

pastry

brand
guidelines

Welcome to the Pastry Brand Guidelines. This document is your essential resource for understanding and implementing our brand's visual language.

Inside, you'll find the core elements of our identity - from our logo and color palette to our typography and imagery. Consistent application of these guidelines is key to building a strong, recognizable, and trusted brand.

introduction

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Brand Overview

Purpose

To create an effortless entertainment space where users can freely consume content and interact with characters in a natural, engaging way. We aim to blend social interaction and storytelling without intrusive monetization or forced experiences.

Vision

To redefine social platforms by merging social media with narrative-driven mini series, where characters feel real and accessible. We envision a world where audiences build genuine connections with digital personalities and engage with them beyond passive viewing.

Mission

To deliver free, high-quality content and chat experiences while maintaining a seamless balance between entertainment and interaction. We strive to implement intelligent, non-intrusive monetization that respects the user experience and keeps engagement authentic.

core values

Brand Overview

Boldness

We embrace daring ideas and distinctive expression to create a standout, memorable experience.

Exclusivity

We craft unique, premium-feeling interactions that make users feel part of something special.

Authenticity

We prioritize genuine content and real connections that build trust and emotional engagement.

Accessibility

We make entertainment effortless and available to everyone, with intuitive and inclusive experiences.

Subtle Innovation

We introduce smart, non-intrusive monetization and features that enhance—never disrupt—the user journey.

tone of voice

Brand Overview

Conversational

We communicate in a natural, easygoing way that feels like a real dialogue, not a broadcast.

Engaging

We spark curiosity and keep users emotionally involved through dynamic and relatable language.

Confident

We speak with clarity and boldness, expressing ideas with a strong and distinctive voice.

Playful

We bring lightness and personality into communication, making the experience enjoyable and human.

logo

Logotype

The logotype is our brand name in its custom typographic form. As our primary identifier, it is designed for maximum clarity and impact across all communications.

Logo

The image shows the word "pastry" in a bold, lowercase, rounded sans-serif font. The letters are black and have a thick, uniform stroke. The font is centered horizontally and vertically within a bright yellow rectangular background. The overall style is clean, modern, and minimalist.

Minimun Size

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here.

Adhering to these minimums for print and digital use is essential for brand integrity.

Logo



Clearspace

Logo

Clearspace is the minimum protected area surrounding the logo. This "breathing room" must be kept free of any other visual elements to ensure the logo's prominence and impact.



Logo Backgrounds

Logo

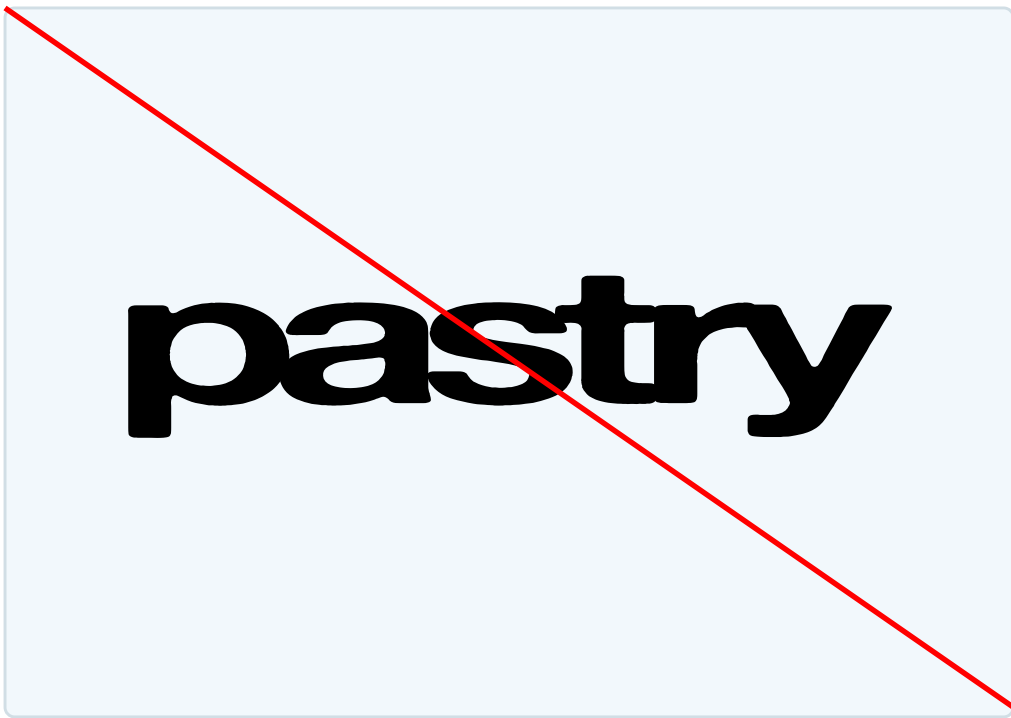
Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.



