

cupcake

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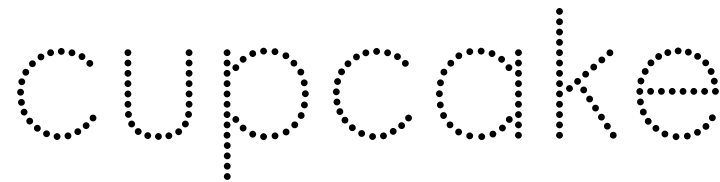
## **1.1 LOGO VARIATIONS**

The Cupcake logo combines two for the brand identity relevant aspects: style (mums) and friendliness (children).

The logo can be used in two single colour versions as well as in multicolour where individual dots are coloured.


It is essential that the logo is used correctly and consistently in all forms of communication. It should never be redrawn, modified or enclosed in a box or frame. The logo should only be reproduced in the authorised colour palette in its positive or negative form.

The standard logo and all authorised variations of the logo are provided on CD in different file formats and for different colour modes.

The word "cupcake" is formed by a grid of purple dots. The letters are lowercase and have a rounded, friendly appearance. The 'c' and 'a' are circular, while the 'p' has a vertical stem. The 'k' and 'e' are also composed of dots, with the 'e' having a horizontal bar.The word "cupcake" is formed by a grid of light blue dots, identical in shape and layout to the purple version.The word "cupcake" is formed by a grid of black dots, identical in shape and layout to the other versions.

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The multicolour version of the logo can be adjusted individually. It is used in connection with the creche and baby section (see 2.3).

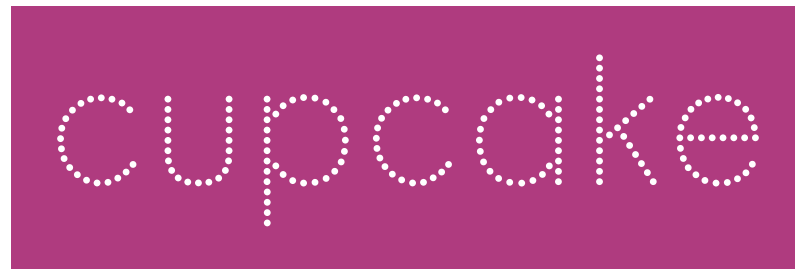
The word "cupcake" is formed by a grid of multicolour dots. Each letter is composed of dots in various colors including blue, green, yellow, red, and purple, creating a vibrant and playful look.

## **1.2 LOGO BACKGROUND**

The logo can be used in negative (white dots on coloured background). However it is important that the logo is not enclosed in a box. If used on a solid background colour, the colour should be used full bleed or covering a large area of the layout.

Colours should not be mixed. On a background the logo can only appear in white. It should not be shown in blue on purple or purple on blue.

The black and white version of the logo should only be used if printing is in one colour only or on facsimile and photocopies.



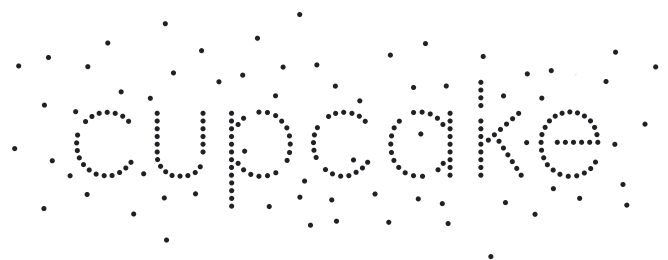
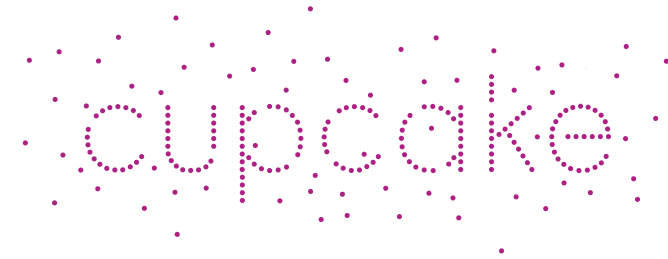
The multicolour logo should only be used on a white background.



