

# Piece of Cake, Inc.

Logo:



Color Palette:

**Pink**- Happiness/Fun

**Yellow/Orange**- Optimism/Friendly

**Purple**- Creative

**Red**- Excitement

**Green**- Peaceful

-Font name: Cookie *Piece of Cake*

Font name: Alex Brush *Piece of Cake*

# Letterhead and Company Description



“Piece of Cake, It’s That Easy”

Piece of Cake is a bakery inspired by the cultures of the world. Since the inception of our company in 2009, we have been successful and on-the-rise in our industry. Piece of Cake ensures that we meet the needs and wants of our customers by utilizing the finest ingredients available and having 24/7 access to our website. We have a familial and friendly environment. We offer delicious pastries from many different parts of the world to give a variety of choices to our customers. From cheesecakes, chocolate cakes, bagels, and cannolis just to mention a few, we deliver different varieties of baked goods from around the world to our customers homes to be enjoyed throughout the day. We provide a wide array of selections to meet all individual tastes and preferences. Whenever a customer craves a delicious pastry, we are here to fulfill their desire. Whether a small event or a large celebration, our customers can count on us to provide the produce.

# Business Card:

*Piece of Cake, Inc.*

"It's that easy"

BAKERY

900 Parkway Ave.  
Ewing NJ 08618  
**(609) 538-9800**

[www.PieceOfCake.com](http://www.PieceOfCake.com)  
[PieceOfCake@EwingBOE.org](mailto:PieceOfCake@EwingBOE.org)

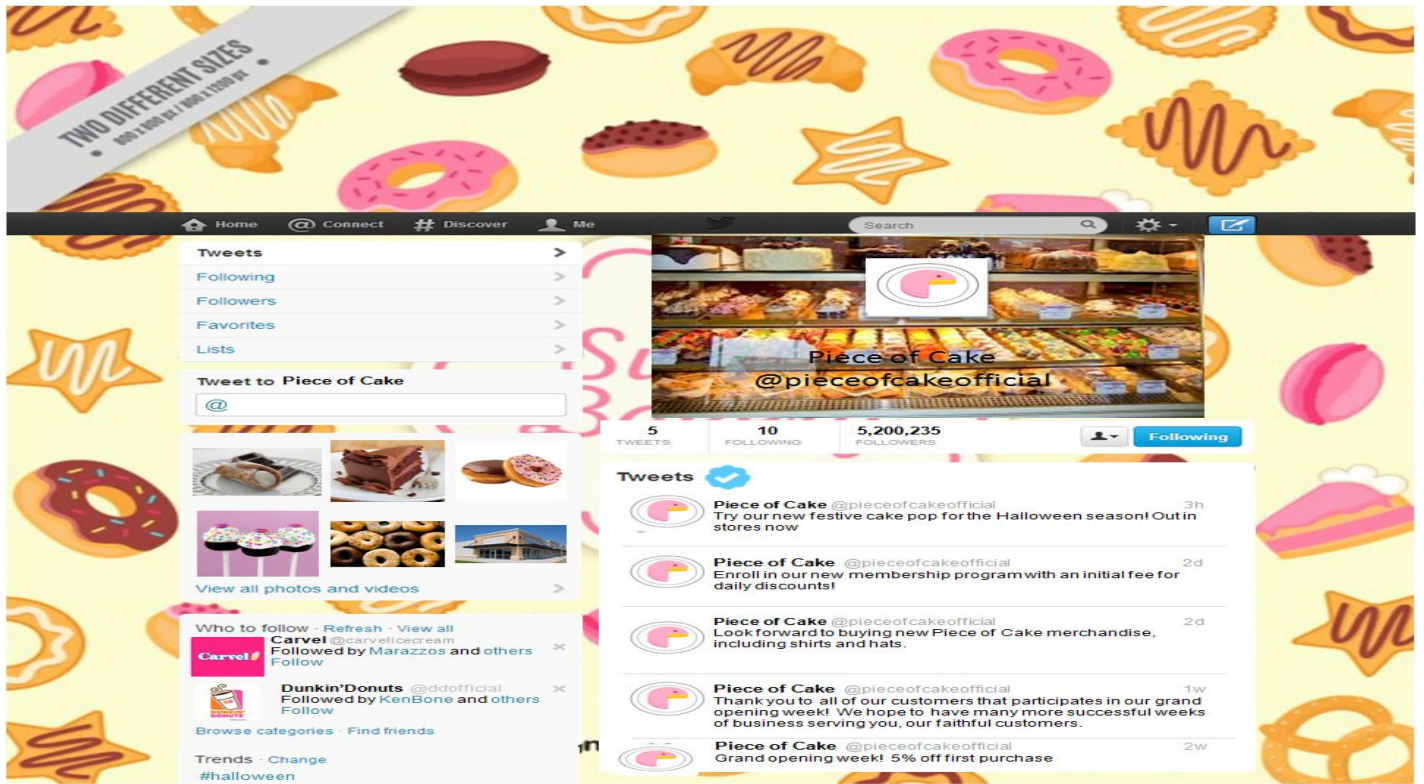
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# Branding Application: Twitter Page



# Paper bags:



# Instagram:

