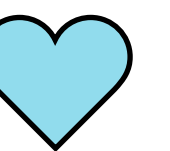
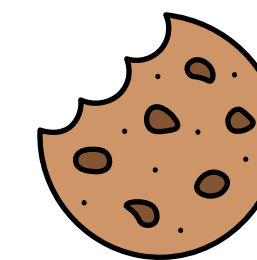
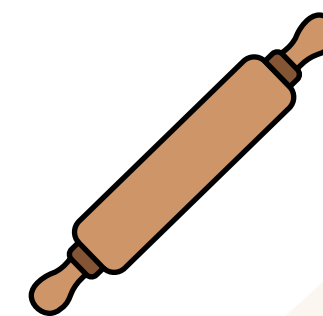
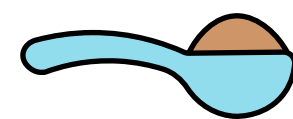
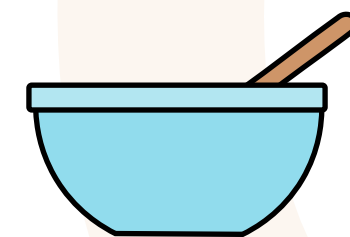
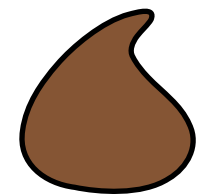
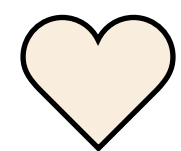


