

Naticakes

Brand Book

Developing a brand strategy and design system for a cupcake bakery, with ambitions that match the size of their heart.

About Naticakes

Naticakes was founded with the explicit purpose of not only baking great cupcakes and serving up a unique in-store experience, but also to invest heavily in a sister foundation. The foundation was created in honor of the founder's niece - Natalie (whom they called Naticakes), who inexplicably passed away as a young child.

The Challenge

Naticakes approached Kristian Andersen + Associates to assist in the development of an integrated brand concept for a chain of gourmet cupcake shops that would be opened in secondary US markets over the next several years. Establishing a new brand in a defined niche market, such as the red hot segment of gourmet cupcakes, is a challenge in and of itself. This challenge was compounded by the company's focus on secondary markets.

The brand had to be sufficiently differentiated from its counterparts in larger cities and flexible enough to work in a variety of, as of yet, undetermined markets.

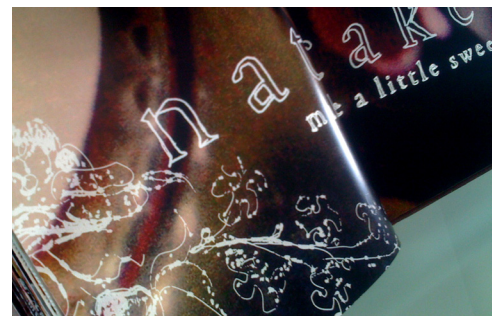
The Process

Our work began with discovery, opportunity assessment, and market research and observation. Once we had a clear understanding of both the opportunity and the challenges, we translated our findings into a clear design brief.

KA+A worked to craft a distinctive landmark and conceptual framework for Naticakes that successfully captured the essence of the Naticakes brand. Our team created a cohesive visual identity, tied together by corporate identity, graphic standards, brand imagery and representative expressions of the brand. Our work culminated in a "brand book" – a beautifully, hand-crafted book that tells the story of the Naticakes brand to potential partners, investors, staff persons, and the media.

The Result

Refined yet wistful, the Naticakes identity is the perfect marriage of youthful exuberance and victorian charm. While the Naticakes concept is still in the development stages, initial response to the brand concept is exceptionally strong. As the brand continues to mature, the work that Kristian Andersen + Associates completed on behalf of Naticakes will continue to play an invaluable role in concept vetting, raising seed funding, and generating excitement and awareness.



Disciplines Utilized:

- Brand Research
- Brand Strategy
- Brand Architecture
- Interactive Design