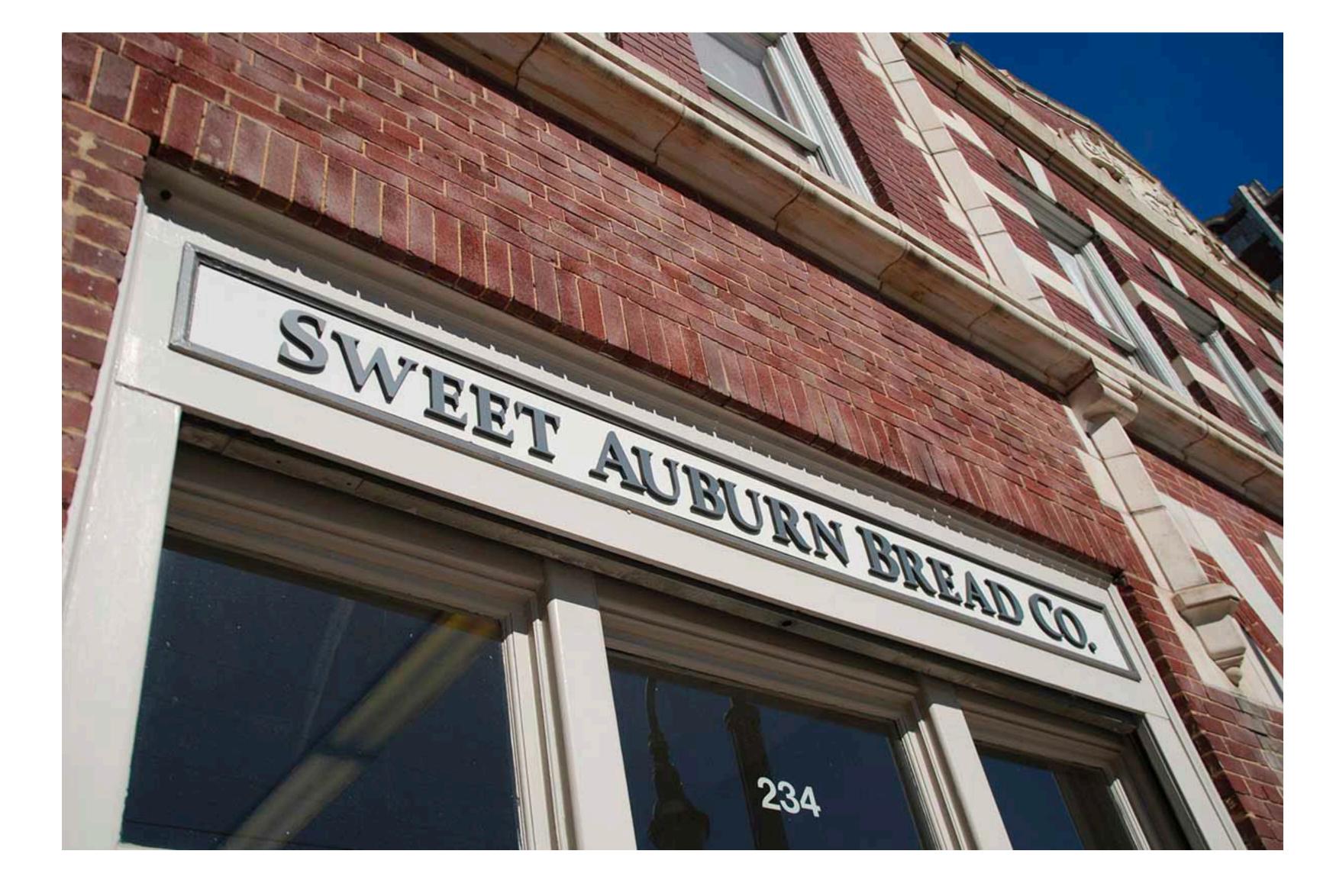
**Introduction** 75



Tiny bakery for breakfast sandwiches & muffins, with glass displays filled with cookies, cake & pie, ran by Chef Sonya and her son Windsor.