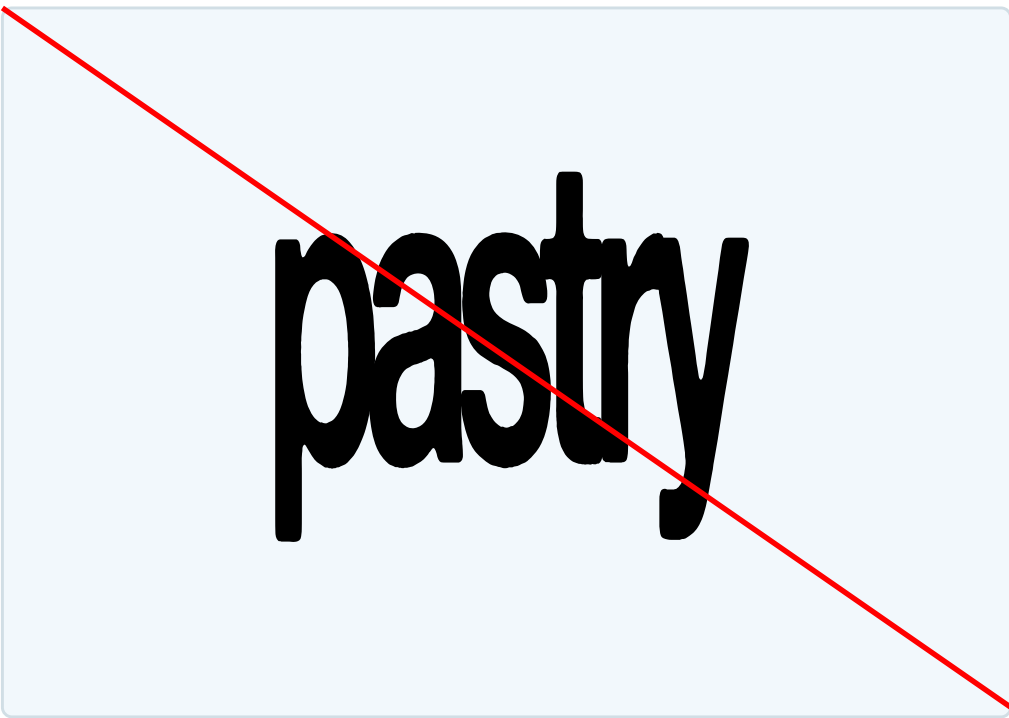
Logo Misuse:

To protect our brand's integrity, the logo must never be altered. Avoid stretching, rotating, re-coloring, or adding effects. Proper and consistent use is essential.

Logo



Do not not to skew or stretch the logo. The proportions of the logos should not be altered in any way.



Do not not to skew or stretch the logo. The proportions of the logos should not be altered in any way.



Do not change the orientation of the logo by rotating it anyway.



Do not add any kind of effects like a drop shadow to the logo.



Do not apply strokes on the logo.



Do not modify any parts of the logo.

colors

Color Palette

Color is a fundamental element of our brand identity, evoking emotion and setting the tone for our visual communication. Our palette is divided into primary, secondary, and tertiary colors.

Primary colors form the foundation of our brand, while secondary and custom shades provide flexibility for a vibrant and dynamic visual language.

Color

Primary Color	Secondary Color	Tertiary Color	Quaternary Color
<div>Hex: {#000000} RGB: {0, 0, 0} CYMK: {0%, 0%, 0%, 100%}</div>	<div>Hex: {#ffffff} RGB: {255, 255, 255} CYMK: {00, 00, 00, 00}</div>	<div>Hex: {#F9F705} RGB: {249, 247, 5} CYMK: {0%, 1%, 98%, 2%}</div>	<div>Hex: {#5732f4} RGB: {87, 50, 244} CYMK: {64, 80, 00, 04}</div>

typography

Typeface

Our brand typeface is Alte Haas Grotesk. Its clean, modern, and highly legible letterforms reflect our brand's personality: confident, clear, and approachable.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.

