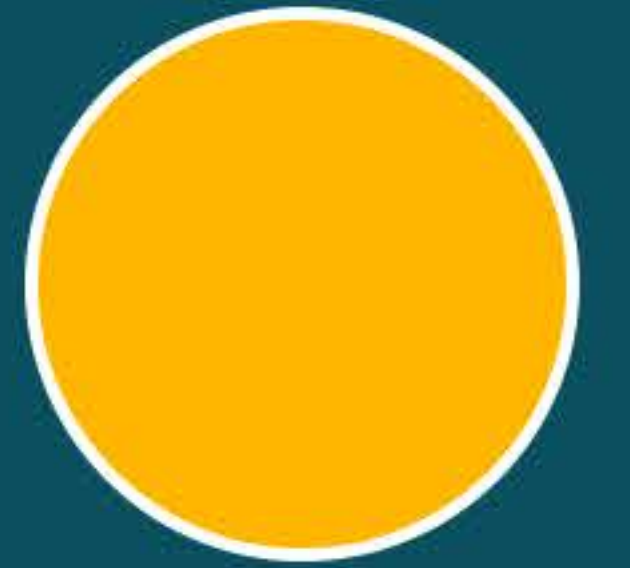
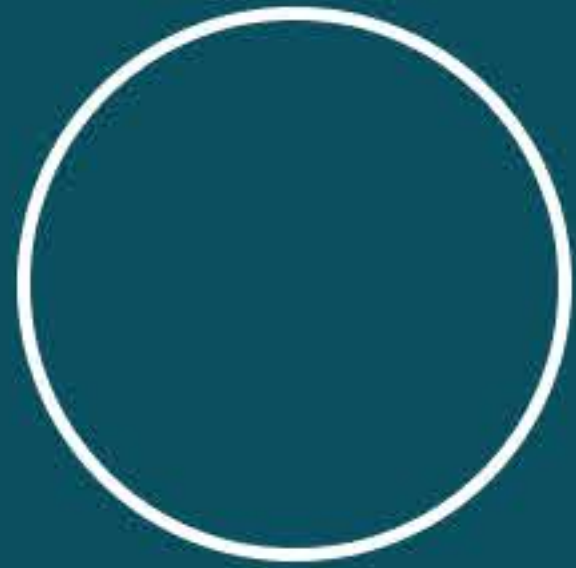




Moodboard



Who are we.

FreeDoh Bakery is focused on producing safe gluten free food products for those who are avoiding gluten.

All of our products are certified gluten free by the Gluten Intolerance Group's Gluten-Free Certification Organization (GFCO). That means our products are rigorously tested to ensure there is no cross contamination with our ingredient sources.

We will start off offering a gluten free pizza dough, cookie dough and cake mix kits. We hope to expand to other products in the coming year.





Colors inspiration

Colors inspired by the fresh vibe of making a healthy and tasty gluten-free baked products with the touch of a healthy and calmness of environment brought by nature as a symbol of safe, clean, and health.

headlines are
soft & lowercase

Subheadings are slightly
smaller but medium weight

Smaller headings are regular weight
still but continue to get smaller in size

Bold smaller item, great for labels or menu items

AN ALL CAP OPTION IN REGULAR WEIGHT

The vibrant fresh palette is an ode to the various raw fish and seafood that Sushi Club will serve. The four strong primary color hues and several secondary color options provide a deep versatile color palette with flexibility.

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Primary Typeface

Colaborate-Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 @ # * < > () \$ % & !

Colaborate-Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 @ # * < > () \$ % & !

Brand Characteristics

**Truly
Gluten Free
Products**

Trustworthy

**We use
organic
products**

Homegrown

**Certified
gluten
free products**

Certified

Brand Assets

The pattern was inspired by different products sold in the bakery and logo itself. First one is bread second is pizza third is cake and the last one is logo. These combined created a positive fun vibe that complements our brand voice and language.





GLUTEN FREE

CAKE MIX KI

CERTIFIED GLUTEN FREE BY GFCO



GLUTEN FREE

ALL PURPOSE FLOUR

CERTIFIED GLUTEN FREE BY GFCO



GLUTEN FREE

PIZZA DOUGH MIX

CERTIFIED GLUTEN FREE BY GFCO



