

# BITTERsweet

BRANDING GUIDELINES  
& PROCESS BOOK

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# naming

Stop sugarcoating... everything  
sugarcoat(ed.)  
the bittersweet? truth  
say goodbye to your sugar high (headline instead)  
sugar high  
sweet tooth  
sugar rush  
too sweet  
sweet & deadly  
Bittersweet!  
sugar & spice &  
everything deadly  
sweet addiction

# why?

Bittersweet is defined as something both pleasant and painful/regretful. We as humans love sugar but at the same time it's harmful to our overall wellbeing. Therefore the name is fitting to both the subject matter and the theme of the project. The name bittersweet arose from association of words that related to my topic. The name instantaneously clicked and as I considered it more, I realized how well it resonated with my overall goal of my project. I am also hopeful that my target audience will be intrigued by the name, which will make them take a closer look at my campaign. I tested some names with a trial group of people in the target audience for the campaign and 'Bittersweet' also resonated strongly with them.

# sketches/ideas



# logo variations

1. BITTERS*sweets*

2. *bitters*sweets

3. *bitters*sweets

4. BITTERSsweets

5. BITTER  
sweets

6. BITTER  
*sweets*

7. <sup>bitter</sup>  
sweets

8. *bitter*sweets

9. *bitters*sweet

10. BITTERS*sweet*

11. *bitters*sweet

12. BITTERSsweets

13. **BITTERS**sweets

# final logos

PRIMARY LOGO

BITTER *sweet*

SECONDARY LOGO

BITTER *sweet*

BLACK & WHITE

BITTER *sweet*

# why?

Because the word bittersweet is an oxymoron, I wanted my logo to reflect that contradiction. To achieve this, I started exploring contradictions between different styles of fonts. After the consideration of different adaptations and possible logos, I came to a resolution of using two juxtaposing typefaces. I wanted the logo to have a playful feeling but with a tone of sophistication and reverence that my audience would be able to take seriously. I decided to have two primary logos, and each will have a completely different resolve. The primary logo is intended to grab the audience's attention and therefore have them engage with the campaign. My secondary and black and white logo will be used for when I want to portray a more serious tone of voice and allow for my future deliverables to be the main focus.

# typography

## LOGO

Gotham Ultralight  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!?,.  
@#\$%^&\*()\_ - += { } ; : ' " < >

## LOGO

Garamond  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!?,.  
@#\$%^&\*()\_ - += { } ; : ' " < >

## HEADER

Adobe Caslon Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!?,.  
@#\$%^&\*()\_ - += { } ; : ' " < >

## SUBHEAD | BODY COPY

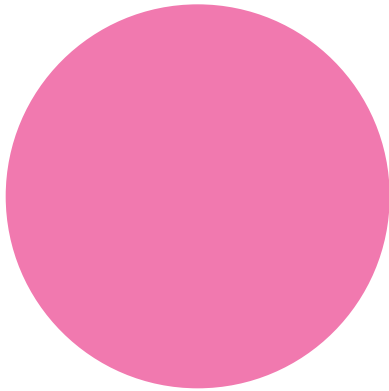
Avenir Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!?,.  
@#\$%^&\*()\_ - += { } ; : ' " < >



# why?

After considering various styles of typefaces, I came to the conclusion that a thin uppercase typeface (Gotham Light) contrasted well with a regular weighted lowercase typeface (Garamond). Even though both of the fonts have features that are completely opposing, together they still appear harmonious. I also catered to the words bitter and the sweet. I thought of bitter as boring, unappealing and uninteresting. Sugar, on the other hand is seen as fun, and alluring. I wanted my target audience to think of sweets, candy and overall fun when they looked at my logo. In order for my logo to be effective, I needed it to be vaguely deceiving so the target audience would participate further in my campaign. For the header and body copy I wanted to continue with the theme of contrasting fonts - I chose Adobe Caslon Pro for my headers to stand out and Avenir (in Book and medium weights) for clear and concise legibility.

# color palette



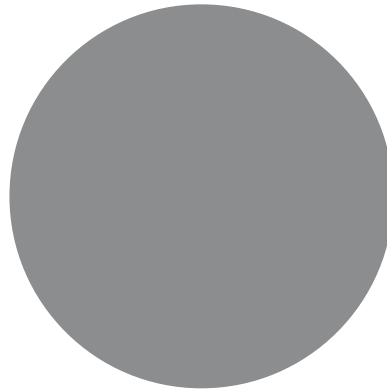
GUMDROP PINK

PANTONE P 75-6 U

#F177AE

R: 241 G: 119 B: 174

C: 0% M: 68% Y: 0% K: 0%



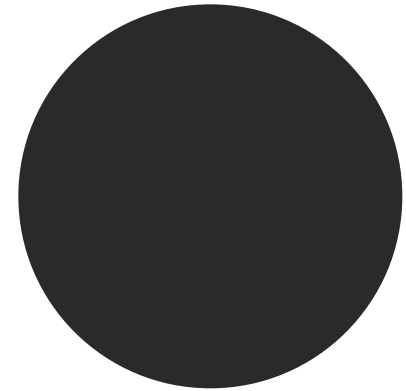
SLATE GRAY

PANTONE P 179-8 U

#8C8E90

R: 140 G: 142 B: 144

C: 48% M: 39% Y: 37% K: 3%



LICOURICE

PANTONE P 179-16 U

#231F20

R: 35 G: 31 B: 32

C: 70% M: 67% Y: 64% K: 74%

# why?

The three colors that I chose for my color palette are the ones that work best for my overall objectives of the logo: to entice my audience to engage further with my campaign. When my audience looks at the 'sweet' in the logo, I want them to think about sugary foods. After exploration of various colors, I concluded that pink was most appropriate. The color chosen appears innocent, young and playful. Too often sugar is represented as such and the aim is to initially play into these misconceptions. I also decided to integrate gray and black into my color palette as they both work harmoniously with the pink and the colors also work well on their own. These colors will be useful for when the logo doesn't need to demand attention or can be used in the background of future deliverables.

# reflection

In order for my overall project to be successful, I need to make my targeted audience more aware of their sugar intake. In order to achieve this, I need to captivate them and make my campaign look as aesthetically pleasing as possible. Having a successful logo is just the first step of this process. Overall I'm pleased on how my logo has turned out. I believe I successfully captured the tone and feel that I was aiming for. The outcome of my logo has further inspired me to continue to research fully on my topic about sugar. It is still hard to grasp how devastating sugar can be and how sugar is correlated to many diseases. Because of this project, I have been actively more aware of my daily sugar intake and have been getting my roommates more consciously aware about sugar as well. I believe with more research and a well-executed project, I can influence other people to change the way they view sugar as well.