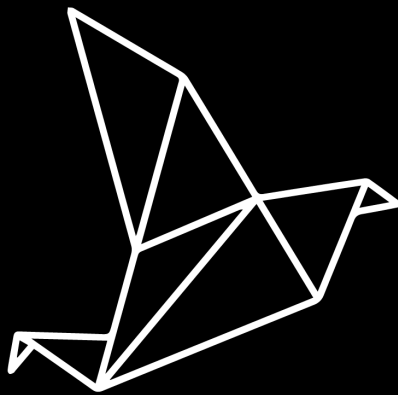




L'ART-QUI-TECTE

INTRODUCING

BEBE SUCREE

This concept guide book outlines **BEBE SUCREE** starting point, behind how the birth of the brand identity begins and how the initial ideas develop from concept to creation.

It will guide you through the creative process that illustrates the project from ideas to fruition.

This Manual gathers data analysis collected from the project questionnaire, site analysis, market analysis, and uses different methods from research and study of related project inspirations that have similar values to the brand to stimulate the tone of voice and brand look and feel that is developed through creative brainstorm sessions and sketches to give the brand a narrative and purpose for the main identity of the visual and communicated design.

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Logo & Visual Guidlines

- . Logo
- . Logo Variation
- . Dos & Donts
- . Color Palette
- . Fonts to be used
- Brand direction

BRANDING COLLATERALS

- . Corporate Stationery
- . Brand Collaterals

BRAND DIRECTION



The Logo:

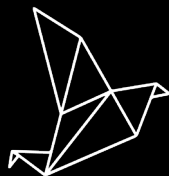
Inspired by the natural sweetness and resilience of sugar cane, our design ethos blends the simplicity and sustainability inspired by the Montessori principles with the warmth and vibrancy of sugar cane fields. Creating spaces where sweetness and learning interwine seamlessly, fostering curiosity, creativity and the innate potential within every child.

The Branding:

The branding features a minimal sugarcane pattern aligned with the logo concept.



