

# Canela y Azúcar

## Description

Canela y Azúcar is a Mexican bakery that blends tradition with a modern touch. Catering to young adults and families in urban areas, its customers appreciate cultural experiences, enjoy trying new foods, and seek both comfort and authenticity. This project focused on creating a brand identity that reflects the bakery's authenticity while appealing to a modern audience.



## Design Brief

Establish a strong visual identity that communicates Canela y Azúcar's homemade quality and inviting charm.

## Deliverables

- Logo
- Food Packaging
- Truck Wrap
- Menu

# Preliminary Work

I started by researching nearby bakeries, cafés, and Mexican restaurants to understand the market and visual trends.

For the logo, I sketched ideas inspired by pastries, cinnamon, and floral patterns to reflect the bakery's warmth and heritage. For packaging, I designed around the actual containers used, incorporating hand-drawn pastry illustrations and warm phrases like "Sweet as life". The food truck wrap took inspiration from real Mexican bakery trucks—bright, inviting, and straight to the point.



Menu Items	Ingredients
conchas-	
mantequilla-	
Oreja-	
* Empanada - (apple, pineapple)	
donuts-	
puequito-	
* Churros-	
bolillo-	
* Hot Leche cake-	
* Tamales de dulce	
Banana -	
besos-	
Bisque -	
Galletas -	
Pingüinos?	
Rebanada -	
Tacos de pino -	

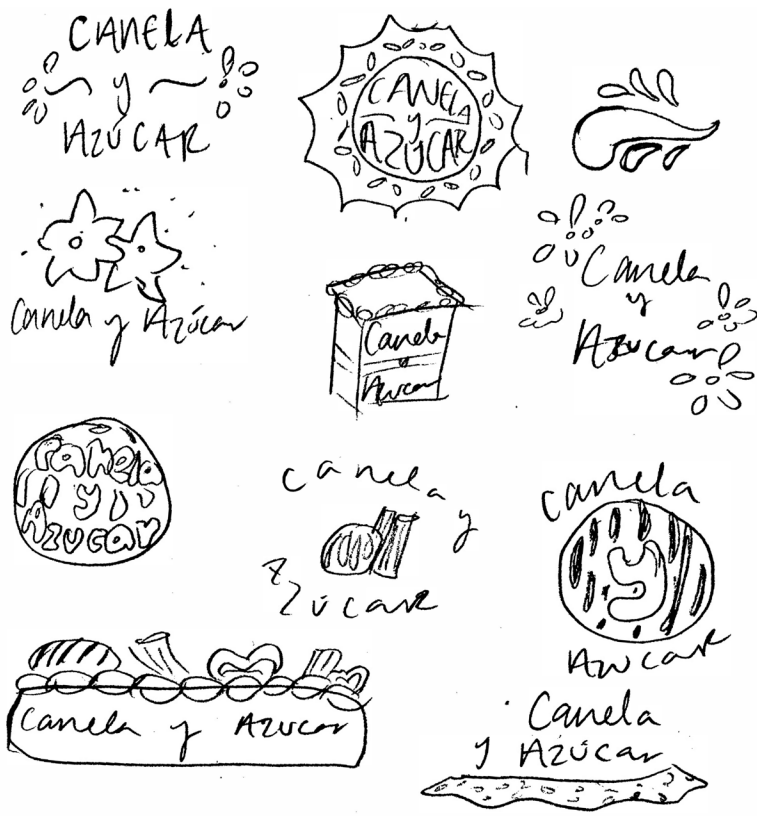
Drinks -

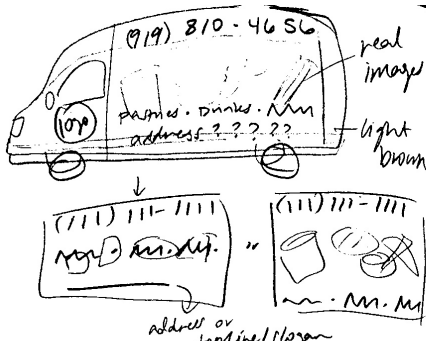
- Agua Frescas -
- Hibiscus, Mango,
- Tamarind, Strawberry,
- Horchata
- champanado (Hot Chocolate)
- Café de olla
- Hot Coffee

get the in the morning when you start



\* have to order at register rest can be grabbed at the pastry displays





real image

light brown

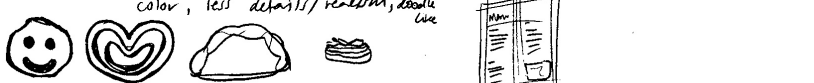
address or tagline/slogan

Use DuPont for Headings / Title & phrases / slogans / etc.

Use basic row for text that needs to be read / information (phone #, other menu text, etc.)

imagery - real photos of goods, pastries, etc.

illustrations - art lines, shapes, one solid color, less details / realism, doodle like





# Typography

I chose Dufanthe for its elegant, handcrafted feel that reflects the bakery’s artisanal nature and Basic Sans for its clean, modern look that ensures readability across all design materials.

Dufanthe

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&\*()

## Basic Sans

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Large Headline

Small Headline

Subhead

Text. Cum harum sunt. Andiossimet quamus se landipisti  
nulpa vit quataitiis ent quid explatum dunt.  
Ximusam vitaspe rchitint facitae dollaut ant porum sus  
plique ius asperit ibusae reped etum vel int.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

# Color

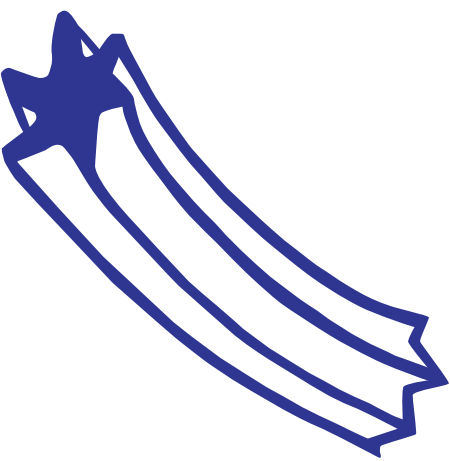
The color palette combines warm, earthy tones with vibrant accents, creating comfort, trust, and playful energy.



## Logo Color Variations



## Illustrations



# Final Design

A major challenge was color placement, balancing accent colors without overuse or neglect. Another challenge was refining the menu layout, adjusting the hierarchy, and toning down illustrations to improve readability. Through testing and iteration, I created a cohesive and functional design.