Typography

Alte
Haas Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()_+=;<>,./?

Type Hierarchy

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

Typography

Header: Alte Haas Grotesk Bold

Make short and catchy

Sub-Header: Alte Haas Grotesk Regular

Alte Haas Grotesk font should goe here - Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Body Text: Alte Haas Grotesk Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

visual
elements

Brand Pattern

Visual Elements

The brand pattern is a unique graphic element used to add texture and visual interest.

Apply it as a background or accent to reinforce our brand identity in a subtle, engaging way.



Icons

Our icon set is designed for clear and simple communication. The consistent visual style ensures a cohesive look across all platforms.

Use them to enhance usability and guide users.

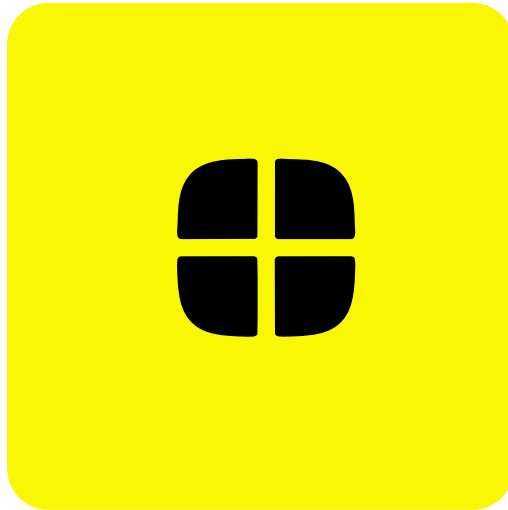
Visual Elements



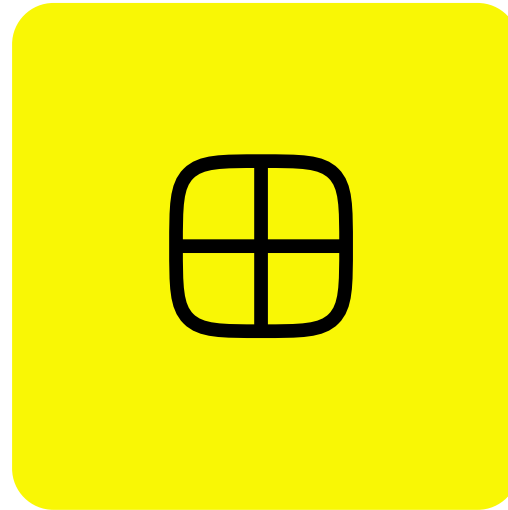
Icon name



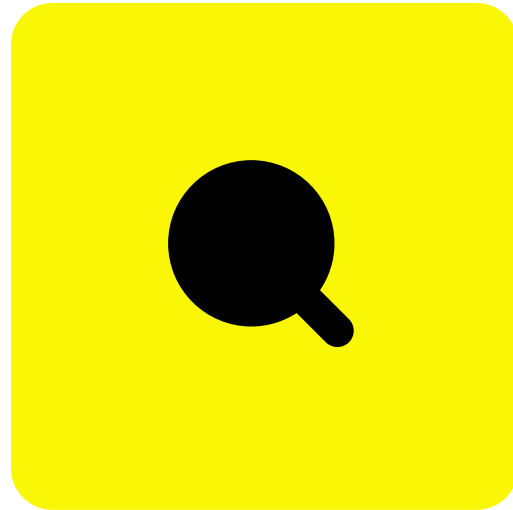
Icon name



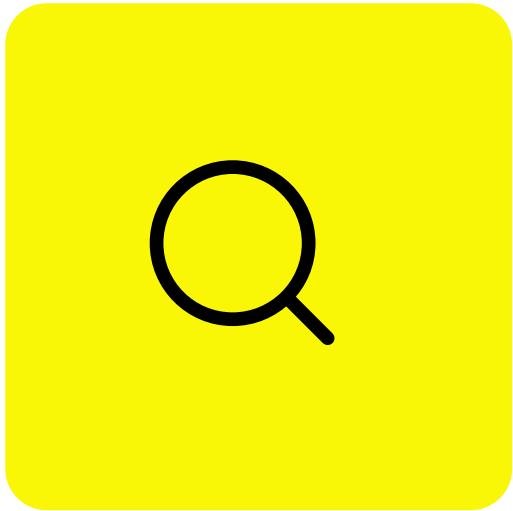
Icon name



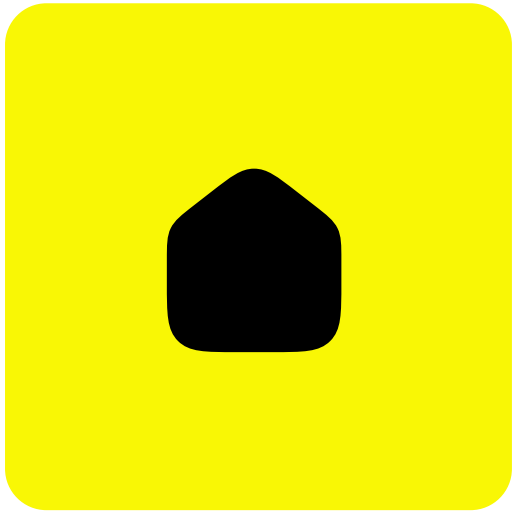
Icon name



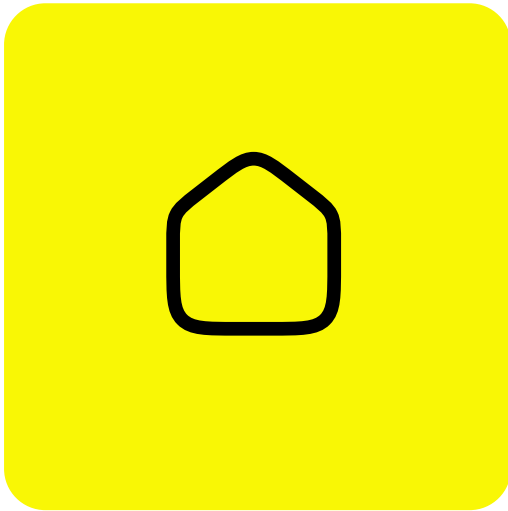
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Icon name