Previous Branding





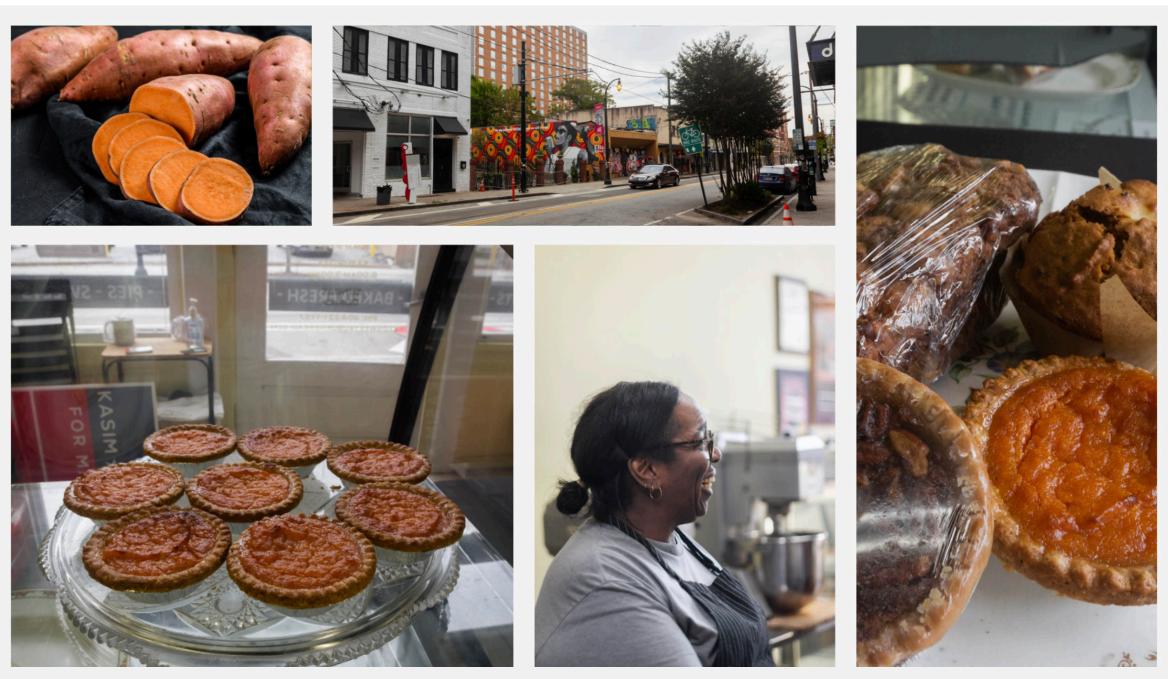




76

Moodboard











**Type Studies** 

Sweet Auburn Sweet Auburn Bread Co

**Sweet Auburn Bread Co** 

Sweet Auburn

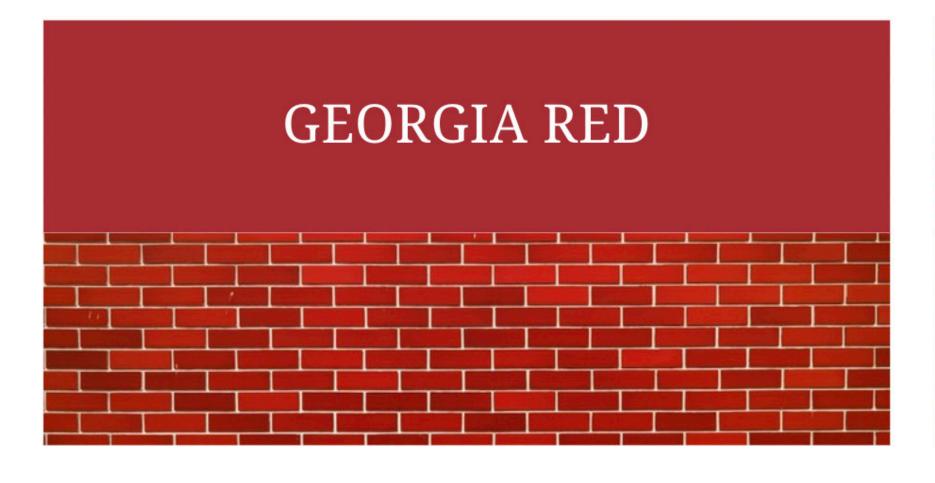
SWEET AUBURN BREAD CO

SWEET AUBURN BREAD CO

Sweet Auburn Bread Co Sweet Auburn

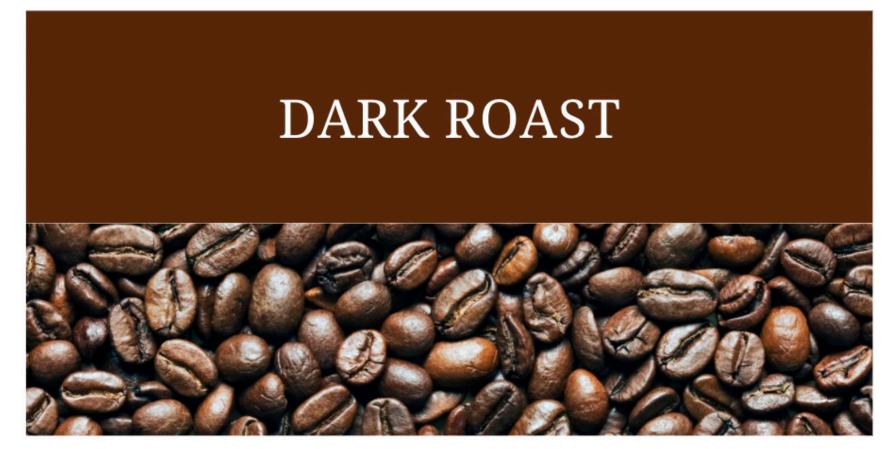
MAYHENA + BRANDON GROTESQUE TYPEFACES USED

Color Palette









Made With Love.