## **1.3 LOGO BACKGROUND 2**

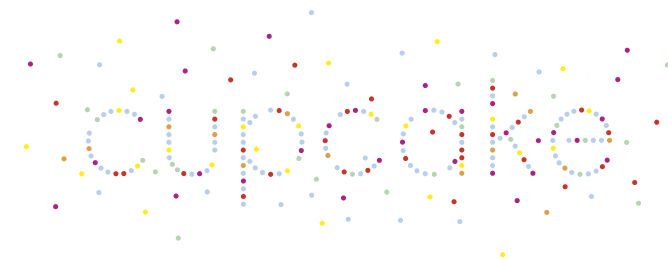
The logo can be used in a more playful way by taking out individual dots and adding dots around it. The dots used around the logo should always have the same size as the dots of the logo itself.

A version of the logo with surrounding dots is provided on the CD. This version can be modified by either adding dots or taking dots out.



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Apart from the corporate colours, only colours from the secondary colour palette (see 2.2) should be used for the multicolour logo.

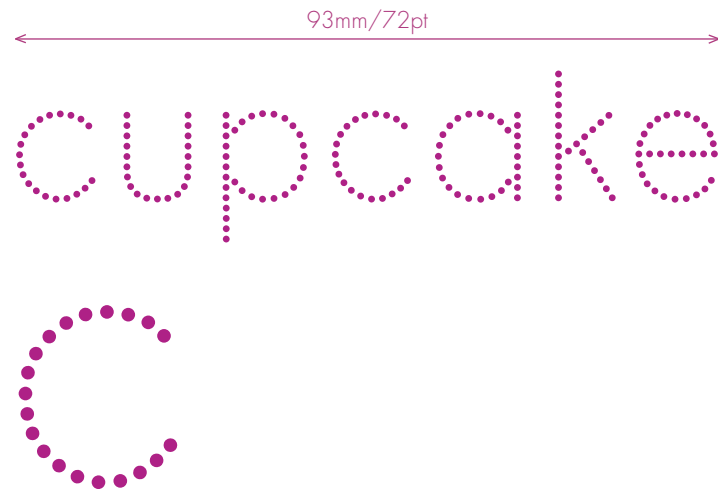


## 1.4 LOGO SIZES

The logo has been designed in two standard sizes and one web version. In order to avoid that the space between the individual dots closing up it should always be ensured that the correct logo version is used according to size.

In all print media the logo should not be used smaller than 48mm width. The web logo should only be used for websites and web banners.

large logo 100% = 72pt  
use until 93mm logo width



For the large logo more dots are used to make up individual letters (the letter C for example uses 20 dots).

small logo 100% = 36pt  
use until 48mm logo width



The smaller logo uses less dots and slightly wider spaces in between (the letter C for example uses 15 dots).

web logo 100% = 18pt  
use until 26mm logo width



The web logo has been designed for usage in small sizes on screen (the letter C for example uses 11 dots).



cupcake  
wellbeing and indulgence for mums

Large logo 100% = 72pt

## **1.5 LOGO AND STRAPLINE**

The logo can be used in combination with a strapline to enhance the brand message.

The dimensions and length of the strapline has been clearly defined in relation to the logo. The large logo is used in combination with a small strapline while the small logo is used with a larger strapline.

The size relation of logo and strapline should not be altered but the strapline can also be placed on the right, following the logo on the same baseline.



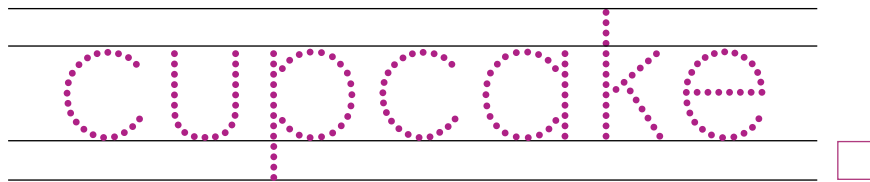
cupcake  
wellbeing and indulgence for mums

Small logo 100% = 36pt

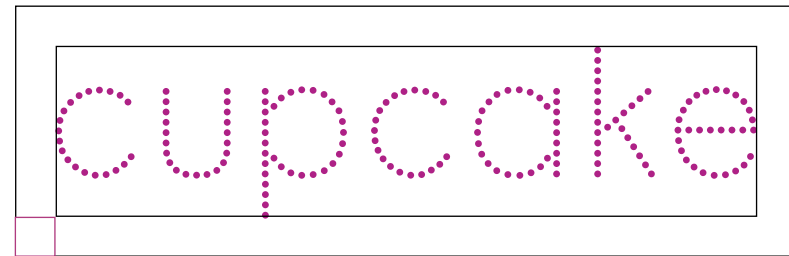
## 1.6 LOGO FREEZONE 1

The Cupcake logo is designed on the basis of visual criteria and equal proportions. The space around the logo is equally important as the logo itself. Whenever words or designs appear near the logo, a freezone should be considered around it. Nothing can be put here, neither texts nor drawings or photographs.