Icon name



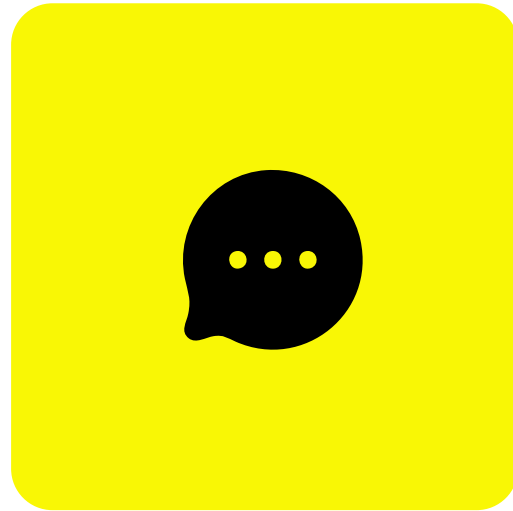
Icon name



Icon name



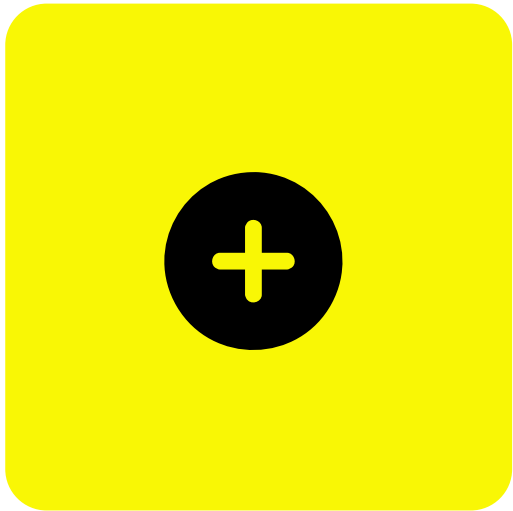
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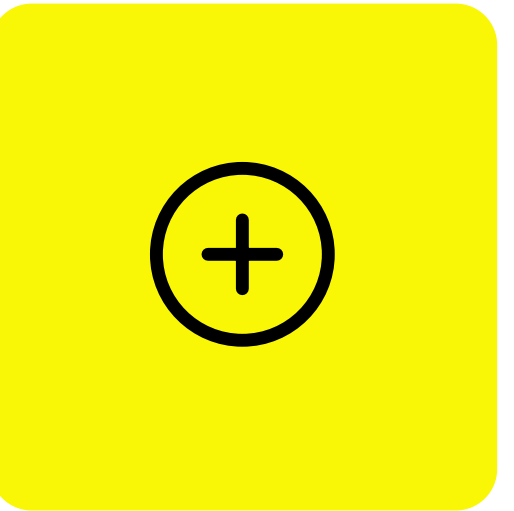
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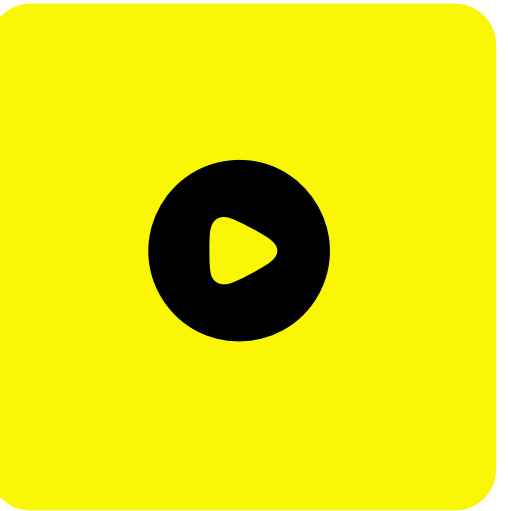
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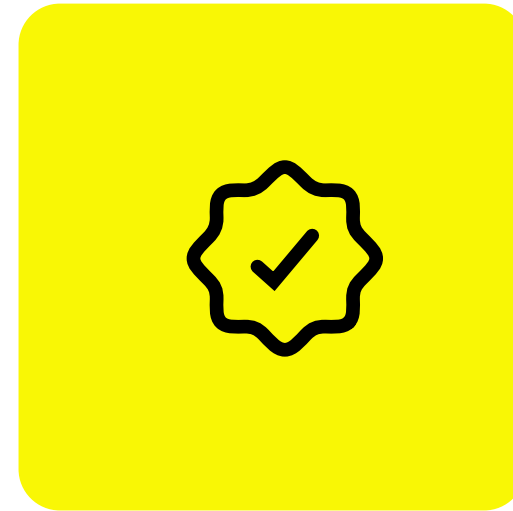
Icon name



Icon name



Icon name



Icon name

corporate
assets

Stationary

Stationary elements should consistently reflect the brand’s bold and recognizable style, using strong visual cues, clear typography, and cohesive design elements to reinforce identity across all touchpoints.

Corporate Assets



Business Card

Corporate Assets

Our business card is a key brand touchpoint. The design uses a clean layout and our core brand elements to make a professional and memorable impression.



photography

Photo Directions

Photography

Our photography follows two distinct directions. The first is realistic—bright, well-lit, and natural, focused on capturing authentic moments and true-to-life details.

The second is cinematic—crafted with dramatic lighting, depth, and a film-inspired aesthetic to create a more emotional and visually striking impact.



Realistic direction

Bright, well-lit, and natural imagery that captures authentic moments with true-to-life detail.



