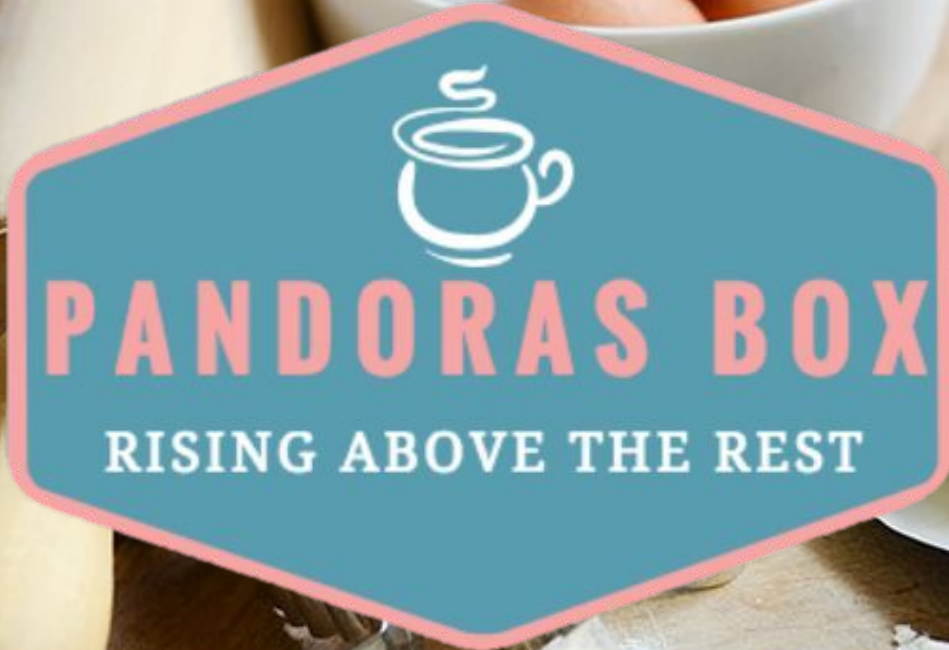


1 Cavalier Drive,  
Cookeville TN, 38506  
931-261-0318

# Branding Guide





# Fonts

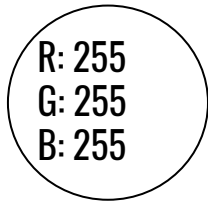
## Playfair Display: Body and Titles

Playfair Display is a clear and professional font, but it also has a playfulness to it that assists in portraying the pleasure of baking the we want to bring to our customers.

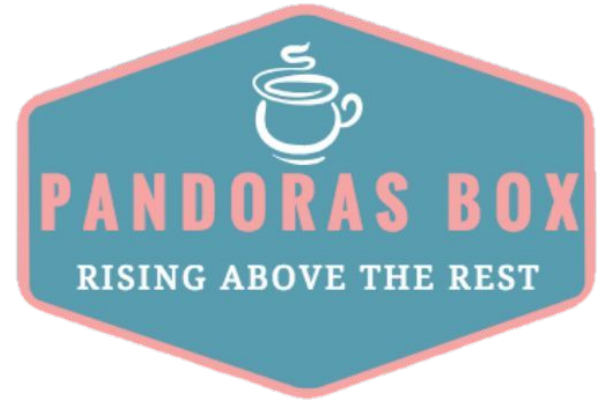
## Oswald: Subheadings and Labels

Oswald is also a clear font that can be clearly read. It's natural boldness makes it successful in drawing the customer's attention to smaller headlines under the main title.

# Color Palette



# Logo





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To Whom it May Concern,

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

I look forward to working with you,

Taylor Andry  
CEO



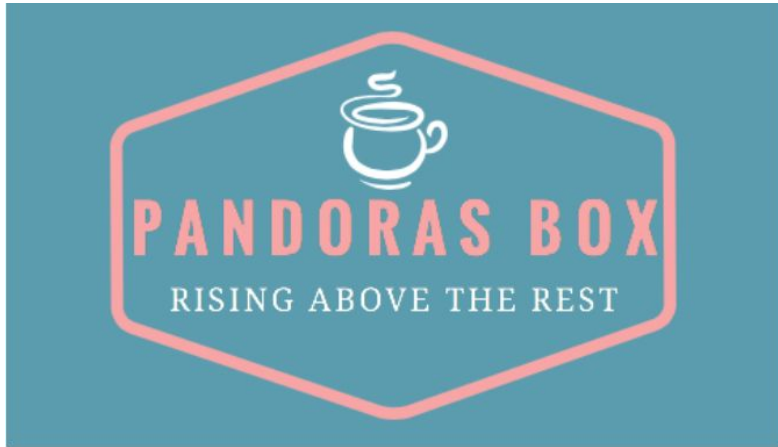
## Company Description

As a business that wants to spread the love of baking across the world, Pandora's Box is reinventing the world of baking by making it easier than ever to enjoy fresh baked goods in your own home. The customer can choose from one of our themed boxes that contain goods already baked, or one of our recipe boxes that provide everything you need to make the goods in your own kitchen.



# Business Card

## Front



## Back



# Company Apparel

Front



Back

