



## Bliss Bakery ID System

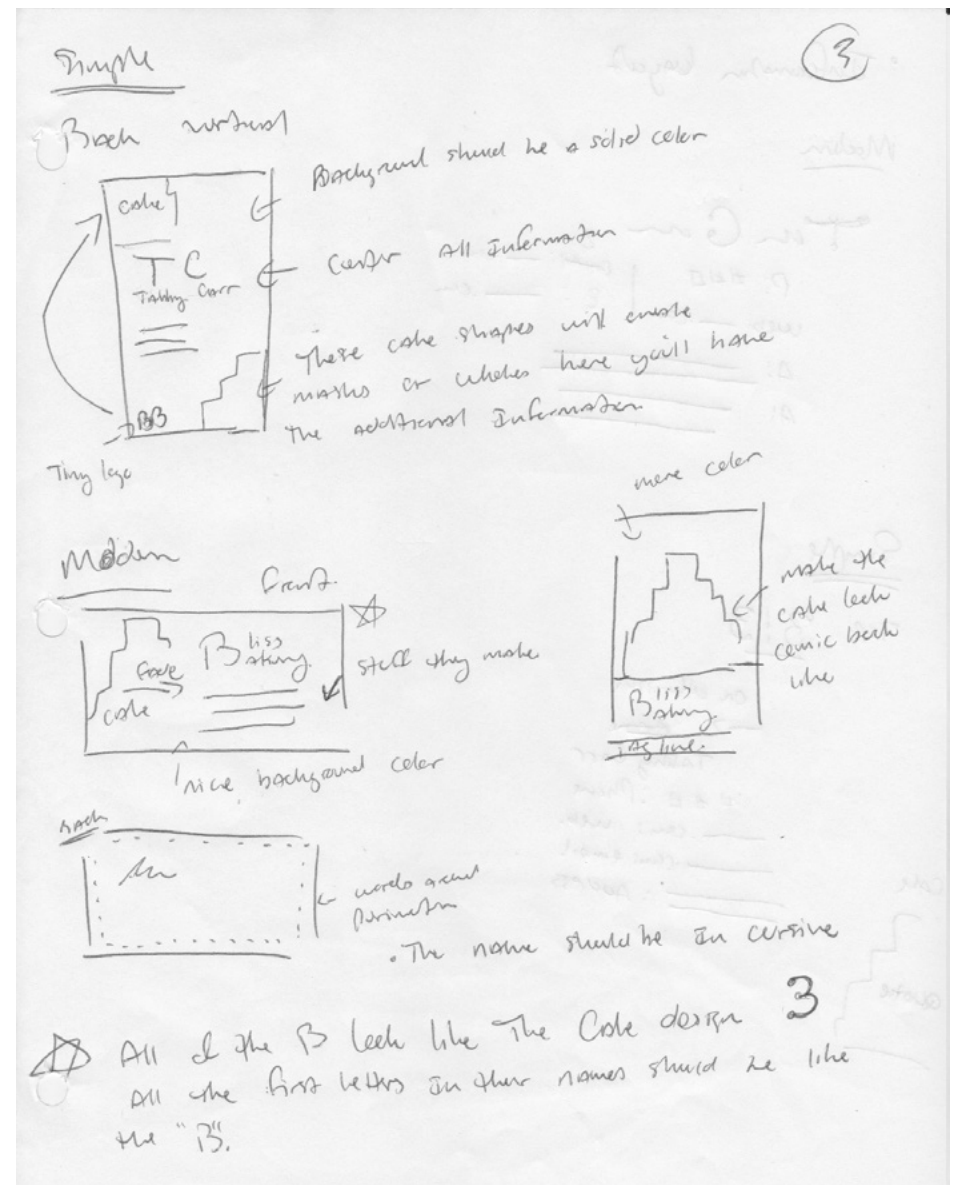