Keeping an amount of space around the logo not only enhances its appearance, the freezone also helps to position the logo correctly on a format. The freezone can be larger than illustrated, or the unit space shown can be added on repeatedly (see 1.9) but it should never be smaller.



large logo construction

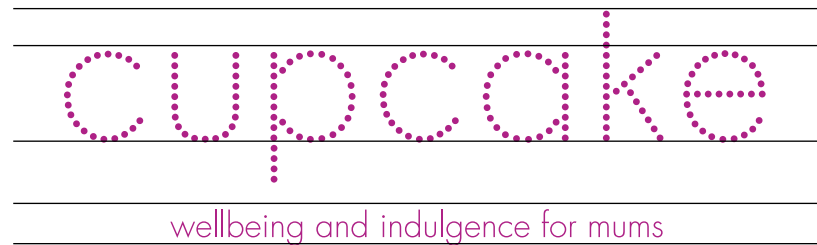


large logo freezone



## 1.7 LOGO FREEZONE 2

The large logo in combination with the strapline uses a slightly wider freezone than the large logo on its own.



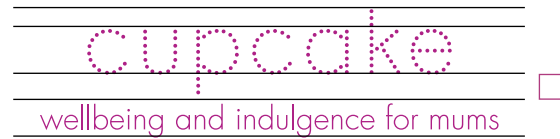
large logo with strapline construction



large logo with strapline freezone

## 1.8 LOGO FREEZONE 3

The freezone of the small logo with strapline is constructed on the same basis as for the large logo with strapline.



small logo with strapline construction



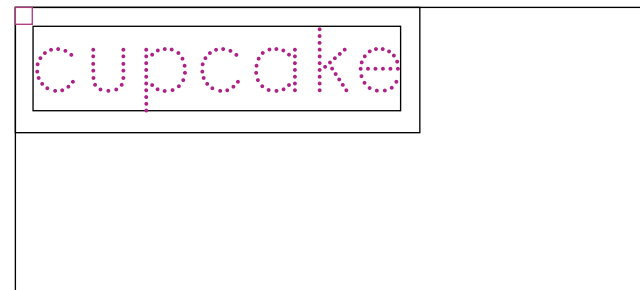
small logo with strapline freezone

## **1.9 LOGO POSITIONING**

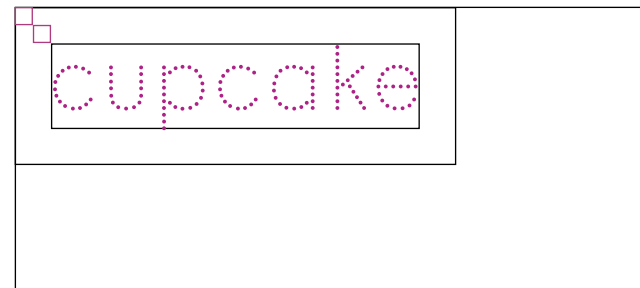
The logo should always be positioned one or two freezones away from the edge of a format. It can also be centred in a layout.

The logo should never be turned or used horizontally.

