

Cupcake Junkie
Branding Project
Ashley Selzer
MC 2015
Spring 2018



cupcake junkie

feed your addiction.

sweet and savory temptations

Cupcake Junkie is a Baton Rouge owned and operated bakery whose slogan is “Feed Your Addiction. Sweet and Savory Temptations.” The bakery’s cases are filled with cupcakes whose flavors and decorations are whimsical, bright, family-friendly, and a little sassy. The case showcases a blend of sweet and savory for any taste bud to enjoy. This cupcake shop invites the young and the young at heart to indulge in a tasty treat, from cupcakes to cookies to specialty drinks, and let Robyn Selders’ creations “feed your addiction.”

The script font of the title and first piece of the slogan represents the playfulness and youthfulness of the brand. Swirls and curls are popular elements of presentation for this company’s cupcakes and other specialty products. The print font is easy to read, which makes it easy to consume for everyone, but it also has character in the ends of the words to keep the same youthful and sassy energy of the owner herself.

Yellow is a sunny color that gives off a fresh energy, and with the sassy hot pink, the airy light blue, and the vibrant purple as accents, the logo is a sweet and savory combination of colors sure to tempt anyone looking for an edible way to brighten his or her day.

The daily flavors are posted to Facebook and Instagram, so be sure to check there every day for classics like Chocolate Obsession and Wedding Cake and new flavors like Banana Pudding, just in time for summer, or Candy Cane Delight, a client Christmastime favorite.

Hope to see you soon!



Robyn Selders, Owner | (225) 421-1995
12240 Coursey Boulevard Suite B Baton Rouge, LA 70816 | www.CupcakeJunkieBR.com
info@cupcakejunkiebr.com | @CupcakeJunkieBR on Facebook, Instagram, + Twitter



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Primary:



CMYK: 0 0 75 8

Secondary:



CMYK: 48 0 5 0



CMYK: 0 90 0 16



CMYK: 60 74 0 15

NOTES: the colors listed are in order of their priority from largest to smallest as seen in the above logo. These colors should not be changed or tinted from their original hue.



NOTES:

Logo Font Sizes (in order):

Letterhead: 96, 48, 26

Logo: 38, 20, 18

Body Text: 11 or 12

These sizes should not be manipulated for any reason.

Headings/Logo

Boucherie Cursive (Bold):

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Freight Sans Compressed Pro (Book):

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Body Text

Depot New Condensed Web

(Regular):

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789



NOTES: Color logo is preferable always, but if there is no color printer or availability for colored images, the black and white version of the logo as displayed here is acceptable. For black and white logo only, a 0.5 inch outline around the image is acceptable. Corners should be rounded on the logo always. Do not manipulate graphics or positioning.



hours: Tues.-Sat. 11AM - 6 PM
12240 Coursey Blvd. Suite B
Baton Rouge, LA 70816
(225) 421-1995

Robyn Selders, Owner



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What do an English teacher and a baker have in common? They both have a passion for inspiring with their work and putting smiles on faces! And that's how Robyn Selders formed Cupcake Junkie. "I view the kitchen as a space in which I can be creative and share my love with those whom I serve. Each order is personal to me," says Selders. Selders used her love for baking to start her own business in her hometown of Baton Rouge, LA. Her hope is to allow her customers to taste the hard work and endless love she bakes inside each sweet and savory creation.



In addition to delectable cupcakes with ever-changing flavors, Cupcake Junkie also creates cakes, bundt cakes, cookies, and even specialty drinks! Cupcake flavors and other offerings are posted each day on Facebook, Instagram, and Twitter, so be sure to follow us to stay updated and find out what your newest addiction will be!



- \$3 per cupcake/ \$35 per dozen
- \$3.50 per specialty cupcake/\$40 per dozen
- \$10 per dozen Mini Cupcakes/ \$50 per 60 ct.
- \$1.50 per cookie/ \$20 per dozen
- \$4 per Bundt slice/ \$45 per Bundt Cake
- \$4.50 per cake slice
- \$40 per 6 in. cake
- \$60 per 8 in. cake
- \$3 Junkie Juice: Tropical Rehab and Church Punch