Cinematic direction

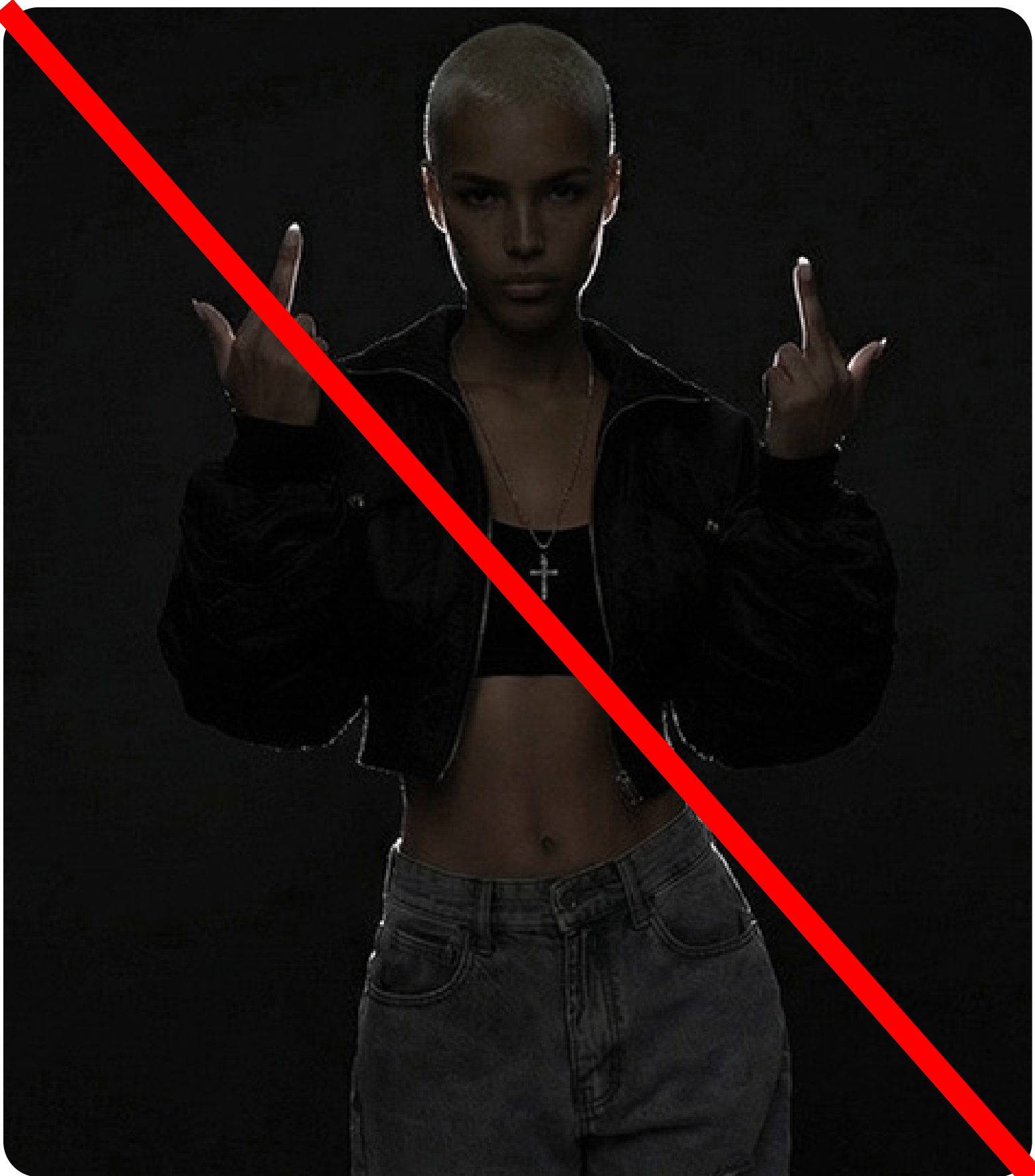
Dramatic, film-inspired visuals with rich lighting, depth, and a strong emotional, eye-catching impact.

Photo Misuses

Photography

Realistic direction: Avoid artificial lighting, heavy filters, unrealistic colors, and anything that feels staged or unnatural.

Cinematic direction: Avoid flat lighting, weak composition, overexposure, and excessive effects that diminish a cinematic, film-like feel.



Realistic direction

Avoid artificial lighting, heavy filters, unrealistic colors, and anything that feels staged or unnatural.



