



# Benny Cake

Logo

## Overview

Benny Cake is a YouTube channel focused on sharing visually impressive and excellent dessert decorations. The main focus of the channel is on frosting and decorating cakes and other baked products.

This channel's unique selling point is its focus on decorating cakes with a vintage style. The two characters typically appear in the frosting work or are put in the backdrop of the videos on the channel.



## Logo

The logo concept for Benny Cake was designed with a blend of Victorian and pop art styles to represent the channel's focus on the vintage art of dessert decoration.

The Victorian style of the 18th and 19th centuries chose to reflect a sense of classic, and the pop art style adds a modern touch. The use of an old cartoon design also adds a playful and fun element.

The line outline was created to look like a cartoon, giving the logo a friendly feel.

The shape was given a soft edge, similar to the texture of the cream, to create a feeling of the channel.



# Benny Cake

# Logo



Full-colour



Black and white



Greyscale



One-colour

# Logo



**Benny Cake**

**Vertical version**



**Horizontal version**

**Benny  
Cake**

## Logo font

**MuseoModerno**

The font chosen for the logo is MuseoModerno Extra Bold Italic. The font style resembles cake frosting, which suits the dessert theme of the channel. The font connects with the vintage pop art cartoon theme, as it gives a modern twist to a classic style.

**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 0**

## Secondary font

**AnekLatin**

The secondary font chosen for the logo is AnekLatin. This font was chosen for its readability and ease of use, making it suitable for use in various contexts. The clean and modern style of the font gives a modern touch to the content, matching the design.

**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 0**

## Colour Palette

The colours were chosen to match the logo and channel content's vintage old cartoon style. The muted pastel shades of the color palette represent cream cake color, it is neither too bright nor too dark, and it complements the theme of the channel.

The soft colors add a vintage feel to the design, which aligns with the channel's focus on vintage-style dessert decorations.

88CDCE

FEFBEB

CC5E54

E8C76C

8597D8

# Graphics

The selected graphics showcase the cakes and frosting featured in the channel, as well as the two mascot characters, a bear and a rabbit. Also the graphics of the vintage style, with such as the Victorian-style advertisement and old cartoon theme.