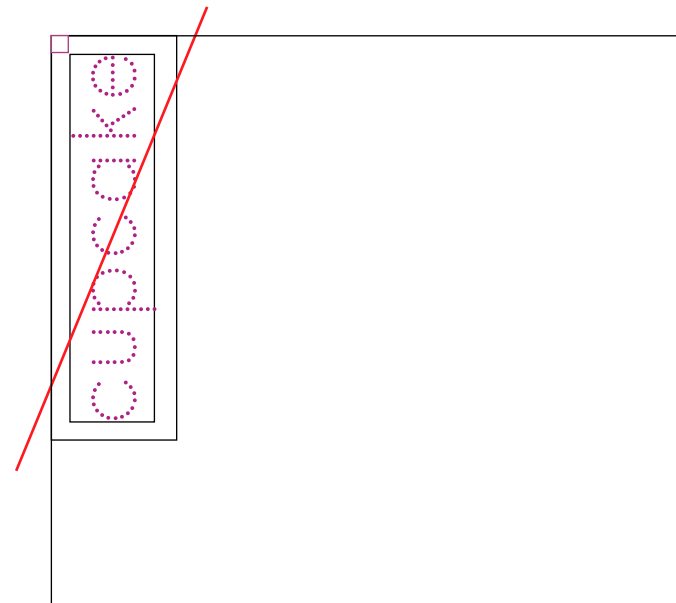
1 freezone



2 freezones



Avoid using the logo horizontally.



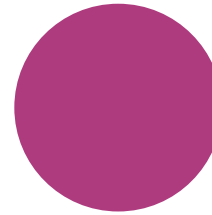
## **2.1 CORPORATE COLOURS**

The colours of the logo and its variations (see 2.2) are specified in Pantone\* (for single colour printing), CMYK (for four colour offset printing), and RGB (for web use, on screen presentations and pdf's).

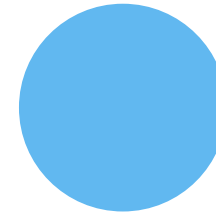
Whenever possible uncoated paper should be used for printing. The paper should be off-white but not cream coloured. All colours will appear slightly less intense on uncoated absorbent paper than on coated paper or on screen.

\*PANTONE® is a registered trademark of Pantone, Inc. Colours shown are not intended to match PANTONE colour standards.

standard logo colours

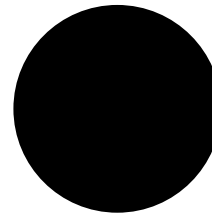


- PANTONE 240 U
- CMYK 18/94/0/0
- RGB 174/33/134

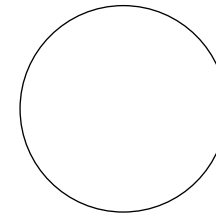


- PANTONE 283 U
- CMYK 35/9/0/0
- RGB 184/208/237

black and white



- PANTONE BLACK
- CMYK 100/100/100/100
- RGB 0/0/0



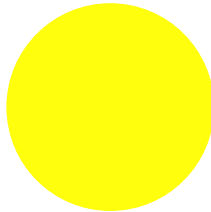
- PANTONE WHITE
- CMYK 0/0/0/0
- RGB 255/255/255

## **2.2 SECONDARY COLOURS**

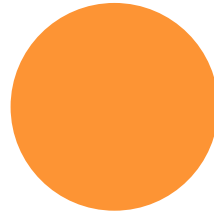
The secondary colours should only be used for the multicolour version of the logo and for backgrounds. However, backgrounds in any of the secondary colours should not be used in combination with the logo. The logo can only appear in white on one of the two corporate colours.

The secondary colours are specified in the same way as the corporate colours in Pantone, CMYK and RGB.

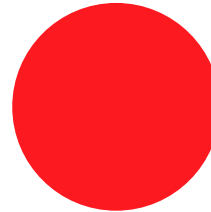
colors used for multicolour logo



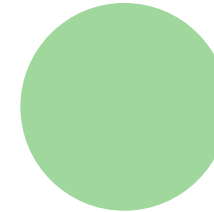
- PANTONE 102 U
- CMYK 0/0/94.9/0
- RGB 255/237/28



- PANTONE 1505 U
- CMYK 0/41.96/76.86/0
- RGB 223/160/74



- PANTONE RED 032 U
- CMYK 0/90.2/85.88/0
- RGB 199/54/40



- PANTONE 353 U
- CMYK 38.04/0/36.08/0
- RGB 184/213/179

## **2.3 SECTION COLOURS**

The different logo colours should not be used in a random way. Certain colours are associated with certain sections of Cupcake.

The purple logo should be used to represent the company in general (signage, stationery, adverts, etc). The light blue logo relates to the health aspect and certain sections in the Cupcake building (spa, gym, cafe). The multicolour version of the logo represents fun and friendliness and relates to the creche and baby section.

