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cookiEtopia

cookie sandwich bar

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WHO WE ARE

Cookietopia is a premium cookie sandwich bar where customers create custom sandwich cookies that are just as individual as they are. Cookietopia offers over twenty varieties of cookies and thirty different toppings and fillings, meaning that its offerings are practically boundless!

Founded in 2007 by Rachel Kaelin, who believed that cookies can always be more fun, the Cookietopia brand is all about whimsy, treats, and quality. Our design should reflect those fundamental beliefs.



OUR LOGO

primary logo



OUR LOGO

secondary logo



how small?

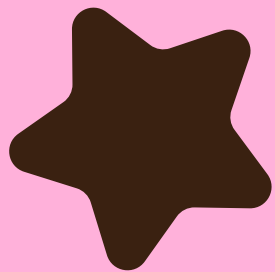
Please don't make our primary logo smaller than 1.75" wide and 1.17" high!



Please don't make our secondary logo smaller than 2" wide and .48" high!



COLOR

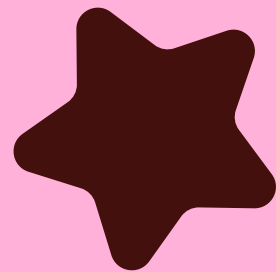


Chip

CMYK 50, 70, 80, 70

RGB 60, 36, 21

HEX #3C2415

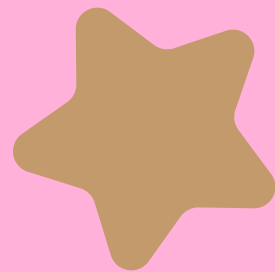


Choco

CMYK 43, 87, 83, 68

RGB 70, 19, 13

HEX #46130D



Latte

CMYK 25, 40, 65, 0

RGB 196, 154, 108

HEX #C49A6C

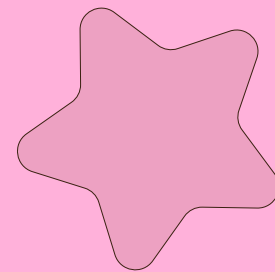


Sugar

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX #FFFFFF



Bubblegum

CMYK 3, 45, 3, 0

RGB 236, 161, 192

HEX #ECA1C0



Patrick

CMYK 0, 100, 0, 0

RGB 236, 0, 140

HEX #EC008C

cookie star



Yellow

CMYK 0, 86, 0, 0

RGB 255, 243, 59

HEX #FFF33B

Orange

CMYK 2, 73, 84, 0

RGB 237, 104, 60

HEX #ED683C

The Cookie Star uses a linear gradient from yellow to orange. The gradient should not be radial or any other fancy nonsense, and the orange transition should begin at the 75% mark. Any other kind of shenanigans are right out.

TYPOGRAPHY

sniglet

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890!**!@#**!@#\$%^&*()_+==

Sniglet is the font we use for our main title. It should not be used for subtitles or body text, and it should be the largest text in a document.

skybird rough

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890!**!@#**!@#\$%^&*()_+==

Skybird Rough is our subtitle font and should only be used on headers. Don't make it smaller than body text.

Californian FB

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890!**!@#**!@#\$%^&*()_+==

Californian FB is chiefly used in body paragraphs and for copy smaller than our headers.