Cinematic direction

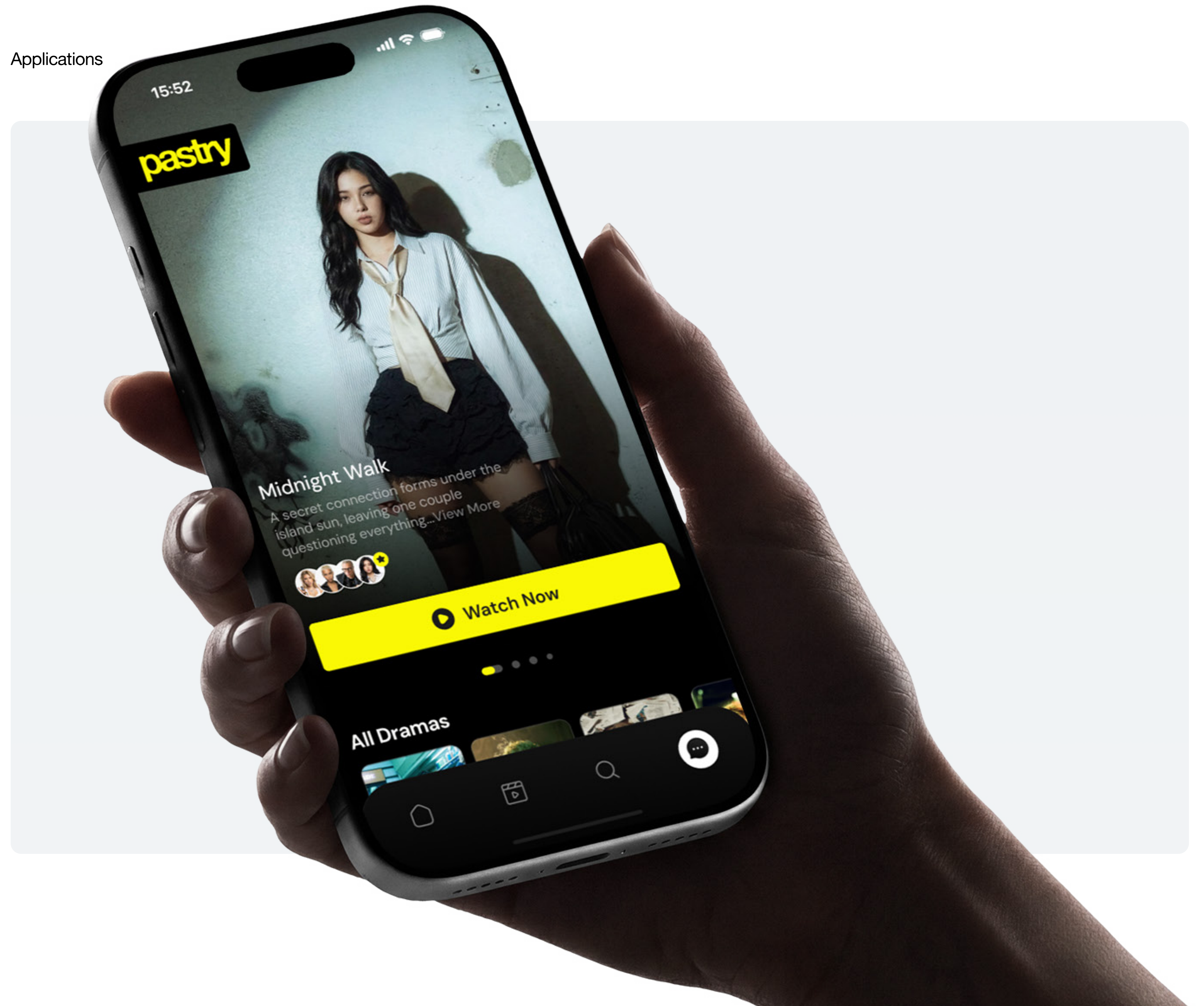
Avoid flat lighting, weak composition, overexposure, and excessive effects that diminish a cinematic, film-like feel.

applications

App

The app's visual style should be bold, modern, and instantly recognizable, with a strong and consistent identity that stands out. It should use confident design choices, clear visual hierarchy, and distinctive elements to create a memorable and cohesive brand experience.

