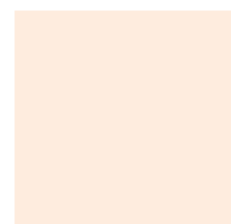
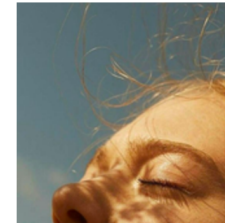
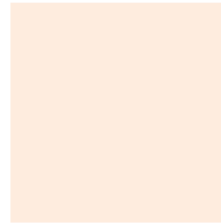
Social Media

Photos that follow the photography guidelines above.

Break up the feed with high-contrast dark browns in photographs.

Use Speculoos and Buttercream as the backgrounds. Avoid Dark Choc and Frosting as background colours.

Keep graphic designs simple, with white space on the sides, consistent on all graphics.

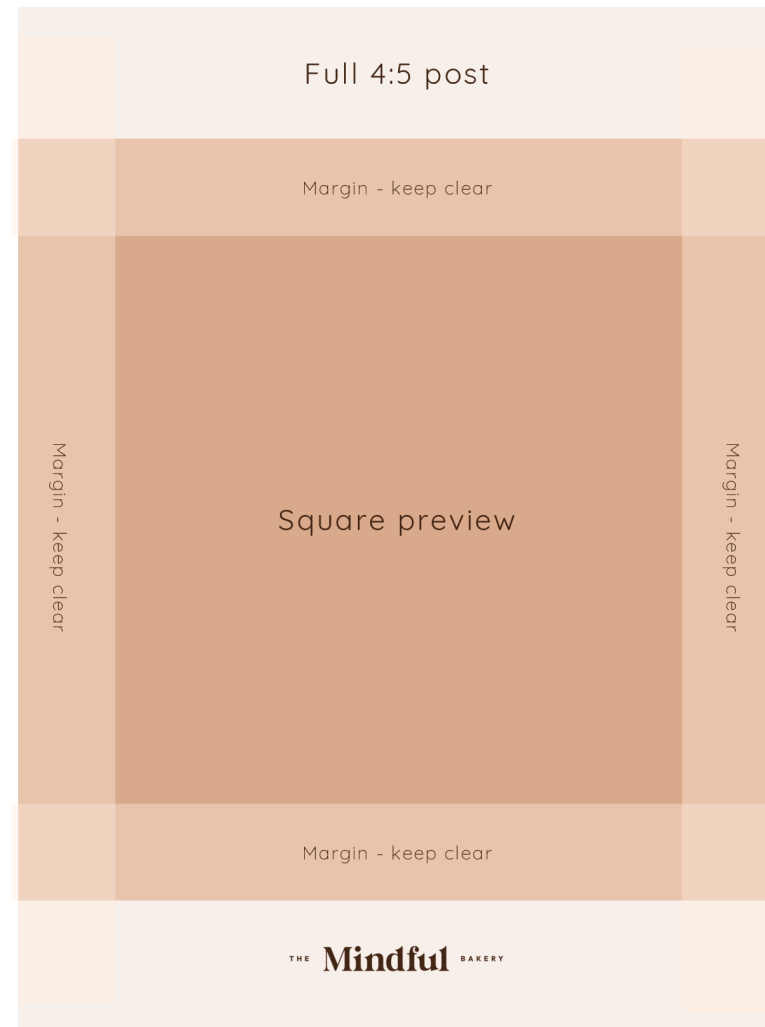


Social Media Graphics

Keep graphic designs simple with white space/margins on the sides (as indicated on the right), and keep it consistent on all graphics.

Copy and paste the layout into your social media template, and resize to keep margin ratios.

Always use the Secondary logo for social media posts.



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