



# SUNNNY CAKES



At “SUNNY”

cake, we offer to the customers a variety of traditional products like cakes, birthday cake, mini cakes, cookies, fruit tarts, cheesecake, pancakes, ice cream. Here they will remember the childhood taste of homemade cakes. Introducing a new concept of fancy cakes offers to the customer the opportunity to choose a cake based on any idea, image or event.

I used the red and white color on the title because the colors it means the excitement for opening my small business. Red is a color of power being associated with energy, passion and love. It is used to attract the customers, to draw attention when visitors came by and make them to buy the cakes. The white color is for putting the SUNNY cakes in the spotlight, in the center stage of a clean and modern cake shop.

Like the name, SUNNY cakes, symbolizing the sun, yellow it means happiness, enthusiasm, more confidence on what I’m doing and lots of optimism, a friendless place where you combine your ideas with my passion to enjoy the dessert you deserve. The stability and the tradition it is resulted from the brown color which conveys warmth. I used for the background a mix of blue and red, a mix of intelligence, responsibility with the power and the passion of a trustworthy cake shop. Using the yellow color for the writing I wanted to highlight the confidence and the happiness on what we doing, with which we working with the customers, bringing them a big smile and a piece of cake.