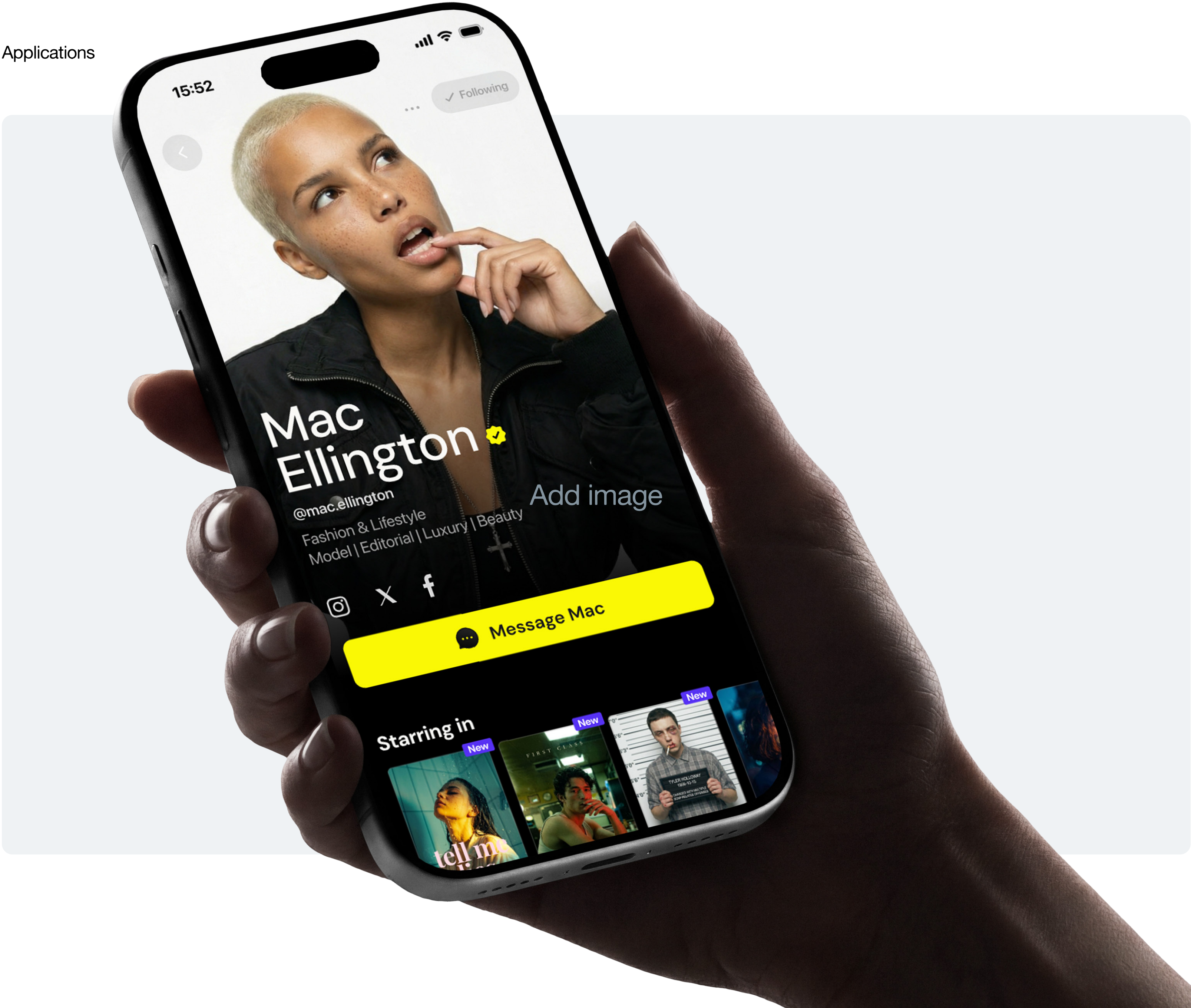
Applications



App profile

The app’s visual style should be bold, modern, and instantly recognizable, with a strong and consistent identity that stands out. It should use confident design choices, clear visual hierarchy, and distinctive elements to create a memorable and cohesive brand experience.

Applications



pastry.com

pastry

Available on the App Store

Entertainment Platforms



The image displays two covers of a publication titled "pastry".

Left Cover: Features a young woman with blonde hair blowing smoke from her mouth. She is holding a cigarette in her right hand and a beer bottle in her left. The word "pastry" is written in large, bold, black letters at the top. Below it, there is a small text block mentioning "Patisseries Limited" and "Cosco Tower". At the bottom, there is a button that says "Download on the App Store" with the Apple logo, and the text "The Ultimate Future" is visible on the right side.

Right Cover: Features a man with glasses and a cigarette in his mouth. The word "pastry" is written in large, bold, white letters on a dark background. Below it, there is a small text block mentioning "Patisseries Limited" and "Cosco Tower". At the bottom, there is a button that says "Download on the App Store" with the Apple logo, and the text "The Ultimate Future" is visible on the right side.



pastry

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Unit 1411, 14 Floor, Cosco Tower, 182 Queen's Road Central, Hong Kong

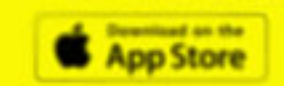


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thank you