



KIDS PACK
 Choice of a savoury
 Choice of a sweet
 A juice
 A colouring in sheet and crayons
 A reusable cup
 All in a Playful Bakes box



Playful Bakes Cafe & Party Room

This branding brief requested the development of an illustrative logo and icons that would be featured in all collateral, both print and online. These fun characters are developed from the cafe's menu, with the same hand drawn style as the logo. Playful Bakes Cafe & Party Room's customer base is predominately children and their parents, so the pale blue colour was chosen as a welcoming and calming background for the active and fun characters.

The icons and logo have been applied in all aspects of the business, from menus, signage and staff uniforms to colouring in pages, kids party packs and merchandise. Using this branding has created a quickly recognizable identity that stands out from it's competitors.

This project was an assessment in the Illustration elective unit.