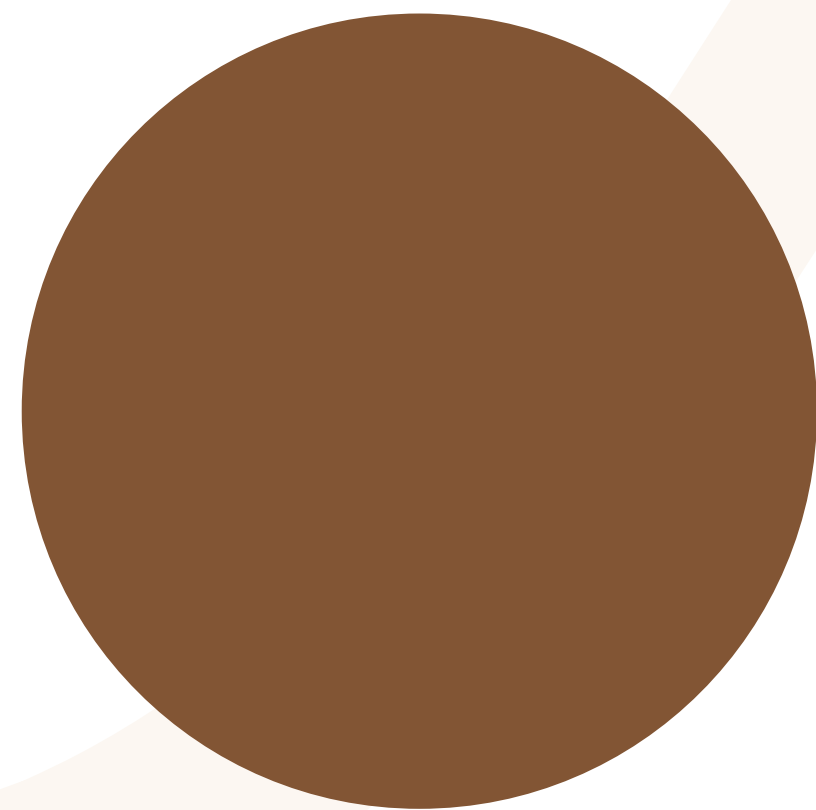
BRAND PRESENTATION

KY & KOL COOKIES
GREENSBORO, NC

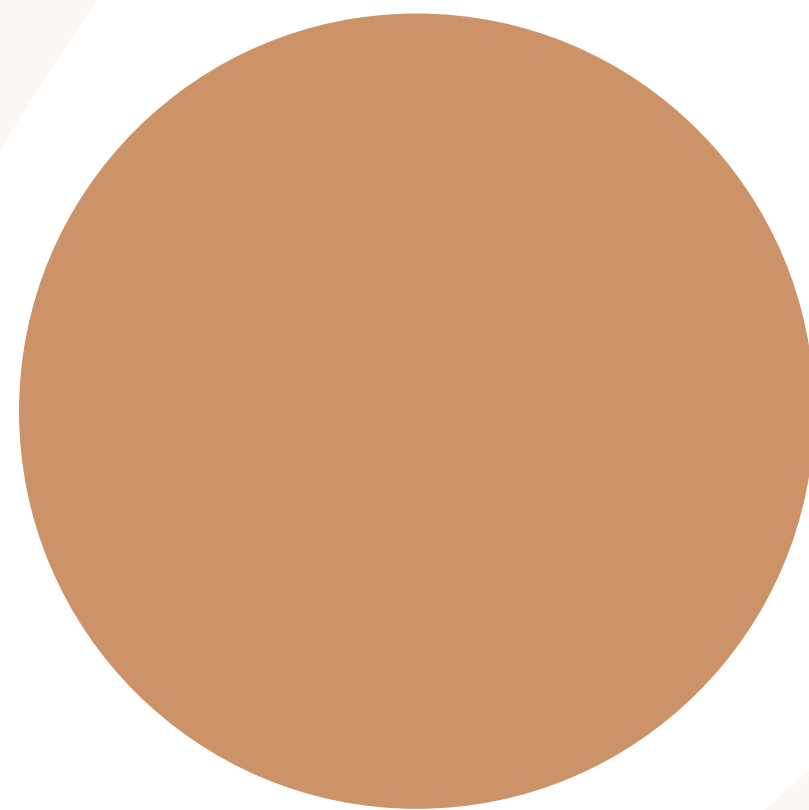
(2023)



