

BRAND KIT · 2026

Brand Guidelines

The visual and verbal identity of Custom Cakes By Carmen LLC — logo, color, typography, photography direction and voice.



Primary mark



Primary monogram on blush white

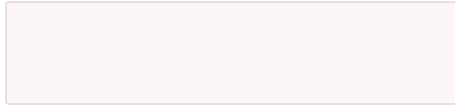


Monogram on cocoa black

Usage

- Clear space: at least the height of the monogram's inner counter on all sides.
- Minimum size: 32px / 0.4in tall on screen and print.
- Pair the mark with the full legal name "Custom Cakes By Carmen LLC" on first use.
- Do not recolor, stretch, rotate, add effects, or place the mark on busy photography.

Brand palette



Blush White

Primary background
#FDF6F8



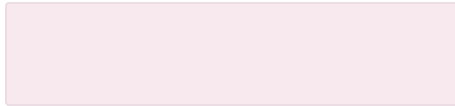
Signature Pink

Primary / CTA
#E4187C



Cocoa Black

Text & contrast
#211A1F



Soft Blush

Secondary surfaces
#F8E9EE



Silver

Rules & accents
#CFCBD0



Caramel

Warm accent
#EAC9D4

Application

- Blush white backgrounds carry the majority of every layout.
- Signature pink is reserved for calls to action, eyebrows and emphasis.
- Cocoa black carries body copy and the secondary button treatment.
- Silver appears as thin rules and framing only.

Type system

Bodoni Moda — display

Three Generations. One Sweet Legacy.

Page titles, product names, editorial pull quotes. Regular to semibold, tight leading.

Manrope — body & interface

Body copy, navigation, buttons and labels. Uppercase with wide letterspacing for eyebrows and buttons.

SHOP THE COLLECTION

Parisienne — script accent

Where Cake Meets Candy

Signature moments only. Never body copy or full headlines.

Hierarchy

- H1 — Bodoni Moda 40–56px
- H2 — Bodoni Moda 28–36px
- H3 — Bodoni Moda 20–24px
- Body — Manrope 16–18px, 1.6 line height
- Eyebrow — Manrope 11px uppercase, 0.24em tracking

Buttons, cards & photography

[SHOP NATIONWIDE](#)
[SEE THE PRODUCTS](#)
[LEARN MORE](#)

Primary (pink) for commerce actions, cocoa for secondary navigation, outline for tertiary. Uppercase, 0.18em tracking, 2–3px radius. Cards: white on blush, 1px blush-grey border, 2px radius, generous padding.

Photography direction

- Natural, warm daylight — no hard flash or colored gels.
- Blush white, cream and silver surfaces; walnut or marble for texture.
- Product-forward compositions with generous negative space.
- Packaging always legible and unobstructed.
- Minimal props: linen, cake stands, plated slices.
- No cartoon graphics, novelty props or clip-art bakery iconography.



Messaging pillars

Heritage, stated plainly

Three generations of family recipes. Name the people and the place — Mamaw Lottie, Braselton, Georgia.

Gourmet, not bakery-counter

A packaged gourmet food brand. Editorial and premium; no cartoon bakery cues.

Accessible indulgence

The Gourmet Cake Mix brings a bakery result into a home kitchen. Confident and warm, never fussy.

Honest availability

Only market what ships today. Products in development are labeled coming soon, never available.

Product positioning

- **Triple Chocolate Gourmet Cake Mix** — hero retail product. Available now.
- **Gourmet Cakies™** — finished, individually wrapped baked goods in four flavors. Available now, always described separately from the mix.
- **Buttercream Mints** — signature confection for favors and gifting.

Contact

info@customcakesbycarmenllc.com · customcakesbycarmenllc.com · @customcakesbycarmenllc