

# BRAND IDENTITY    WONDERLAND CAKES

Wonderland Cakes is a Philadelphia-based food truck, which specializes in handcrafted desserts and cakes.

After a period of visual research, their logo was developed through a series of free-hand sketches which were, later, converted into vector artwork, using Adobe Illustrator.

The Wonderland brand aims to incorporate a vintage feel with a modern, urban twist.



## Corporate Typefaces

AaBbCc01234

### Myriad Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Color Palette

### Primary Colors



### Secondary Colors

