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# SCRUMDIDDLYUMPTIOUS

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Branding Packet





## **Scrumdiddlyumptious**

150 East Main Street

(516) 624-6523

Oyster Bay NY, 11771

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### Company Overview and Table of Contents

Scrumdiddlyumptious is an extraordinary dessert for an extraordinary person. We offer a variety of delectable deep fried desserts including deep fried cookie dough dipped in chocolate, deep fried ice-cream, deep fried brownie bites, deep fried s'mores, or a delicious Churro with one of our 7 original recipe dipping sauces. Our target customer includes individuals planning Sweet 16's, holiday parties, office parties, or a family campfire. Our company prides itself on understanding our customers' needs and will continue to push the envelope when it comes to innovative desserts.

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  2. Company Overview/TOC
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## Logo and Color Palette

Our Logo and color palette is centered on the feeling of fun and pleasure. It represents Scrumdiddlyumptious and shows what kind of products we create.

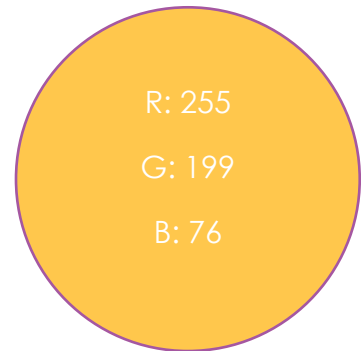


*Used on all of our products and documents*

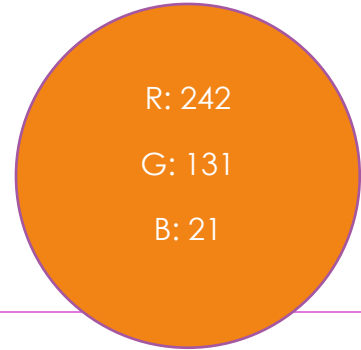
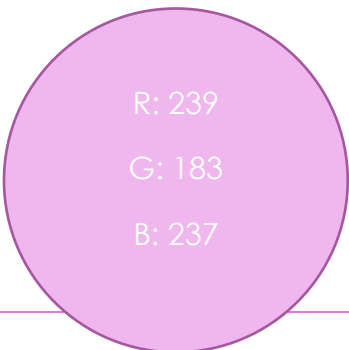
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### Color Palette



*Used for headings,  
Text, and logo  
Design.*



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## Font Use

Scrumdiddlyumptious uses Century Gothic and its emphasized variation as its primary font for professional documents. It portrays professionalism in a sleek and comfortable way while holding a fun and spaced out appeal.

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### Century Gothic Emphasized

8. *Century Gothic Emphasized*

12. *Century Gothic Emphasized*

14. *Century Gothic Emphasized*

16. *Century Gothic Emphasized*

18. *Century Gothic Emphasized*

22. *Century Gothic Emphasized*

### Century Gothic

8. Century Gothic

12. Century Gothic

14. Century Gothic

16. Century Gothic

18. Century Gothic

22. Century Gothic

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## Twitter Outlet



The image is a screenshot of a Twitter profile page. At the top is a large group photo of approximately 20 young adults in business attire. Below the photo is the profile picture, which is a circular logo featuring a stylized figure. To the right of the profile picture is a blue button labeled "Edit profile". The profile name is "Scrumdiddlyumptious" in bold white text, with the handle "@Scrumdiddlyump8" below it. The bio reads "Oyster Bay High School Virtual Enterprise". Below the bio are four tabs: "Tweets", "Tweets & replies", "Media", and "Likes". The "Tweets" tab is selected. A tweet is visible, posted 17 hours ago, with the text "On our way to the LIU elevator pitch competition and entrepreneurship conference". Below the tweet is another group photo, identical to the one at the top of the profile. At the bottom of the screen is the Twitter navigation bar with icons for Home, Search, Notifications, and Messages.

**Scrumdiddlyumptious**  
@Scrumdiddlyump8  
Oyster Bay High School Virtual Enterprise

Tweets   Tweets & replies   Media   Likes

**Scrumdiddlyumptious** @Scrum... · 17h ✓  
On our way to the LIU elevator pitch competition and entrepreneurship conference

## Instagram Outlet

The screenshot shows the Instagram profile for 'scrumdiddlyumptious.ny'. The profile name is 'Scrumdiddlyumptious' and the bio states: 'This account is for education purposes only. No product is for sale.' The profile has 5 posts, 97 followers, and is following 1 account. The profile picture features a chocolate swirl with a swirl of cream. The grid of posts includes: a plate of chocolate-covered pretzels with dipping sauces; two women sitting at a computer workstation; a large crowd of people at an event; a woman holding a plate of chocolate-covered treats; and a group of people in formal attire standing together.

+ person icon    scrumdiddlyumptious.ny ▾    ↻

    5 posts    97 followers    1 following

[Edit Profile](#)    ⚙️

**Scrumdiddlyumptious**  
This account is for education purposes only. No product is for sale.

⋮    ≡    👤    📌



🏠    🔍    +    ❤️    📷

## T-Shirt Design



Front



Back



## Our Business Cards



**Front**



**Back**