Made With Love.

Small Batch
From Scratch.

Get Your Sweet On.

Get Your Sweet On.

Small Batch From Scratch.

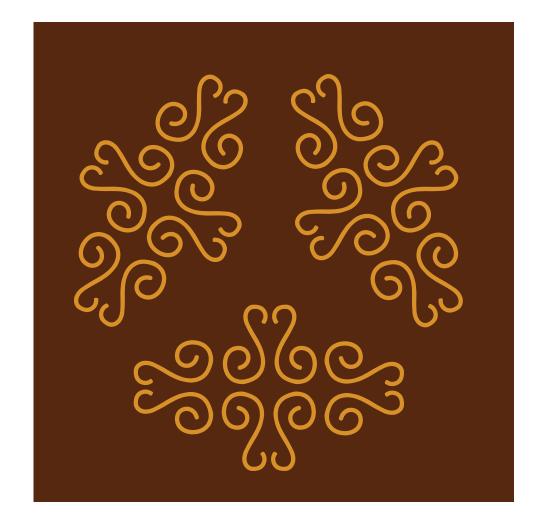
Small Batch From Scratch.

made with love

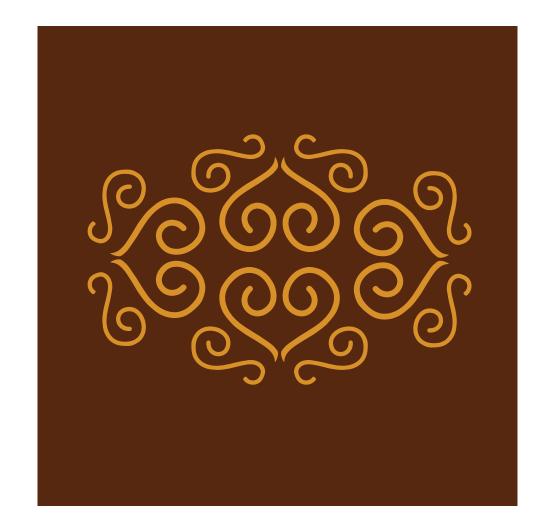
small batch from scratch **Pattern Studies** 