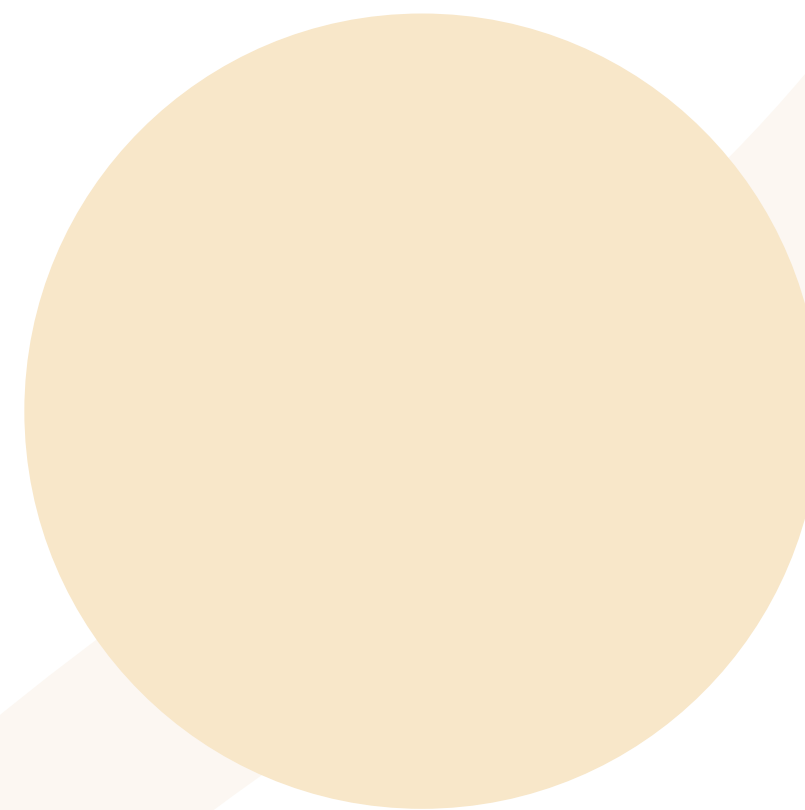
COLOR PALETTE



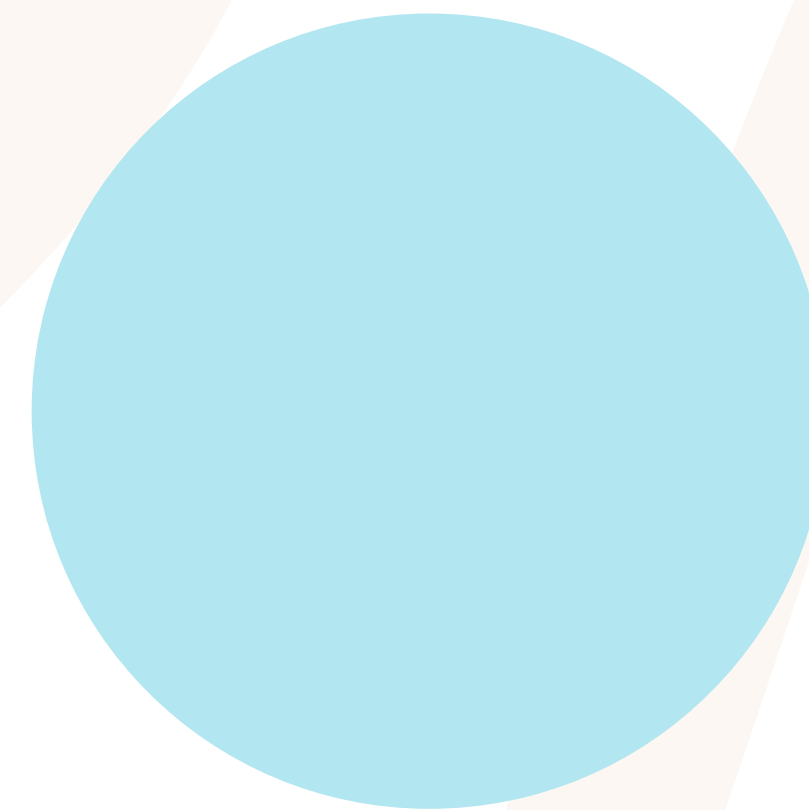
#855534



#CF9668



#FAE9CB



#B7EBF6



#96E1F2

The color palette was created with warm, vibrant colors that evoke indulgence and playfulness. It echoes the brand's flavors and similar industry design trends. The strategic arrangement captures the brand's inviting essence and is a complete representation of what this brand is, and what it aspires to become.

TYPEFACES

HEADLINE

SUBHEADER

PARAGRAPH

Nickainley

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

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

1 2 3 4 5 6 7 8 9 0
*! @ # \$ % ^ & * ()*

Colasta Bold

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

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

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Colasta Regular

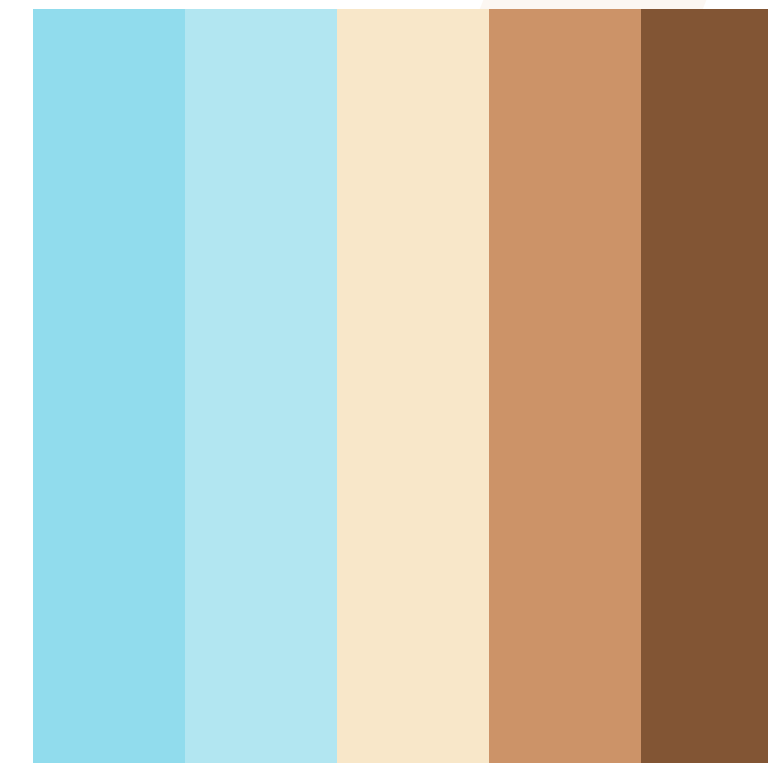
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

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

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

BRAND MOOD

This collection of images has been curated to reflect Ky & Kol Cookies' 'feel' and general personality. The images represent warmth, indulgence, authenticity, simplicity, and high quality. Use this as a reminder of the brand's intended mood so it can be consistently communicated to your audience.