arial regular & bold

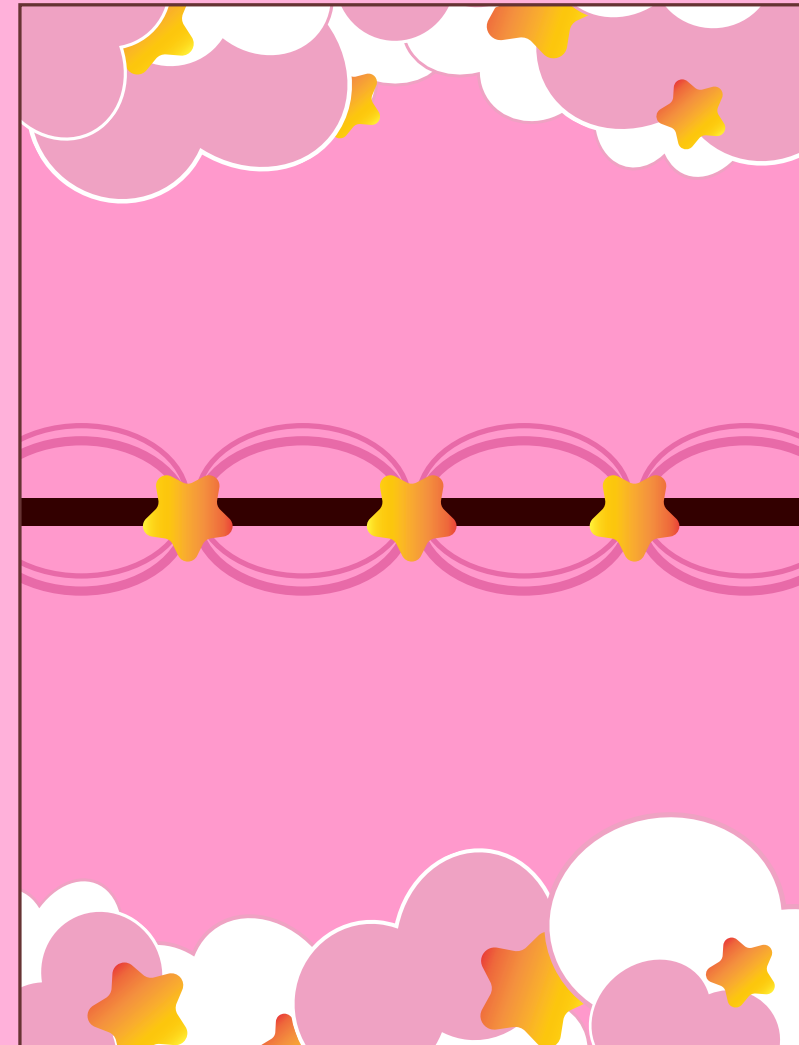
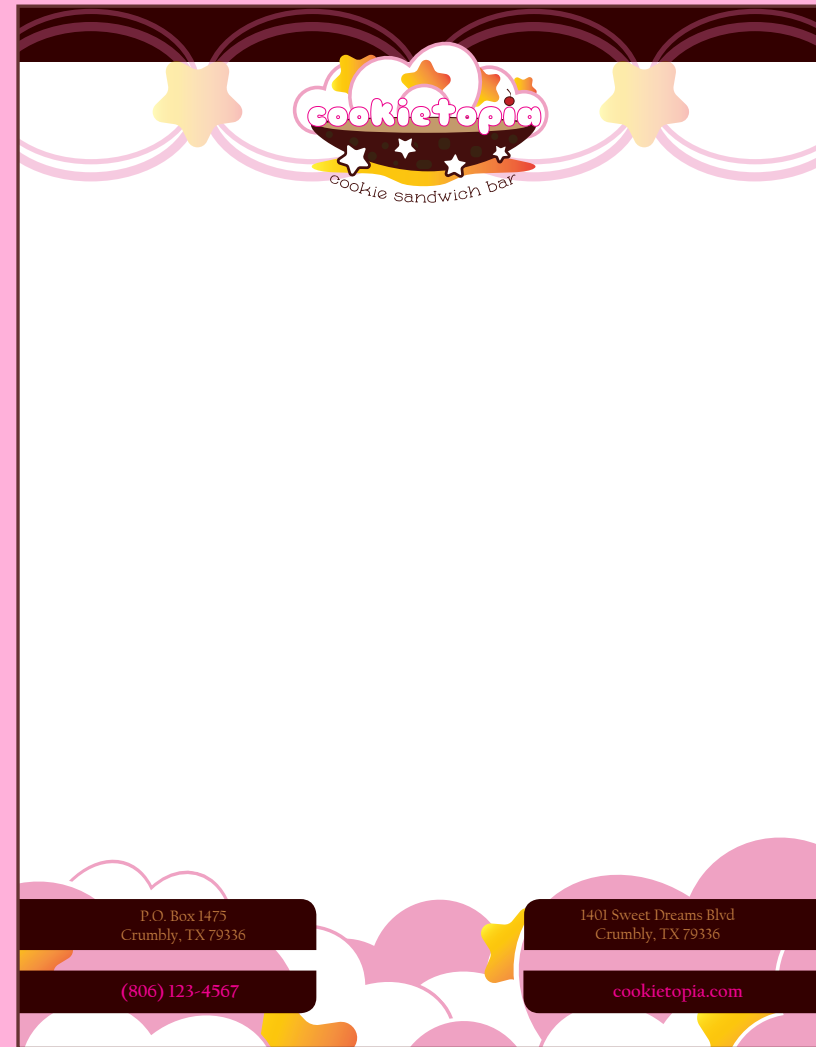
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890!**!@#**!@#\$%^&*()_+==