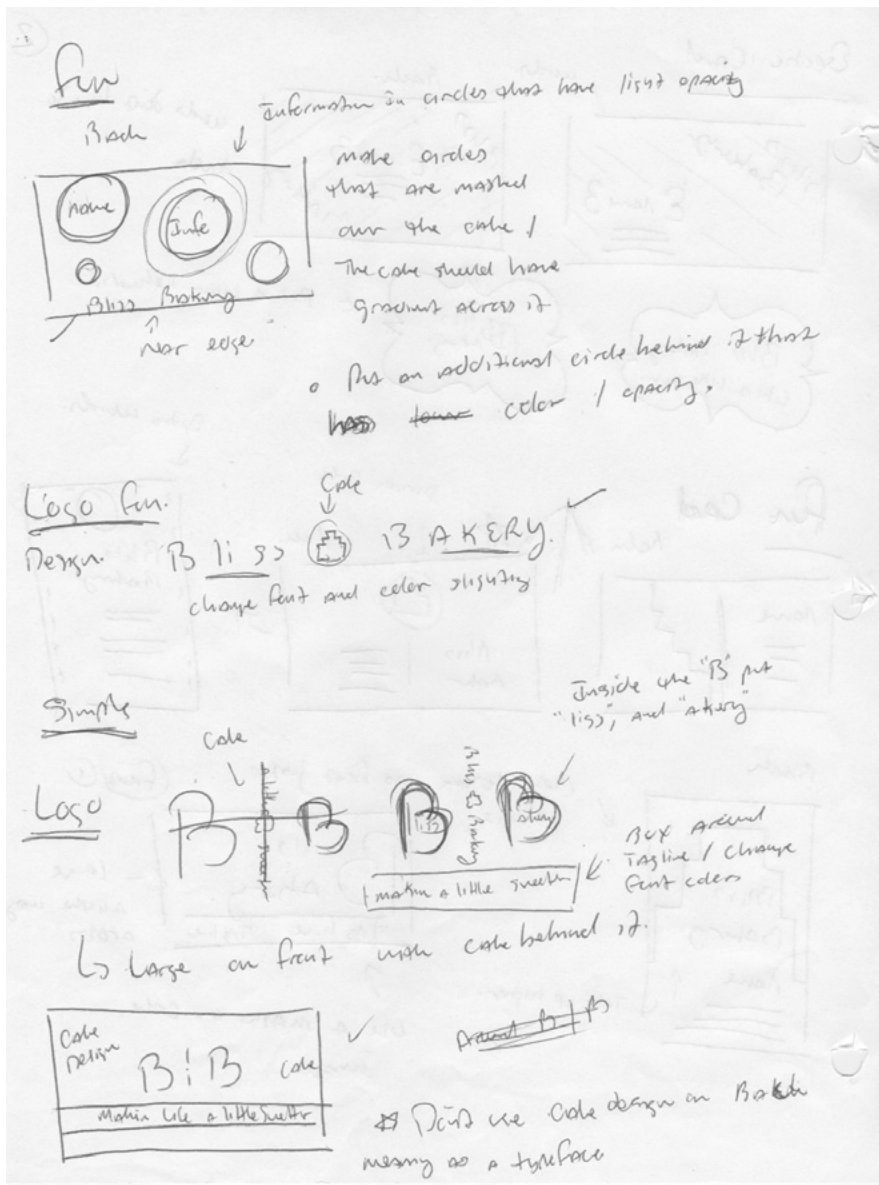
Visual Arts Center [mockup project]