- stationery
- general signage

cupcake

- spa/wellbeing
- gym
- organic cafe

cupcake

- creche
- baby

cupcake

### **3.1 CORPORATE FONTS**

Cupcake only uses one font in two different weights: Futura light and bold. Futura light is used for all text and Futura bold for headlines. For very small text Futura book (not shown here) may be used as it is slightly heavier than the light version.

Futura is available from various type foundries such as Linotype ([www.linotype.com](http://www.linotype.com)). When purchasing the font remember to buy the italic version of both weights as well.

If Futura is not available Verdana or Arial may be used as a replacement font.

Futura light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789-(!,:;?+!#)\*"\$£%["\]&@</>

**Futura bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789-(!,:;?+!#)\*"\$£%["\]&@</>**

example:  
9.5pt on 12pt leading

This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading.

example:  
11pt on 13.5pt leading

This is a sample text in Futura light 11 point set on 13.5 point leading. This is a sample text in Futura light 11 point set on 13.5 point leading. This is a sample text in Futura light 11 point set on 13.5 point leading. This is a sample text in Futura light 11 point set on 13.5 point leading.

## **3.2 TYPOGRAPHIC RULES**

All text should always be set flush left, never justified and never centred.

Text in Futura should be set with at least 2.5 point additional leading. For example: 9.5 point font size on 12 point leading or 11 point on 13.5 point leading. On a wider column width the leading should be increased slightly.

The name Cupcake should always be written with an upper case C within a text. It should never be set in bold, highlighted with a colour or set in italic or quotation marks.

Cupcake used in text

This is a sample text how to use the name Cupcake in a text. Cupcake as a word in the beginning of a text line.



### **3.3 HEADLINES**

Headlines should follow a clear hierarchy. Too many weights and font sizes to emphasise certain parts of a text should be avoided.

Bullet points should be set in Futura light (which appears the same as bold bullet points) and can be coloured in one of the corporate colours. Hyphens should not be used as bullet points.

headline 1:  
bold and at least 2 point larger than text  
2 spaces before and 1 space after

headline 2:  
bold and same point size as text  
1 space before and 1 space after

headline 3:  
bold, coloured and same point size as text  
1 space before

bullet points

This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading.

#### **Headline 1**

This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading.

#### **Headline 2**

This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading.

#### **Headline 3**

This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading. This is a sample text in Futura light 9.5 point set on 12 point leading.

