

SWEET DREAMS BRAND BOOK

Tia and Luna

Brand Name

Sweet Dreams

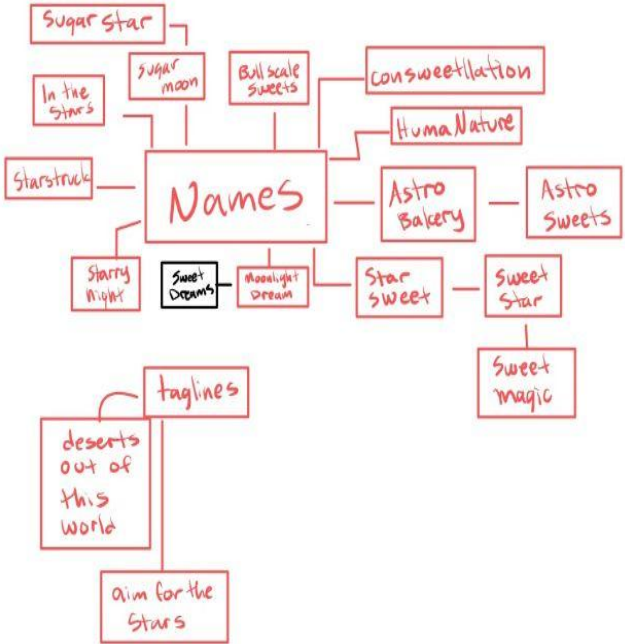
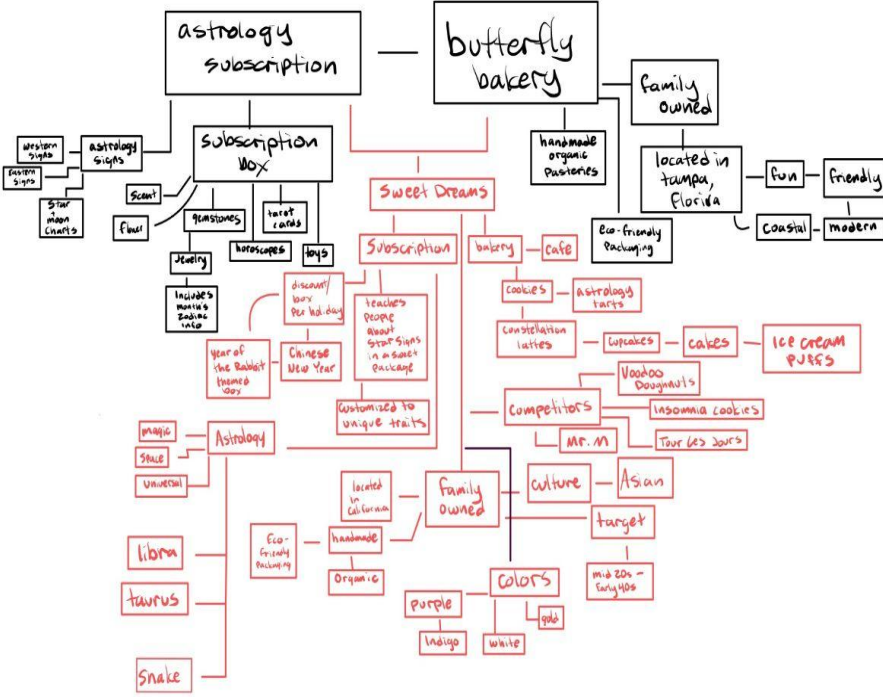
Brand Story: Background

Established in 2023 by two young ladies, Tuna & Lia, in their mid-20s. Tuna the astrologist and Lia the baker, together combined their interests to create “Sweet Dreams”. A bakery that aims to teach people about star signs in a sweet package.

Brand Story: Culture

Located in Los Angeles, California, Sweet Dreams is welcoming people of all ages and backgrounds who have an interest in astrology. Sweet Dreams focus not only on western zodiac signs but also eastern astrology as well. We hope to be inclusive and educate others in a fun and delicious way.

Mind Map



Mood board - Designs



Competition: Local Bakeries

- Voodoo Doughnuts



- Insomnia Cookies



- Crumbl Cookies



- Einstein Bros Bagels



- Nothing Bundt Cakes




- Tours Les Jours



Selected Sketches

Sweet Dreams 

 Sweet Dreams

SWEET
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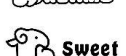
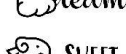
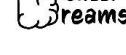


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Sweet Dreams 

Sweet  Dreams

SWEET DREAMS  MS

Digital Iterations

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46.  SWEET
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50.  Sweet
DREAMS

Selected Iteration



Final Design



Type Kit

TITLE FONT:

CHOCOLATE CAKE

HEADER / SUBTITLE FONT:

BEBAS NEUE REGULAR

V/A = 213

BODY FONT:

Baloo Family

Color palette



C: 60
M: 65
Y: 15
K: 0
Pantone: 2725 C



C: 80
M: 50
Y: 15
K: 0
Pantone: 660 C

Final Color



Size





CORPORATE BRANDING

Size