GENERATED LOGO





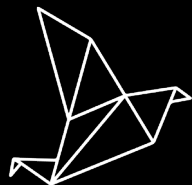
bébé sucré



bébé sucré



BLACK & WHITE LOGO





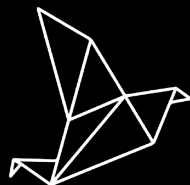
bébé sucré



bébé sucré



VISUAL GUIDELINES



COLOR PALETTE



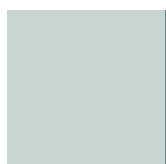
LOGO COLORS



609696



ff6a1



c7d6d1

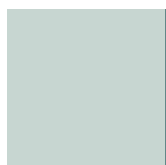
BRAND COLORS



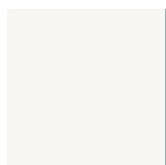
609696



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c7d6d1

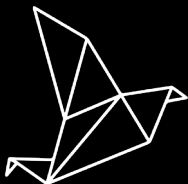


f8f6f1

OT1



DOS AND DONTs



DO'S & DON'TS



Don't change the color of the logo



Don't squeeze the logo



Don't rotate the logo



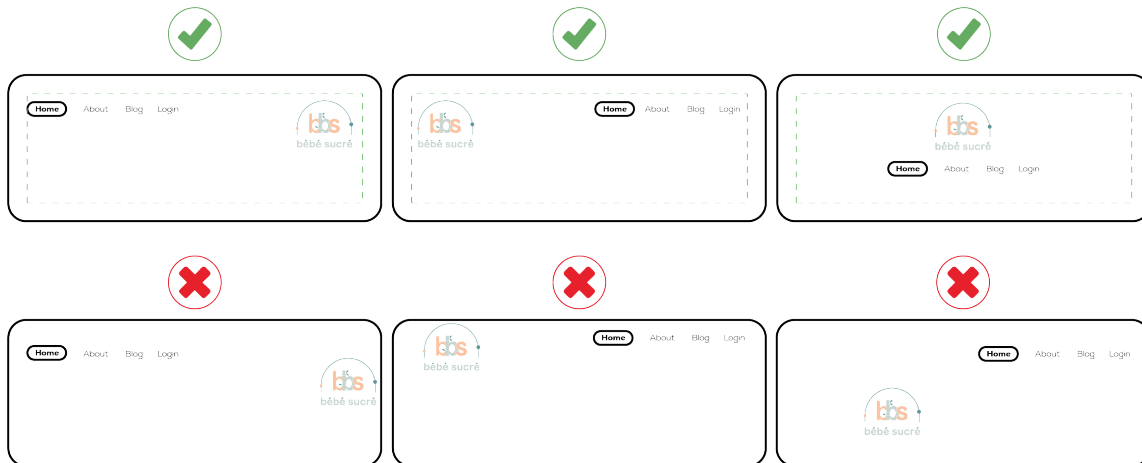
Don't stretch the logo

ALIGNMENT & SPACE

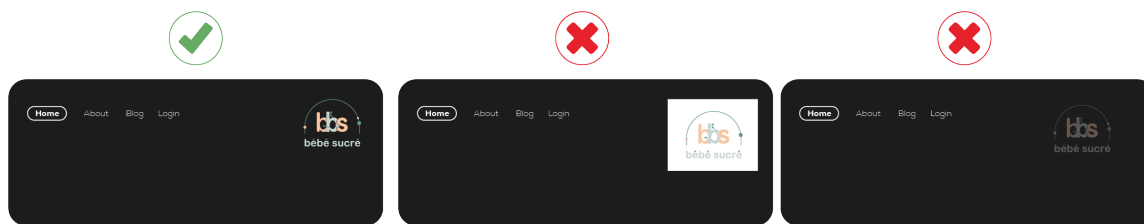
Don't change the size of both words disproportionately.

The space between the words and the icon cannot be changed.

WEBSITE DO'S & DON'TS



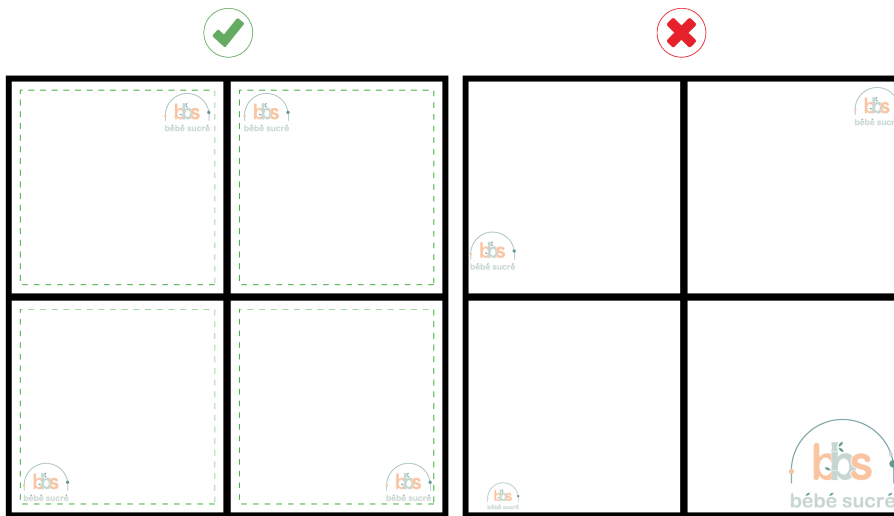
Align your logo and leave margins.



Use a PNG version of your logo with a transparent background.

Use only the brand colors and fonts.

SOCIAL MEDIA DO'S & DON'TS



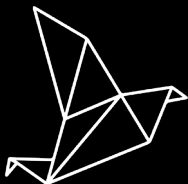
Align your logo and leave margins.

Use a PNG version of your logo with a transparent background.

Use only the brand colors and fonts.



