panetteria
pacato

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The white space in the emblem of the logo is intended to come off as a pattern, one inspired by different scoring techniques used to cut into bread before baking which results in a beautiful bread design.

The logo can also alternatively be used by the emblem alone, providing two different ways the logo can be used for different display situations.

The color usage for Panetteria Pacato is minimal, consisting of variations between its three main colors: carrot orange, cocoa brown, and white. This allows contrast between dark and bright backgrounds.

**CARROT ORANGE**
CMYK: 0, 37, 91, 7
RGB: 237, 149, 21
Hex: #ed9515

**COCOA BROWN**
CMYK: 0, 27, 27, 80
RGB: 51, 37, 37
Hex: #332525



**WHITE**
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #ffffff

As mentioned before the main colors of the logo consist of carrot orange, cocoa brown, and white.

The orange and brown are warm colors which can promote a warm and friendly personality for the company. White is used as an accent color to help the logo pop off the page.

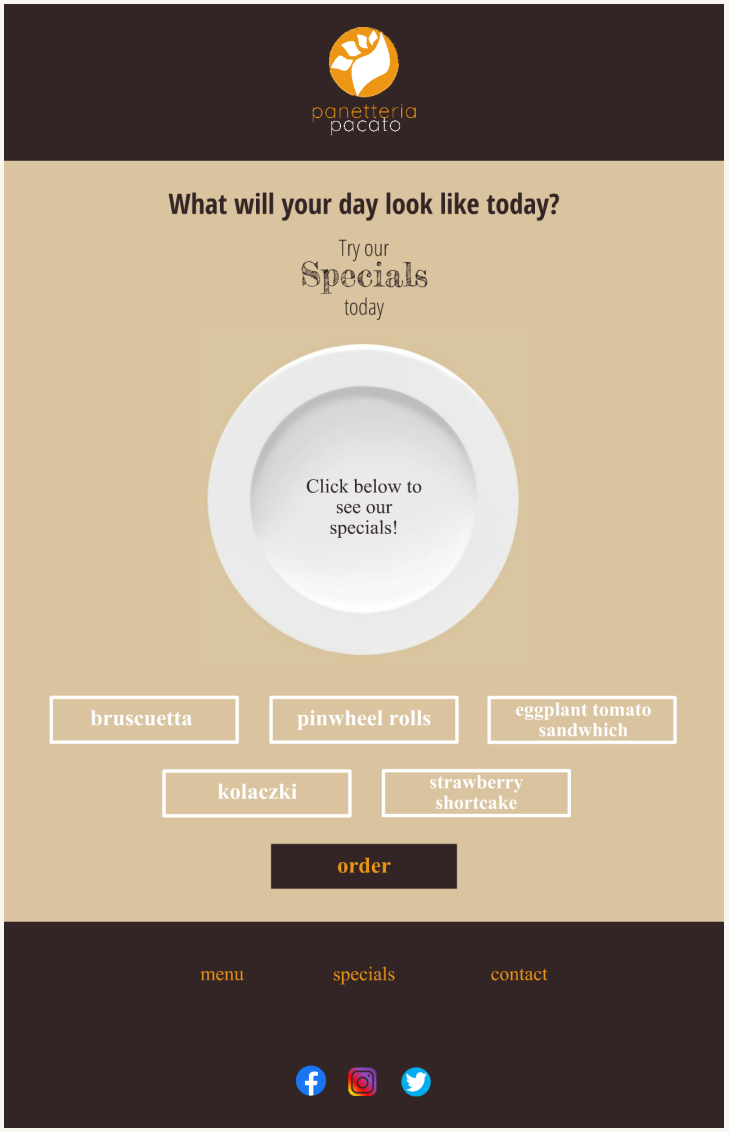
# QUICKSAND Light

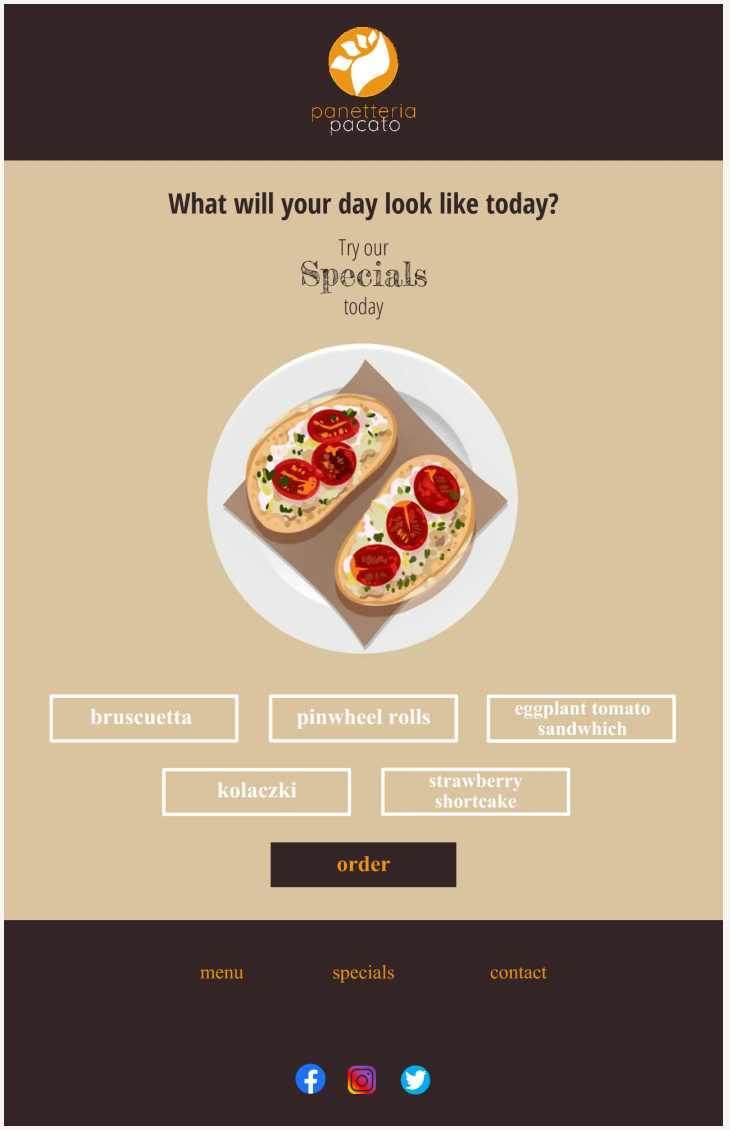
A B C D E F G H I J K L M
N O P Q R S T U V Q X Y Z
1 2 3 4 5 6 7 8 9

Only one font is used in the logo which is a sans-serif typeface. By using a thin, sans-serif typeface it creates a minimal aesthetic with most focus going to the emblem of the logo. But, the contrast between minimalism and abstraction makes both elements interesting on its own and togehter.

While developing patterns to be used alongside the logo, many elements were taken into consideration. Playing along with the theme of bread, there is the simple pattern based off of wheat, and the abstract pattern based off of the braiding design shown in some breads.

Designs of branding products are also taken into consideration of where the logo should be placed and what graphic elements should be included. These designs are important especially for products such as boxes, paper bags, and cups, which will be the most used products from our customers.




In an email it is important to include the element of interactivity which can increase a viewers interest all the while showing them the selection of goods and foods they can get from the company. There will also be links to the full menu, specials, and contact available to the viewer.

# Contact

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