PRIMARY LOGO

This logo will serve as the main identifier and core representation of Ky & Kol Cookies. Utilize in headers, banners, signage, packaging and other places where space is plentiful.



PRIMARY LOGO

Classic, monoline script
adds a personal feel

Modern, flat illustration
reflects the brand's simplicity
and playfulness

Warm logo colors
represent the brand's
namesakes and products

Clean, sans-serif font is
versatile and easily legible



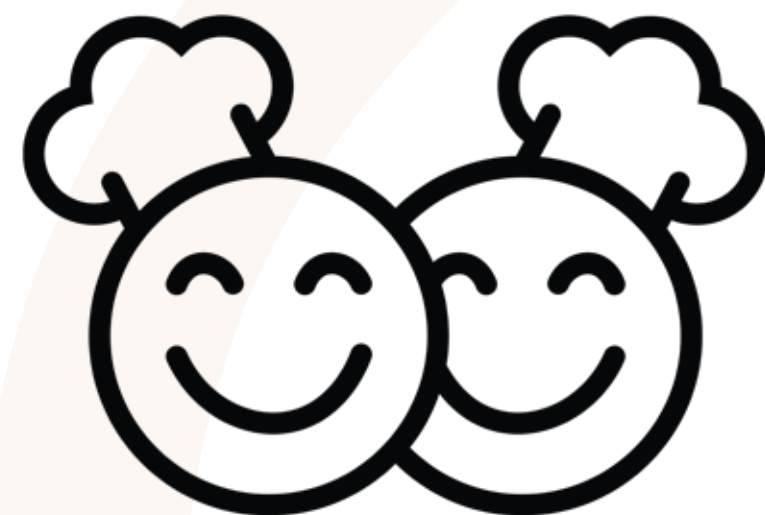
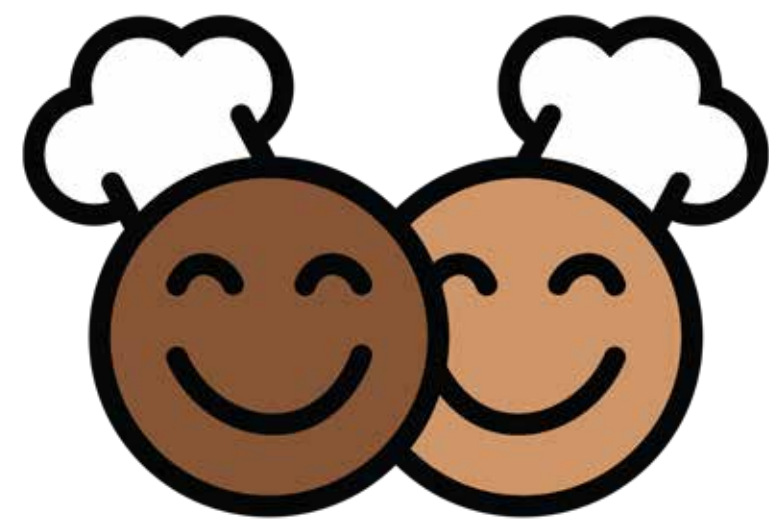
SECONDARY LOGO

Your secondary logo communicates the same key info and brand elements as the primary but rearranges them to fit spaces where the primary logo might not be suitable due to size, layout, or orientation. For those reasons, it's best utilized as a social media avatar or in any other square or circular space.



