THE COOKIE CLUB

"A freshly baked cookie shop that requires a logo, loyalty card design, with an advertising campaign"

BACKGROUND:

The Cookie Club is a newly established bakery that specialises in gourmet cookies. As a premium cookie provider, the business aims to create a delightful and memorable experience for its customers. To establish a strong brand identity and enhance customer loyalty, we are seeking a talented graphic designer to create a logo, branding elements and a loyalty card design.

OBJECTIVE:

- Develop a consistent brand identity with typography, colour palette, and supporting graphic elements.
- Choose fonts that reflect a balance of elegance and readability.
- Select a colour palette that complements the logo and creates a cohesive visual language for The Cookie Club.
- Consider creating a pattern or texture that can be used as a background or accent in marketing materials.

MEANS:

- The Cookie Club Logo Design
- The Cookie Club Loyalty Card Design
- 1 Poster Advertising The Cookie Club

All deliverables can be created either digitally or by hand.

TARGET AUDIENCE:

- Cookie enthusiasts and food lovers seeking high-quality gourmet cookies.
- Local residents, families, and professionals within the community.
- Individuals looking for personalised gifts or treats for special occasions.

TONE:

PREMIUM

QUIRKY

FUN

TRENDY

ENGAGING

THINGS TO CONSIDER...

- Do your field research. Really understand what branding and identity means? Look at existing cookie brands and bakeries.

- Consider the character and personality of your version of The Cookie Company, how can you apply your personality to this company?

- Select a colour palette to use that is appropriate to your company. How could you incorporate them?

PLEASE SUBMIT DESIGNS TO THE FOLLOWING EMAIL BY 9AM ON MONDAY 1st SEPTEMBER 2025:
lucy.broderick@ccsw.ac.uk

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WARM COOKIE CO.
TEMPLE · TEXAS