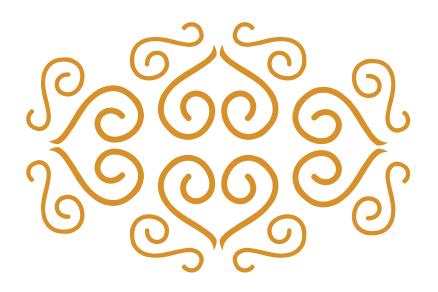






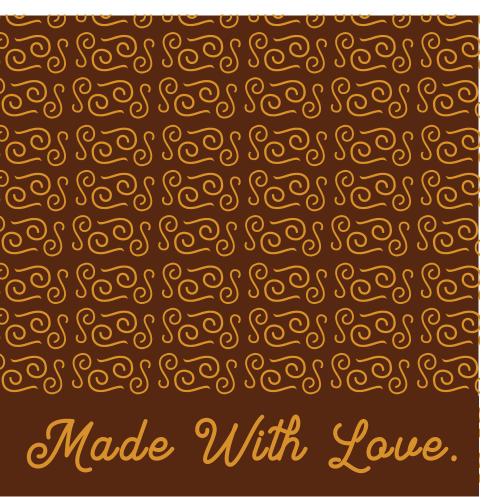




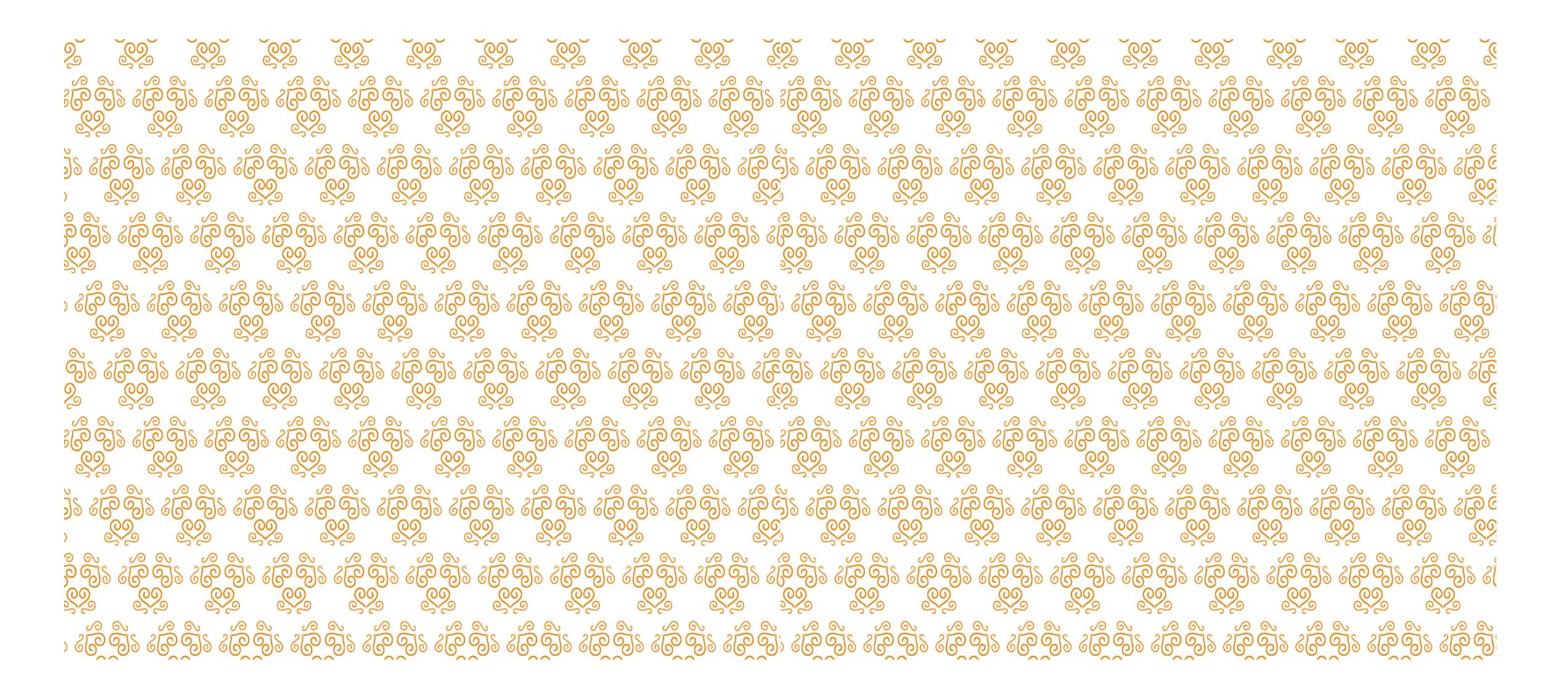








Final Pattern



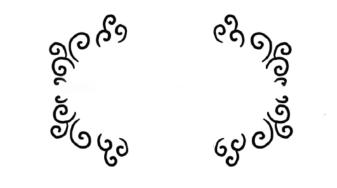
## **Mark Sketches**









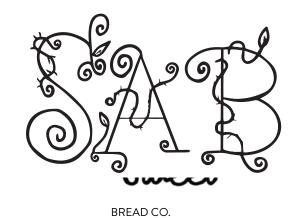


Sweet Auburn

Sweet Auburn

Sweet Auburn

Sweet Auburn





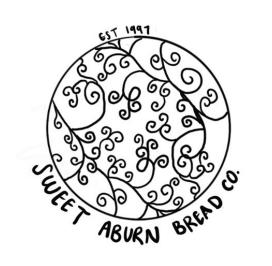


























Chosen Mark



85

Color Options 86



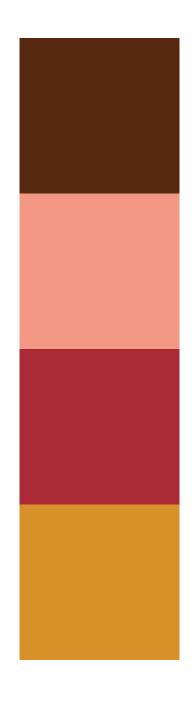
Mark with Color Palette











Client Chosen Mark





Baked Goods



Box



91

Van



Tent 93



Business Cards

**Sweet Auburn Bread Co** 

Sonya Jones Founder and CEO 404. 805.7992 <sup>C</sup> 234 Auburn Ave NE, Atlanta, GA 30303

404. 805.7992 O 404. 805.7992 F

sweetauburnbread.com

**Sweet Auburn Bread Co** 



Windsor Jones 234 Auburn Ave NE, Atlanta,

Founder and CEO 404. 805.7992 C

404. 805.7992 O 404. 805.7992 F

GA 30303

sweetauburnbread.com



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Mark - Interior



Mark - Website





Before After

Mark - Website





Mark - Website