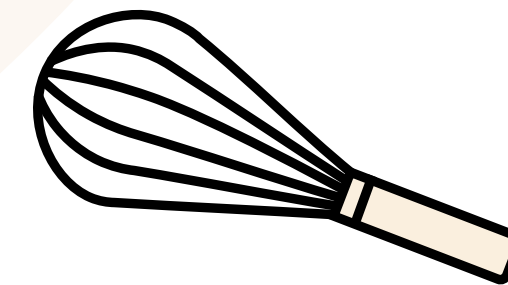
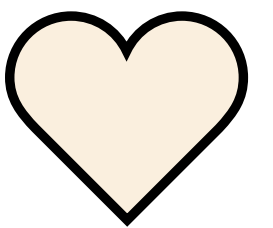
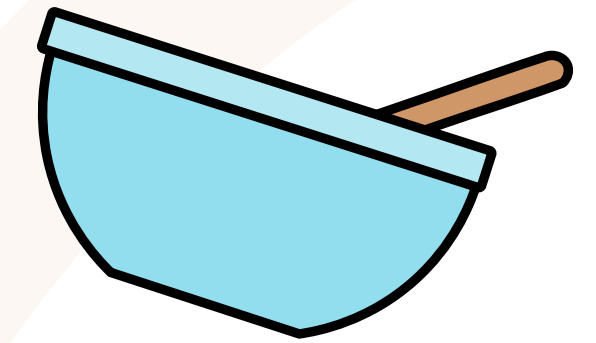
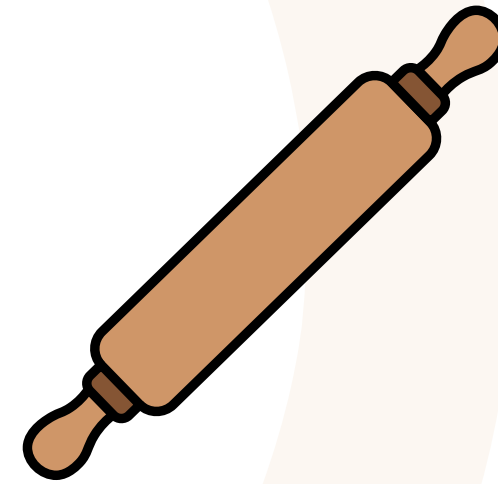
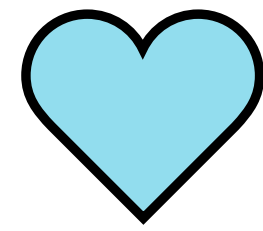
SUBMARK

Ky & Kol Cookies' submark captures the essence of the brand and serves as a recognizable icon. As the most simplified mark in your logo family, the submark is to be used where space is limited, such as app icons, favicons, watermarks, and in the corners of materials.

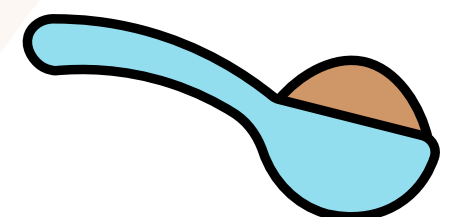
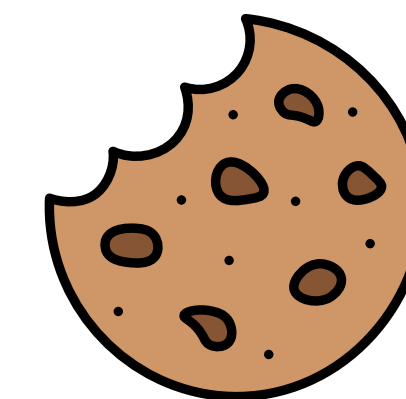
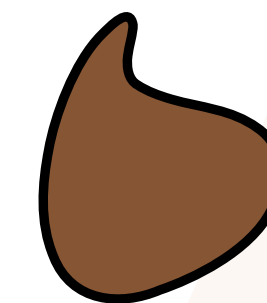


BRAND ICONS

These icons represent the various stages in the baking process, adding another memorable brand element to Ky & Kol Cookies. They maintain the same flat illustration and playful style as the logo mark. Using these icons in social media graphics and as a pattern on other product materials helps build brand recognition at every touchpoint.