# *YouTube Banners*

## 1. Web Desktop



## 2. Tablet

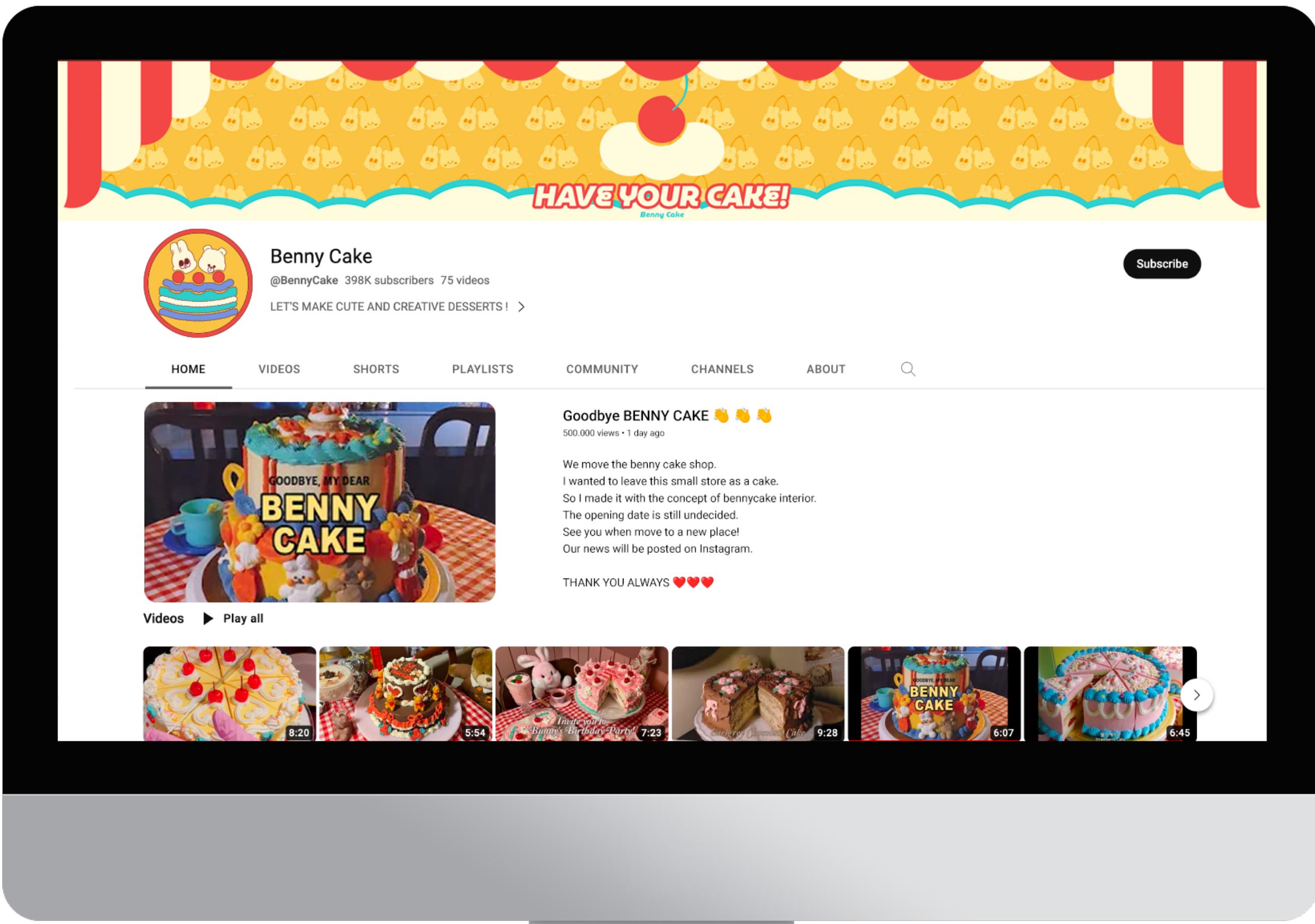


## 3. Phone

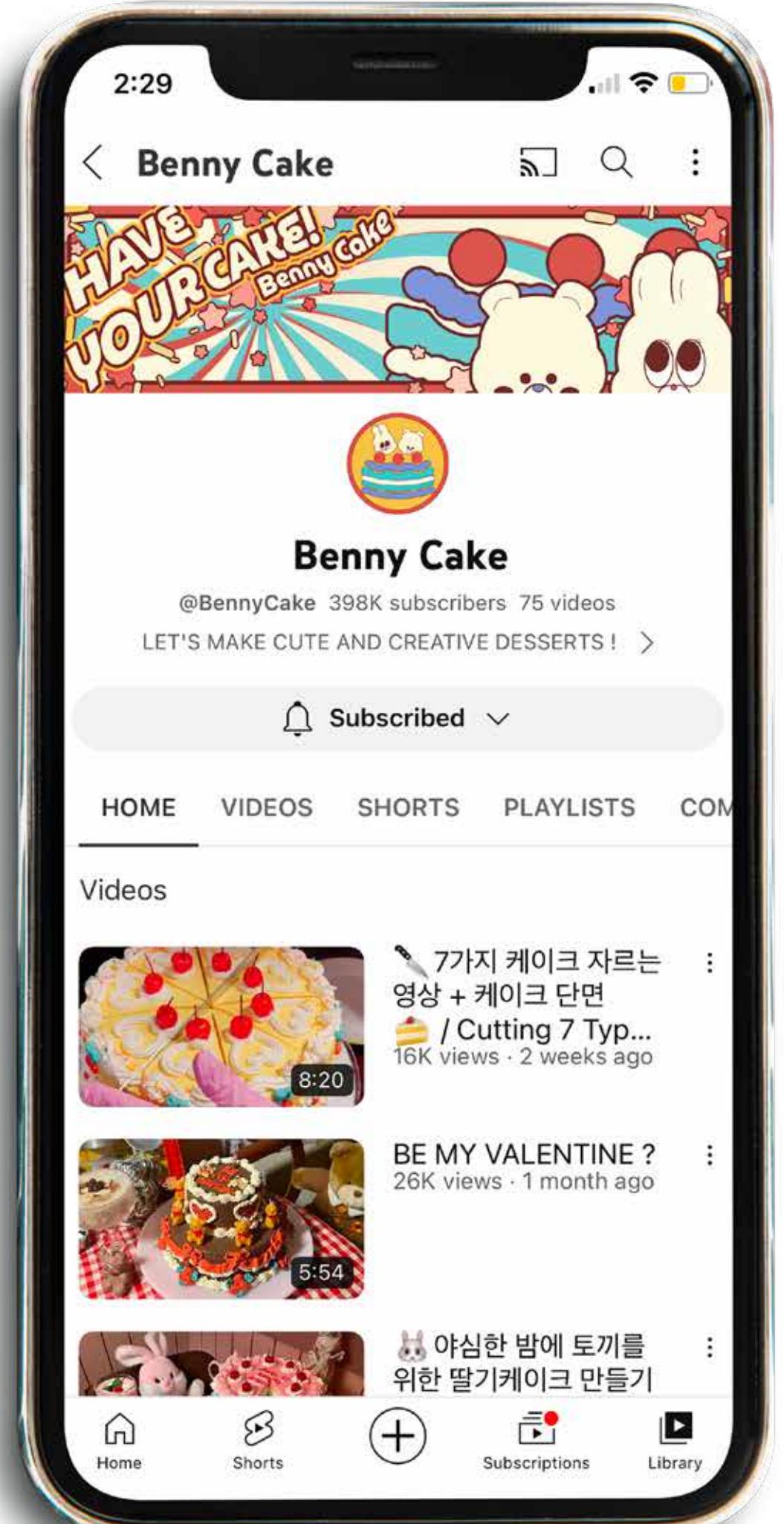


*mockups*

# Computer screen



# Phone



## Merchandise - Cake box





Thank you