Somebunny Loves Cupcakes Brand Guide

ONE-PAGE BRAND STANDARDS • V1.0

LOGO







Primary logo on cream or white; works on chocolate. Mascot “Clover” is the secondary mark. Keep clear space equal to the heart height. Never stretch, recolor, or crop the ribbon.

COLOR PALETTE

Bunny Pink #FF5FB4	**Ribbon Rose** #E94B86	**Blush** #FFE3EF	**Mint Frosting** #A8E6BE
Clover Green #3F9E4D	**Chocolate** #4B2317	**Buttercream** #FFF7E6	**Sprinkle Gold** #F6C343

TYPOGRAPHY

HEADLINES • LOBSTER

Somebunny loves you.

SUBHEADS, BUTTONS, PRICES • FREDOKA

Hoppy Hour: Buy 3, Get 1 Free

BODY COPY • NUNITO

Small-batch, made-from-scratch cupcakes baked fresh every morning.

BRAND VOICE: SWEET, PLAYFUL, PUN-FORWARD

- “Scan before your sweet tooth makes poor decisions.”
- “No bunny does buttercream better.”
- “Thanks a bunch-bunny! Your order hopped into our inbox.”
- Call it **The Sweet Tooth Hotline**, never “customer service.”

Do: one pun per headline, warm and kind, short sentences, emoji-light.

Don’t: stack puns, use sarcasm at customers, or go corporate.