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Research Week

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Andersen's Bakery Branding

In my Professional Practices course, I discussed my desire to get into brand design after graduation with my professor. She stressed the importance of showcasing the types of projects that I want to work on in my portfolio. This project was inspired by that conversation. Since I want to work in branding, I decided to do a brand design of a fictional start up bakery. In this paper, I will describe the project parameters, my research, and my design process.

Firstly, what were the project parameters that I gave myself? Well, the idea behind the project was that I was designing for a start-up Danish inspired bakery. The fictional owner of this company had just returned from studying abroad in Denmark and wanted to bring the wonderful things about Danish culture to the States. Since it was a new company, the assets that would need to be designed for it included a logo, packaging, window decal, menu, merchandise, and an environmental graphic. After laying out the basic parameters of the project, I began researching.

With a basic understanding of where I wanted this project to go, I began studying about Danish culture. I looked up photographs, visited Denmark's official website, and researched elements of their culture, such as common patterns and flora. One of the most important things I drew inspiration from was the idea of Hygge. According to the official website of Denmark, "Hard to pronounce, hygge ("hooga") is difficult to explain, too. In brief, hygge is about taking time away from the daily rush to be together with people you care about - or even by yourself - to relax and enjoy life's quieter pleasures." (What Do We Mean By "Hygge?"). This concept seems to fit perfectly with a bakery. Thus, I wanted my designs to reflect a cozy, comfortable

vibe. I also previously had learned that Hans Christian Andersen, the author of *The Little Mermaid*, was from Denmark. Because of this, I also wanted my designs to have a little bit of a fairytale or story book feel to them. Finally, I also was drawn to the bright colors that I saw in the Danish buildings and the intricate patterns on their fabrics. These things were all what had the biggest impact on me as I was researching for this project.

After I did the research, what were my design solutions? Well, the brand's name comes from Hans Christian Andersen's name since he was such an influential Danish person. I chose a serif font because a large majority of the signage I observed in the streets were done in a serif font. I coupled the serif font with a script font to give a more whimsical, storybook feel to the logo as well. The colors of the brand were all drawn from Danish elements such as the red and white from their flag and the blue tones from the water of their waterfront buildings. The patterned design around the logo was inspired by the intricate patterns of Danish fabric. I thought it also helped add to the whimsical, welcoming aesthetic of the brand. The pattern of the buildings was taken from actual buildings in Denmark. I was intrigued by the brightly colored buildings and thought they would make a nice, friendly looking addition to the designs. These elements were then incorporated into the branding assets to give the project a complete, and uniform design.

As I made this project what resources did I use? Well, to start off, I sketched with a pencil and paper. But after that, the majority of the design work was done in Adobe Illustrator. I appreciate the precision that one can achieve in their designs with Illustrator. Once I had made my branding assets such as patterns and logos, I mocked them up in Photoshop. Thus, the two creative programs that I used for this project were Adobe Illustrator and Photoshop.

In conclusion, after a conversation with my professor, I decided that I wanted to have some more branding projects in my portfolio. Thus, I laid out some project parameters, investigated Danish culture, and designed the brand assets. By the end of the project, I had designed several strong pieces all based around Denmark and its culture.

Works Cited

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