- This is a sample text
- This is a sample text
- This is a sample text

- This is a sample text
- This is a sample text
- This is a sample text

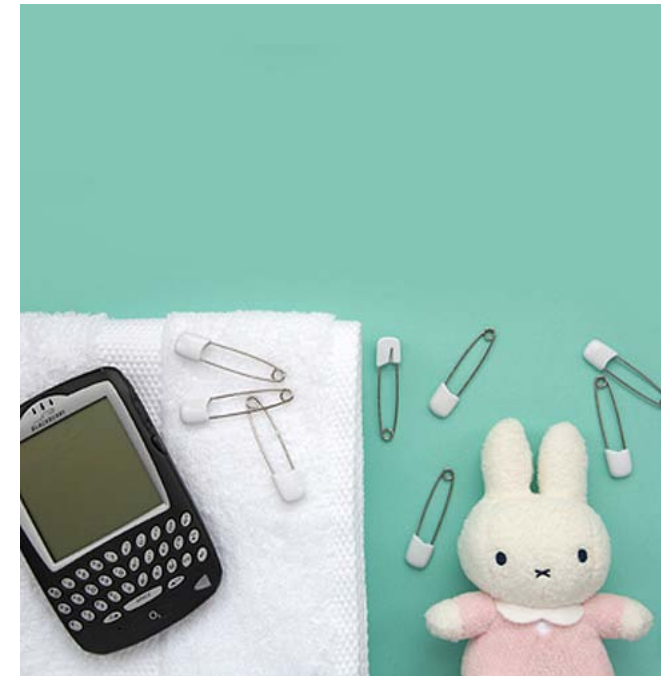
## 4.1 IMAGES

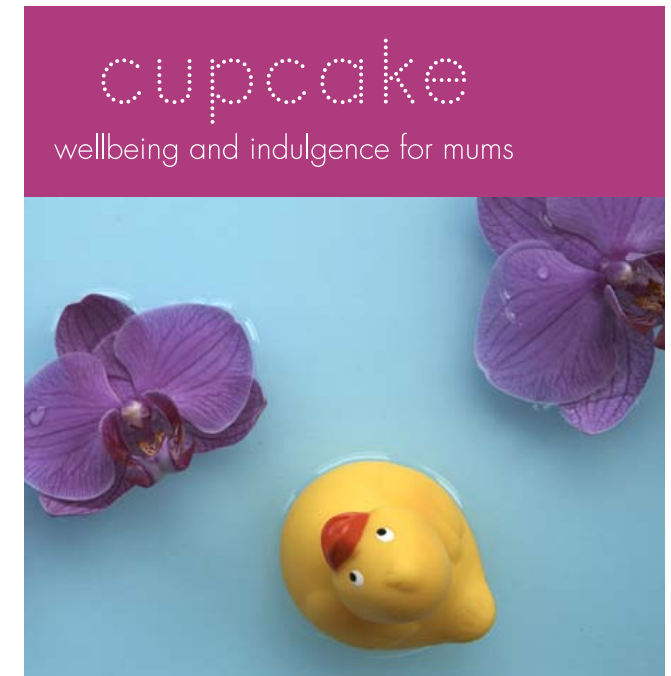
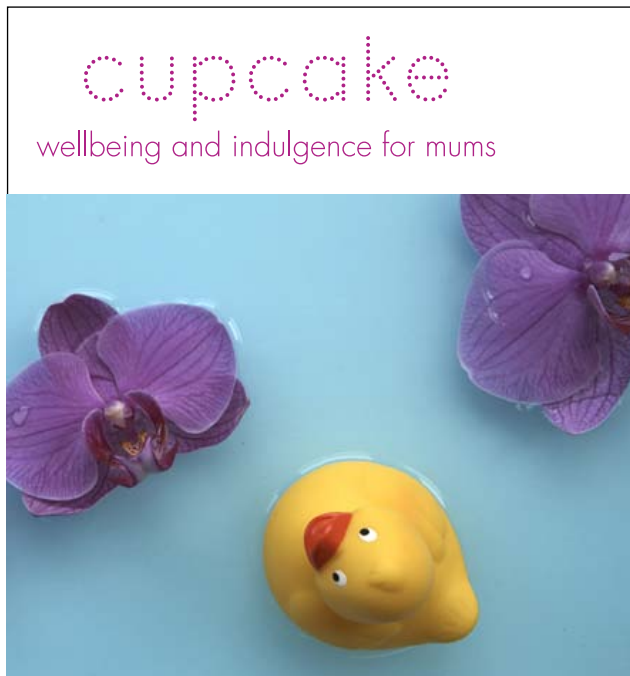
Photographic images should always be taken from a 'childs' perspective': either from the top or from the front. They should always appear flat and never show any objects in the foreground and background at the same time.

Blurred backgrounds or any special effects should be avoided. If possible all photographs should show one or two colours from the corporate or secondary colour palette (or use colours from this colour spectrum).

The styling and composition of objects in the image is very important. Usually Cupcake photos combine children's or babies toys and objects used by their mothers. All photography must be done professionally. No 'self made' snapshots should be used.

All photographs by Bridget Peirson.





## **4.2 LOGO AND IMAGES**

The logo should not overlap images but can be used on areas of the images that are not busy.