BRAND TYPE FACE



FONTS TO BE USED

MONTSERRAT 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

0 1 2 3 4 5 6 7 8 9

MONTSERRAT 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

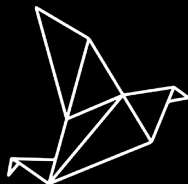
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

017



THE BRANDING DESIGN

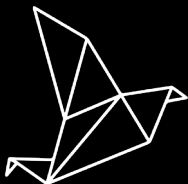


BRAND DESIGN





BRAND COLLATERALS



BUSINESS CARD FRONT



021

BUSINESS CARD BACK



LETTERHEAD



ENVELOPE



NAME TAG



KIDS WATER BOTTLE



STICKERS



STATIONERY



PENCILS CASE



029

GIFT BOX



BAG OPT.01



BAG OPT.02



DIPLOMA



ADAPTATION BOX FOR MOTHERS



ROAD SIGNS



035

BUS LOGO



STAMP



037

FLYER



BABY ON BOARD STICKER



039

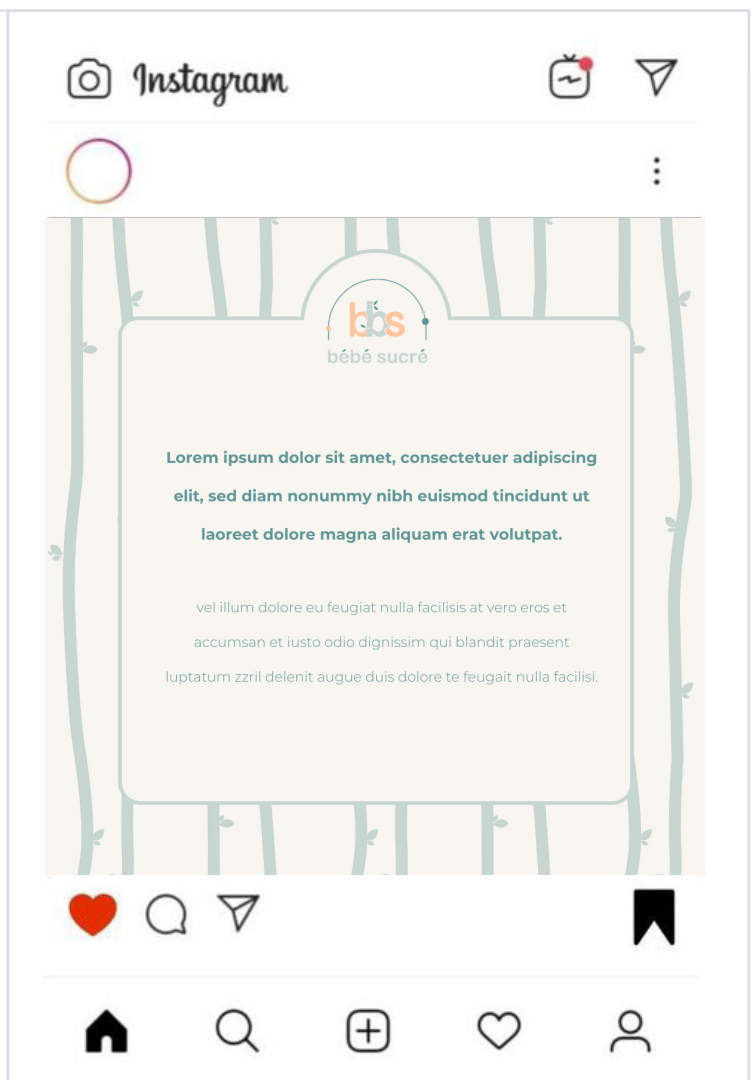
BABY ON BOARD STICKER WITH LOGO



SOCIAL MEDIA PLATFORMS



PHOTO FRAME



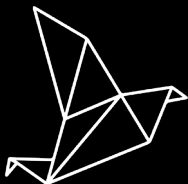
ANNOUNCEMENT POST

CLASS SIGNAGES





UNIFORMS



FEMALE TEACHERS



MALE TEACHERS



BUS DRIVER



KIDS UNIFORM OPT.01



KIDS UNIFORM OPT.02





**THIS WILL BE
EPIC!**