Arial Regular and Bold are chiefly used in body paragraphs for ease of reading, such as the presentation of data and our website.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890!**!@#**!@#\$%^&*()_+==

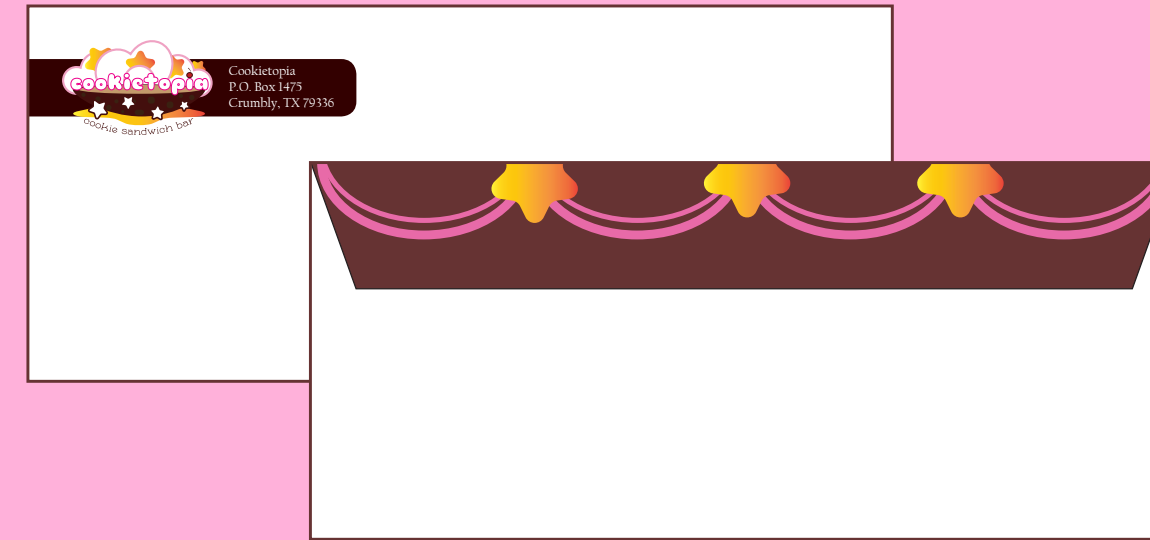
STATIONERY

letterhead



STATIONERY

no. 10 envelope



business cards



VEHICLES



VEHICLES

Because Cookietopia caters, courier vehicles are necessary for special events. Pale pink and emblazoned with our logo, they trumpet our service to the world!

Vehicles should be a pastel pink, the “Bubblegum” in our approved palette. If the vehicle is a van, the shooting cookie star should run across its side. If a smaller car, the shooting cookie star may be omitted in favor of contact information and the large Cookietopia logo.



PACKAGING

coffee cup & sleeve

For serving our famous warm milks, hot teas, and scrumptious coffees!

As you can see, on the plain paper cup sans sleeve, the logo is imposed in brown.



PACKAGING

cookie caravan

Sometimes our customers want to take home their custom-made cookie sandwiches. What a stupendous responsibility! Put those fat, pillowy dreamsnacks in a sturdy cardboard box for safe travel.