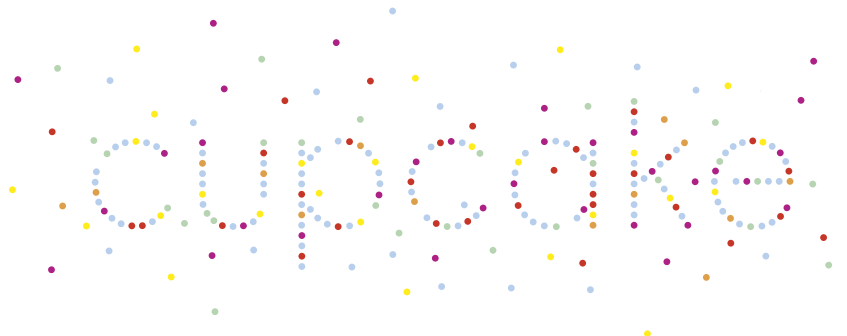
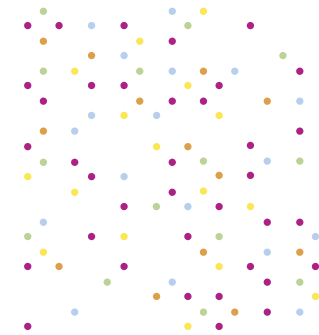
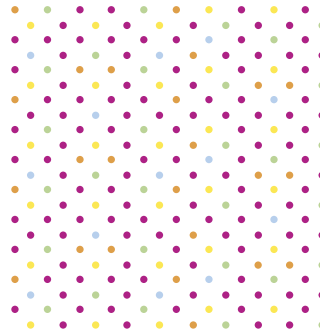
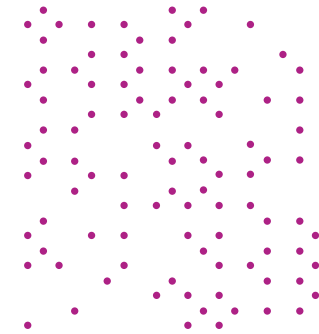
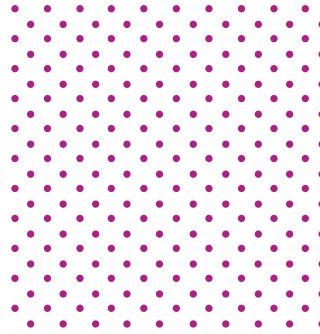
The logo can also be used on a solid colour background above or below the image in white or any of the two corporate colours.



### **4.3 PATTERN**

Pattern can be used for backgrounds or overlapping images. The dot size of the pattern used should always match the dot size of the logo.

Pattern can be either regular or random. They should always be in one of the corporate or secondary colours. Regular pattern in one of the corporate colours can also be lighter when the colour is used as a tint.

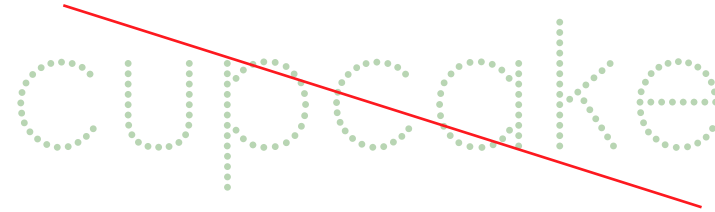


## **4.4 DONT'S**

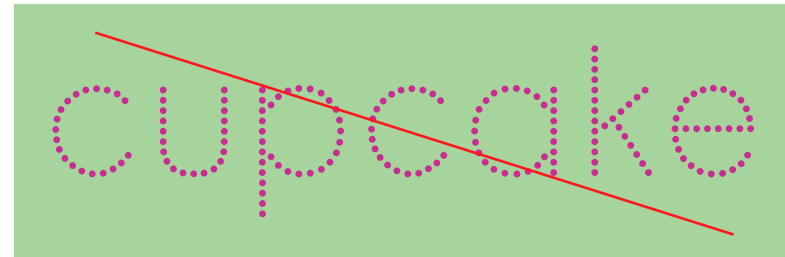
Never change the authorised versions of the logo as it will undermine the consistency of the overall identity.

As long as the logo is applied only using the provided files on the CD (and not altered in any form) possible mistakes in its application should be easy to avoid.

Do not colour the logo in any of the secondary colours.



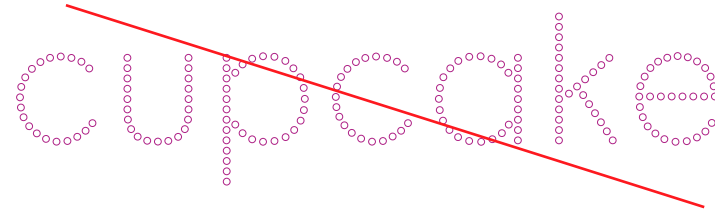
Do not use the secondary colours for the background.



Do not position the strapline above the logo.



Do not outline the logo.



## **CREDITS AND SUPPORT**

Design and Concept by Mind Design

Magdalena Cuber  
Adrian Glatthorn  
Holger Jacobs  
Stephanie Knittel

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Tel: +44 (0)20 7254 2114  
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[www.minddesign.co.uk](http://www.minddesign.co.uk)