# Logo



#### Color Palette

R 255	R 167	R 200
G 193	G 215	G 191
B 228	B 254	B 231
R 198	R 254	R 244
G 253	G 241	G 132
B 239	B 197	B 154

### Fonts

### Cookie

Indie Flower

Cookie and Indie Flower will be our two preferred fonts. These fonts are easily accessible and free to anyone who decides to download them. Cookie will be used for titles, headers, our business cards, and large bodies of text, while Indie Flower will be used for product descriptions and any smaller bodies of text we have on our website.



300 Charles Street Lindenhurst, NY 11757 Sales & Marketing Team whipped.ny@veinternational.org

# Letterhead and Company Description

whipped is a unique cupcake franchise with the mission of "whipping you away, and taking you back home with every bite." Each one of our delicious cupcakes allow not only your taste buds to feel like they are in one of the world's most beautiful places, but they allow you to truly feel and experience these places. Whether you're ready to take a trip to Italy or feel like you're right at home, whipped has something for everybody.

Join us to become a part of our Cupcake franchise and let us give you an experience you will not forget.

#### **Business Cards**





## **Brand Applications**

#### Twitter



## Whipped Cupcakery

@whippedcakesny

Whipped is a unique cupcake franchise with the mission of whipping you away and taking you back home with every bite.

#WhippedCupcakes

New York, USA

## **Brand Applications**

Instagram



## whipped.cupcake >





1 1 0 posts followers following

#### **Edit Profile**

### Whipped Cupcakes

Twitter - @whippedcakesny

Whipped is a unique cupcake franchise with the mission of "whipping you away and taking you back home with every bite."

# **Brand Applications**

# Snapchat

