



*Brush &
Bites*

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Logo Meaning

Minimalist Design

Ensures modernity, memorability, and versatility across packaging, digital, and print mediums.



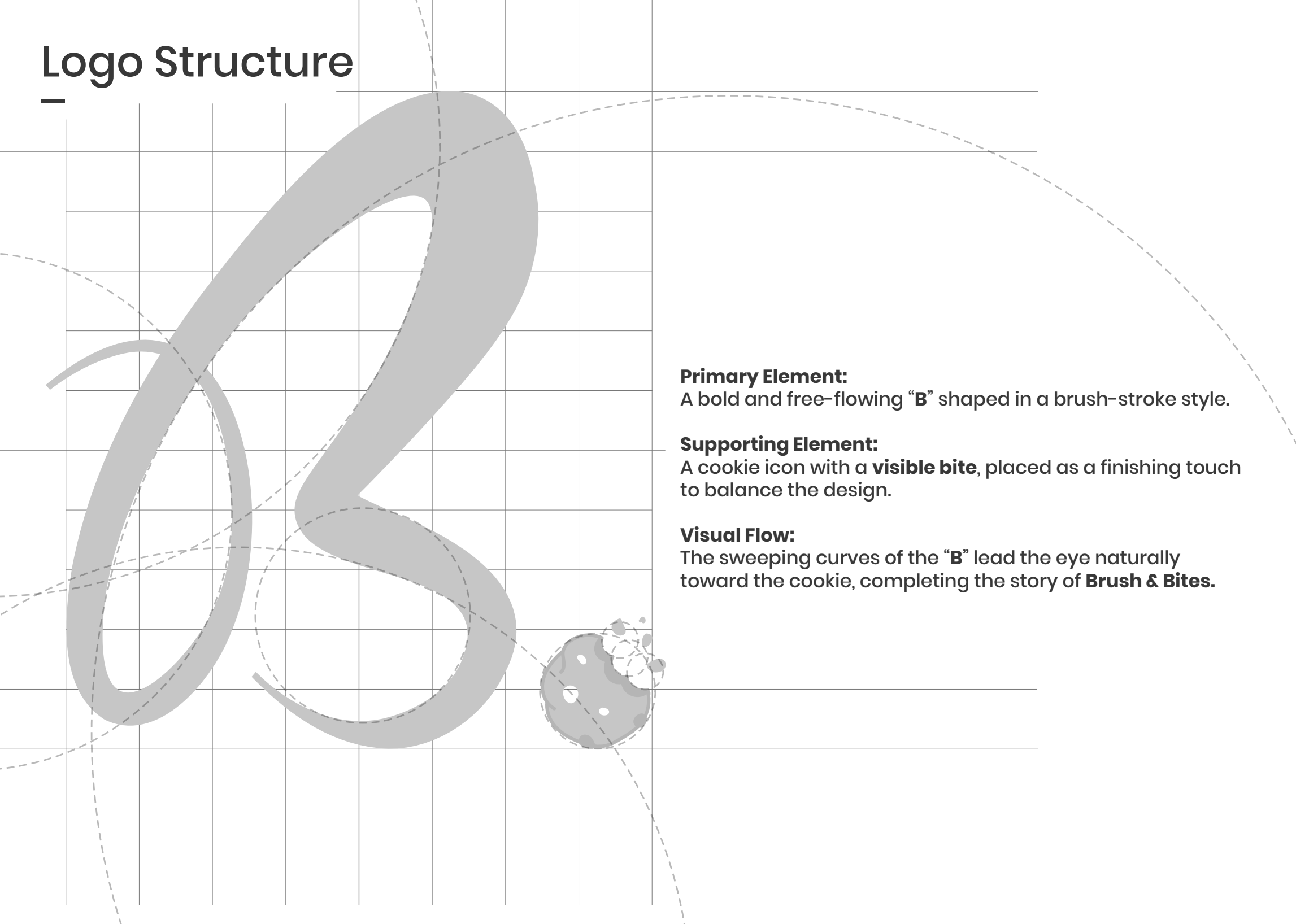
Brush Stroke “B”

Represents creativity, handcrafting, and the personal touch that goes into every baked item.

Cookie with Bite

A symbol of indulgence, satisfaction and the irresistible nature of bakery treats.

Logo Structure



Primary Element:

A bold and free-flowing “B” shaped in a brush-stroke style.