Portsmouth, VA Here I've created an entire identity system for this potential client; including a polished logo. The Fall 2013 end product reflects the feelings of a small bakery: warm, simple and sweet.



## Original Idea

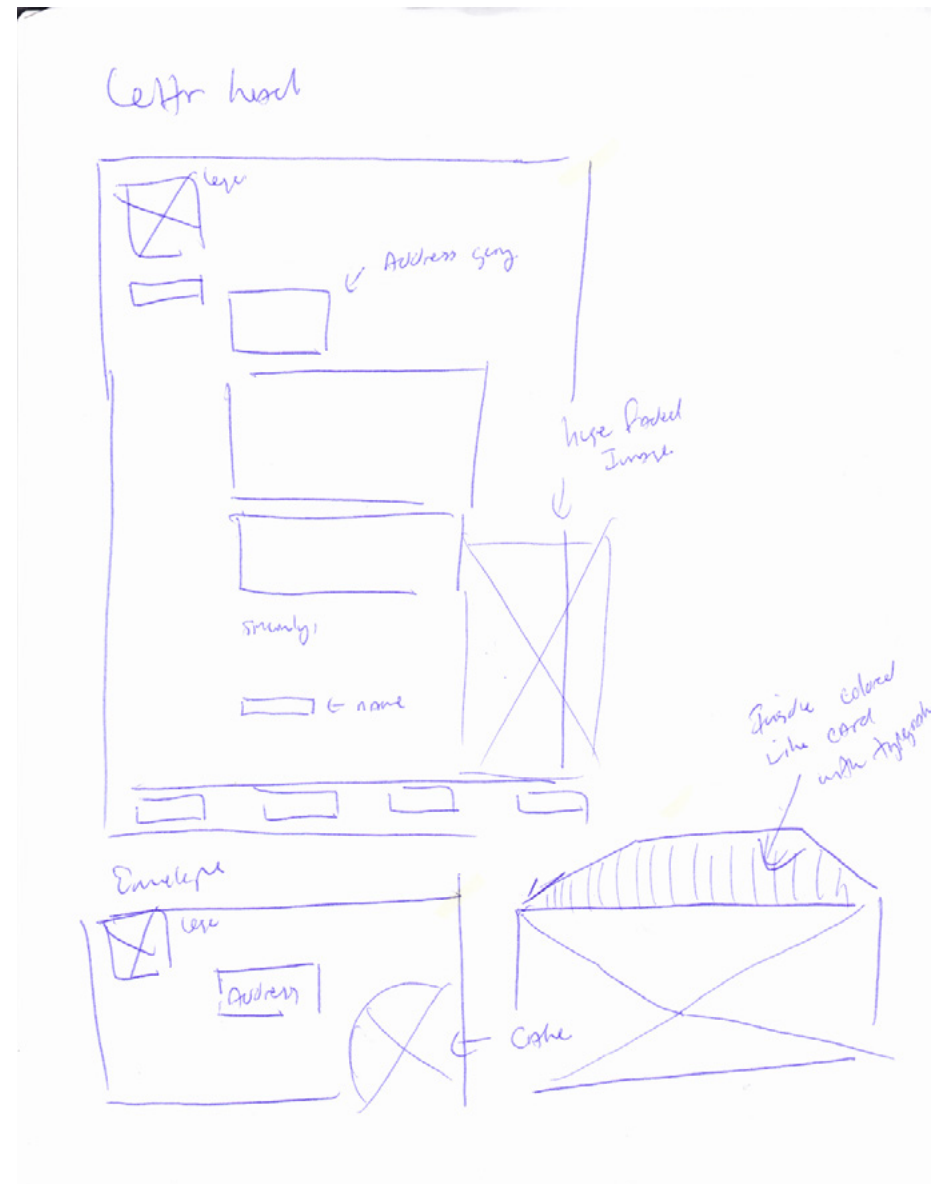
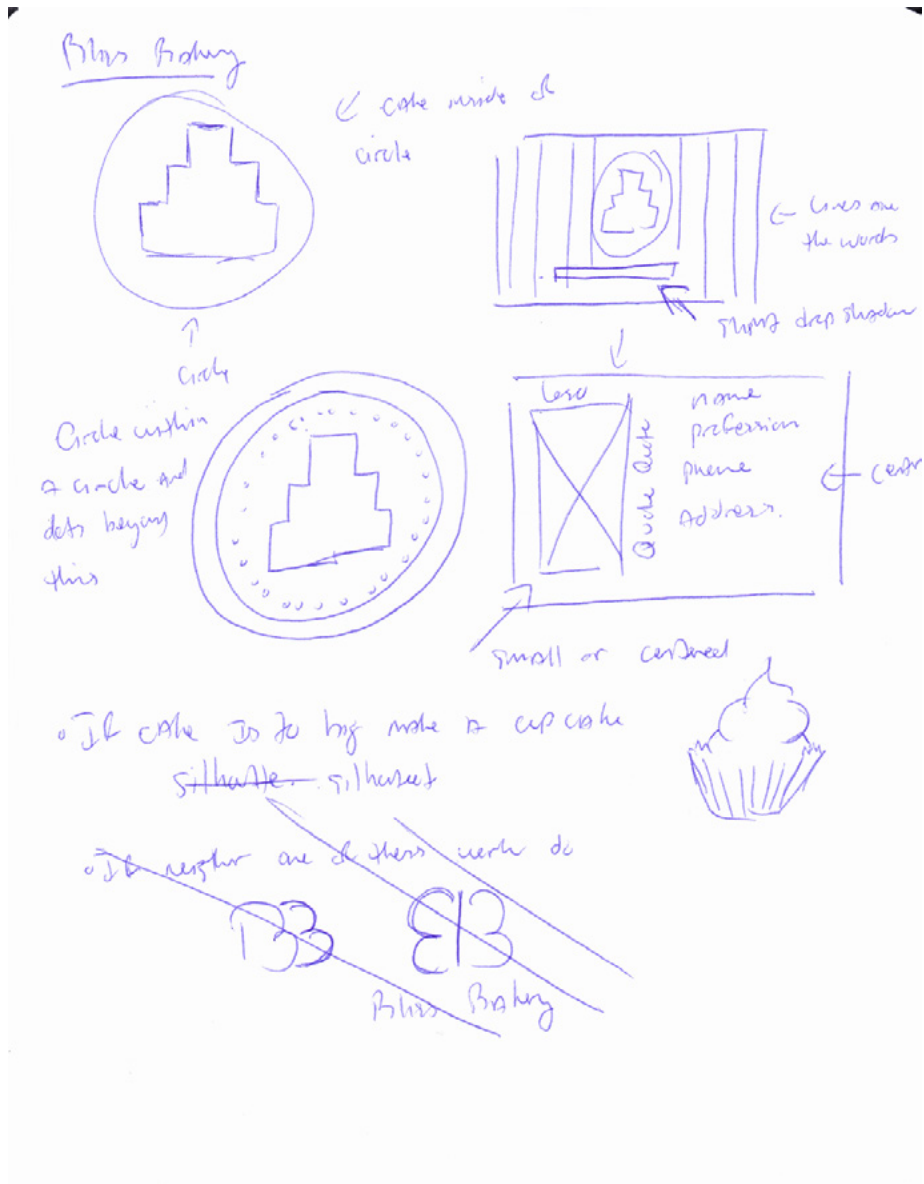
**Visual Arts Center** This was a freelance business card project I created for a local bakery "Bliss Bakery". Although the owners didn't like my redesign I wanted to add they concept to my portfolio. With this logo/card I  
**Portsmouth, VA** wanted to inspire feelings of warmth in the viewer.  
**Fall 2013**



## Process

Visual Arts Center  
Portsmouth, VA  
Fall 2013

Creating the ID system was challenging, because I had to expand the "business card" to a letterhead and envelope design in a constant manner.



## Final Blueprint

Visual Arts Center I made the cake the center piece for the Identity System—but I simplified the logo so it wouldn't  
 Portsmouth, VA take away from the overall system design.  
 Fall 2013