

Design Brief

I am creating a business which is based on the pies I've baked for my 7 year old granddaughter Maggie, who's been allergic to all dairy and eggs since birth. I bake pies for her that exclude those items and some will also be gluten free. I will be using this brand initially for fruit pies but wish to expand to other sweets, cakes and preserves as the biz develops.

I would like to see an Art Nouveau theme from the Victorian era and am including a sketch I created for the main illustration.

I would like the full body version but also a head and shoulder for use on advertising, packaging etc.

I want the tone to be warmth, good health and the antiquity of the Victorian style to reflect the lovely goodies that Grandma makes.

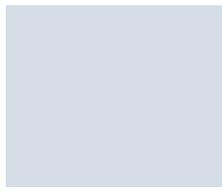
I will be calling the company:

COLOUR PALETTE

PRIMARY



PANTONE 648C



PANTONE 642C



PANTONE 663C

SECONDARY

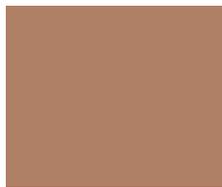


PANTONE 376C

SKIN TONE



PANTONE 7415C
midtones



PANTONE 479C
shadows

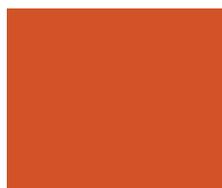


PANTONE 705C
highlights

HAIR COLOUR



PANTONE 715C
midtones



PANTONE 7580C
shadows



PANTONE 721C
highlights

MaggiPie

And would also appreciate help with a clever tagline such as 'Naughty but Healthy and Organic Baked Goods' or

'indulge your sweet tooth without the the health risks'

Please don't feel restricted by my colour/font preferences..I would like to see some of your original ideas but please keep the illustration as I have sketched it.

I am attaching files: 1. full brief... 1. Mood Board and 3. Illustration that i have started on with Maggie's image.

Please feel free to ask any questions and I look forward to seeing your great work!

FONT SUGGESTIONS

HEADERS

MaggiPie

maggiPie

Bocklin Regular

MaggiPie

maggiPie

Della Respira Regular

MaggiPie

maggiPie

Argos George Regular

MaggiPie

maggiPie

Cat childs Regular

SUBHEADS

"Tag Line"

IrisUPC Regular

"Tag Line"

JasmineUPC Regular