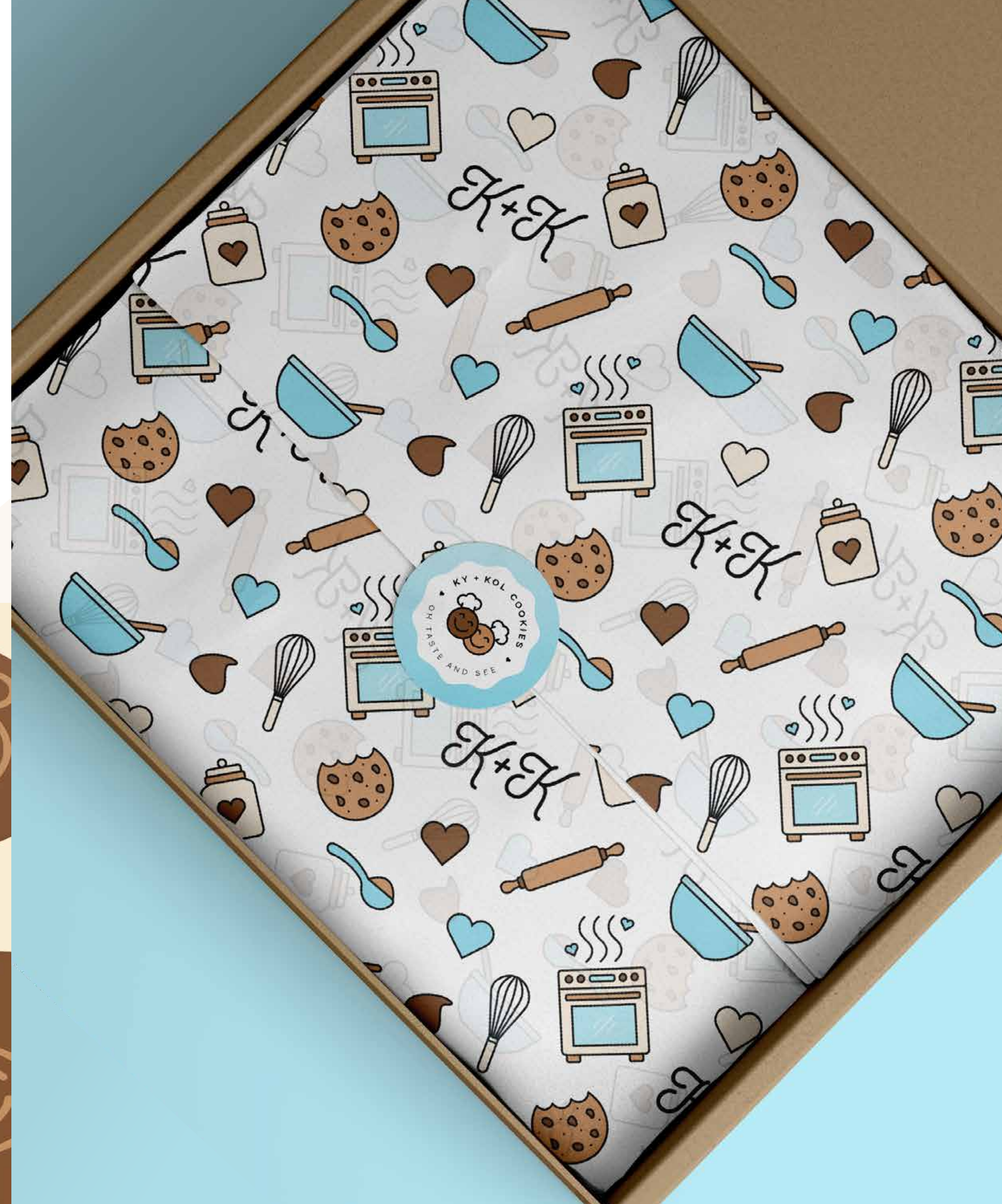


K+K



DIGITAL MOCKUPS

A few potential designs that reflect your brand identity. Use these as a guide or creative inspiration.





Myranda Palk
OWNER / BAKER
XXX-XXXX
kyandkolcookies@gmail.com
Greensboro, NC



Ky+Kol
COOKIES



Ky+Kol
COOKIES



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kyandkolcookies.com



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kyandkolcookies@gmail.com
Greensboro, NC







Ingredients

Flour
Brown Sugar
Eggs
Salt
Vanilla Extract
Butter
Chocolate Chips

LOVE!

SOCIAL MEDIA POSTS