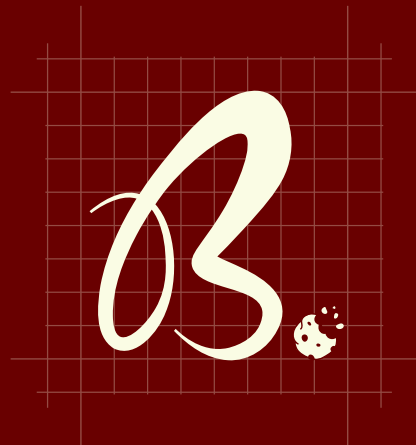
Supporting Element:

A cookie icon with a **visible bite**, placed as a finishing touch to balance the design.

Visual Flow:

The sweeping curves of the “B” lead the eye naturally toward the cookie, completing the story of **Brush & Bites**.

Logo Concept



Brush



Cookie

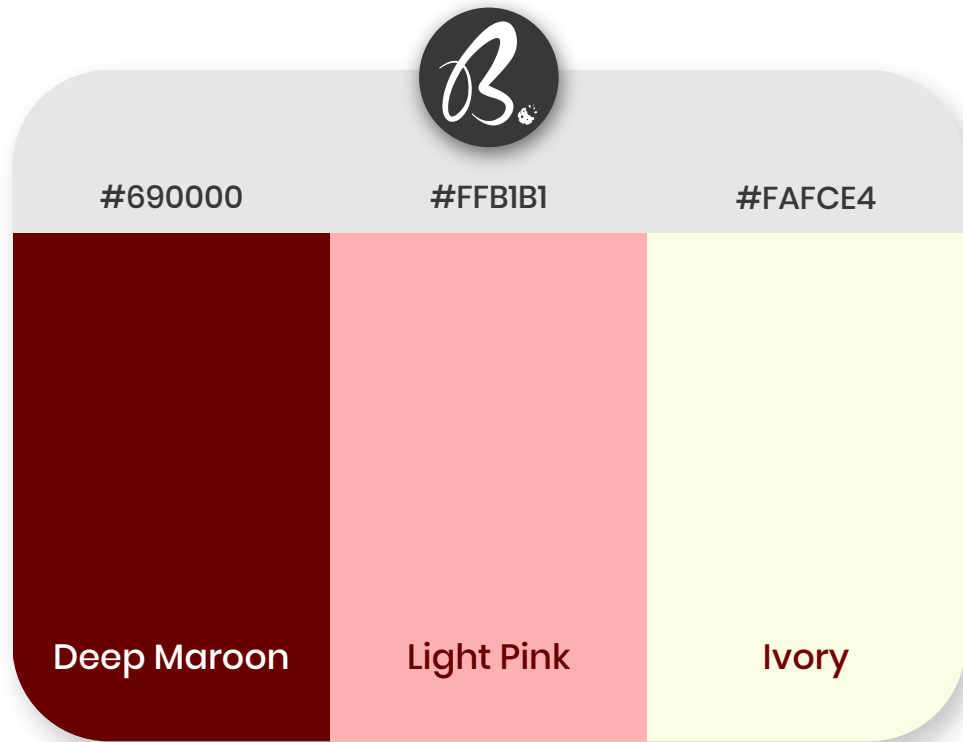
Art and Bakery.

The **letter “B”** is styled like a brush stroke, reflecting creativity, artistry, and handcrafted effort.

The **cookie with a bite** mark emphasizes the “**Bite**” part of the brand, adding playfulness and instant connection to bakery products.

This combination ensures that the logo conveys both **Artistry and Taste** in a single visual.

Colour Palette



Philosophy

Deep Maroon conveys richness and depth, symbolizing tradition and the wholesome essence of baked goods.

Light Pink adds sweetness and warmth, reflecting the joy and comfort of freshly baked treats.

Ivory provides balance and simplicity, highlighting purity and freshness.

Typography Choice

Aa

Rilley

ABCDEF GHIJK LMNOPQ RSTUVW XYZ
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 + @ # \$ % ^ & * ()

Aa

PF Scandal

ABCDEF GHIJK LMNOPQ RSTUVW XYZ
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 + @ # \$ % ^ & * ()

Rilley

The Rile font gives the brand a warm, handcrafted personality.

Brush Style – Handcrafted feel.

Flowing Curves – Warm and friendly.

Elegant Look – Premium and memorable.

Creative Identity – Reflects craftsmanship.

PF Scandal

The PF Scandal font adds a modern handwritten touch.

Handwritten Feel – Natural and authentic.

Clean Style – Modern and minimal.

Distinctive Character – Unique and creative.

Perfect Pairing – Complements the primary font.

Branding



This logo perfectly communicates the essence of **Brush & Bites**

A bakery brand where **art meets taste.**