

Sienna

BAKERY.®

BRAND STANDARDS 2023

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The following guide lays the groundwork for and clearly outlines the components of the premium Sienna Bakery brand.

Within, you'll find complete instructions on the proper use of the brand's voice, positioning, logo, and brand typography as well as visual references for brand application. Use of this guide and general adherence to the principles described will ensure that Sienna Bakery presents a unified look and an elevated feel.

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POSITIONING STATEMENT

Baking is our craft. Sienna Bakery cares about every ingredient, every texture, and every bite. We bring small-batch care and an artisanal feel to our collection of breads, breakfast foods, and desserts to nourish and satisfy like only baked goods can.

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BRAND VOICE

The Sienna Bakery brand voice is warm and approachable yet sophisticated. Products and ingredients are described clearly and elegantly, using carefully crafted and expressive language.

BRAND ATTRIBUTES

Finest ingredients. Sienna Bakery products get their extraordinary taste from the finest ingredients, such as rich butter, fresh nuts, real honey, and plump raisins.

Bakery fresh. Sienna Bakery products offer mouthwatering aromas and soft, moist textures that leave a “baked from scratch” impression.

Carefully crafted. Sienna Bakery products are crafted using time-honored techniques.

Artisanal appearance. Sienna Bakery products appear to have received handmade attention and small-batch production—breads have hand-scored and stone-baked appearance.

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BRAND LOGO



The Sienna Bakery logo uses two fonts, **Sienna** set in Allenoire, Regular (outlined version only) and **Bakery** set in Iskra, Bold, an Adobe font. Please follow these specifications when using the logo.

LOGO SPECIFICATIONS

Logo Color

The Sienna Bakery logo should only be used in either dark purple on light backgrounds or mint green on the dark purple background.

Logo Clearance and Scale

There should always be a clearance space around the logo that is the height of the letter “S” in Sienna (see logo on pink to the left). The logo should always be at least 1 inch wide.

English and French Versions

There are two versions of the Sienna Bakery logo, English and French. As seen under “Brand Logo,” English is on the left and French is on the right.

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BRAND COLORS

The Sienna Bakery primary color palette is made up of dark purple and mint green, to convey the beauty and premium qualities of the brand.

The secondary palette shown here is warm and modern, and helps support each product category within the Sienna Bakery brand.

COLOR PALETTES

Primary Color Palette



LOGO & BACKGROUND
PMS 5255 C
RGB: 30, 26, 52
HEX: #1E1A34
CMYK: 100, 94, 0, 78



LOGO & ACCENT
PMS 9561 C
RGB: 215, 232, 210
HEX: #D7E8D2
CMYK: 16, 2, 20, 0

Mint green should only be used as an accent color, never a background or full-bleed solid.

Secondary Color Palettes for Products



BREADS & ROLLS

PMS 4131 C
RGB: 72, 75, 93
HEX: #484B5D
CMYK: 71, 60, 30, 38



BREAKFAST BREADS

PMS 2022 C
RGB: 250, 170, 141
HEX: #FAAA8D
CMYK: 0, 38, 40, 0



COOKIES

PMS 170 C
RGB: 255, 134, 116
HEX: #FF8674
CMYK: 0, 56, 48, 0



DESSERTS

PMS 7418 C
RGB: 205, 84, 91
HEX: #CD545B
CMYK: 2, 76, 47, 6

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BRAND TYPOGRAPHY

The Sienna Bakery brand font is an Adobe font called Iskra, used in bold, regular, and italic when needed. In addition to creating a recognizable look and feel for the brand, the text hierarchy shown throughout this brand guide aids communication by organizing information in order of importance and creating both focus and emphasis.

BRAND FONTS

Iskra

abcdefghijklmnopqrstuvxyz

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

For Google platform users, the Google font Work Sans in **Bold** and Regular can be used in place of Iskra.

*Use 250pt tracking in certain instances of all-caps bold uses of Iskra, like product names on packaging.

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BRAND PHOTOGRAPHY

Take cues from the visuals on the next page when selecting photography for Sienna Bakery branded materials. Photography should be directed with brightly lit environments, clean surfaces, premium ingredients, and products. It should use mainly natural tones, with moments of texture, process, and indulgence.

PHOTOGRAPHY DIRECTION

Product Direction

The product should always be the hero within the shot, and the photography should showcase the unique premium ingredients and textures.

Environment, Lighting, Angle, and Propping

An inviting vibe, bright lighting, clean white slightly textured surfaces, and high-contrast environments should be used to complement products. A three-quarter view from the top, showing the top and a side of all products, should be featured. A very select few premium kitchen items and ingredients can be used to support the overall elegance of the Sienna Bakery brand.

Surprise and Delight

When possible, look for moments that help celebrate the Sienna Bakery brand in a whimsical way. All Sienna content should be sophisticated, clever, and thoughtful.

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BRAND PHOTOGRAPHY (CONT.)



PRODUCT DIRECTION

Celebrating the product as the hero within the shot and using subtle propping to help feature and call out special, premium ingredients help set Sienna Bakery apart and create an engaging brand.



ENVIRONMENT, LIGHTING, ANGLE, AND PROPPING

Brightly lit, clean, white slightly-textured surfaces help build this elegant environment. Product angle should be a three-quarter view from the top so that the top and a side of all products can be featured. Please note the minimal propping used here.



PROPPING, ENVIRONMENT, SURPRISE AND DELIGHT

Propping should be minimal and not distracting. Props that are used should feel high quality and elegant. A top-down, monochromatic product shot, like the one shown here, can help add to the elegance of the brand by focusing in on placement and a minimalist aesthetic.



SURPRISE AND DELIGHT

A top-down view with multiple products used within a playful array or pattern, like the one shown here, can help add to the surprise and delight aspect, especially when animated in a video (please see video from Brand-o-Rama 2.0).

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BRAND TREATMENTS

To add a layer of depth to the Sienna Bakery brand, subtle and intentional uses of graphic color-block diagonals can be used. The diagonal graphic is visually symbolic of the folded paper cup that wraps around some of the Sienna Bakery products.

GRAPHIC DIAGONALS

Subtle Use



COLOR-ON-COLOR

The graphic diagonals can be used behind the logo or other content in a color-on-color treatment. Here it is used as a fill with the lightest pink color; the top diagonal is 30% screen, and the bottom diagonal is 30% multiply.

Bold Use



BIG REVEAL

The graphic diagonals can also be used in a big, bold way, as in an animated transition revealing the Sienna Bakery logo (please see video from Brand-o-Rama 2.0). Keep in mind the recommended color treatments: the Sienna logo should only be used in dark purple or mint green, and only applied to the correct colored backgrounds. (mint green should never be used as a background color).

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BRAND PACKAGING APPLICATION



FOLDING CARTON

Full-bleed color-printed, white folding carton box, complete with new imagery and color-coded edges for ease of storage and organization. Please note, these pieces are **templated** and colors should align with the correct product category (see color palette page).

INDIVIDUAL CLEAR-PLASTIC PACKAGES

Designed to be minimal, the wraparound-style design helps communicate the product information on the top/front as well as the bottom. The colors should always be dark purple and light purple, unless the product itself is visually dark (like brownies, for example). Then the colors should change to the darkest pink and dark purple.

CORRUGATED BOX

To add to the Sienna Bakery brand look and feel without color, a simple surprise-and-delight moment can happen by repeating the logo, wrapping it around the sides of corrugated boxes. This allows for some leverage with different box shapes and still celebrates the branding in a beautiful way.

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