





meet wild ginger pastry

Wild Ginger Pastry is a small business ready to expand into new markets. The logo, color palette, typography, and patterns convey a warmth and richness that complements the bakery's indulgent treats.

The name *Wild Ginger* is a playful nod to the owner's love of the outdoors and fiery hair. The logo is based on the leaf shape of the wild ginger plant, a common woodland groundcover in New England.

Patterns, occasional pastel accents, and a cursive typeface bring lightness to the bakery's branding. The Learning Curve typeface offsets the deep and bold colors.

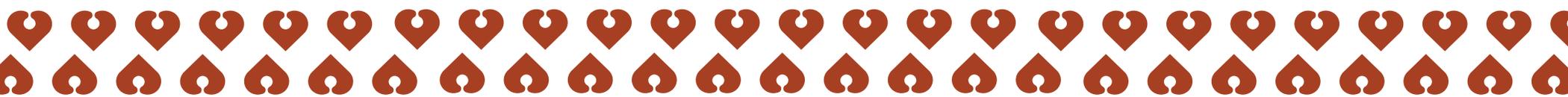
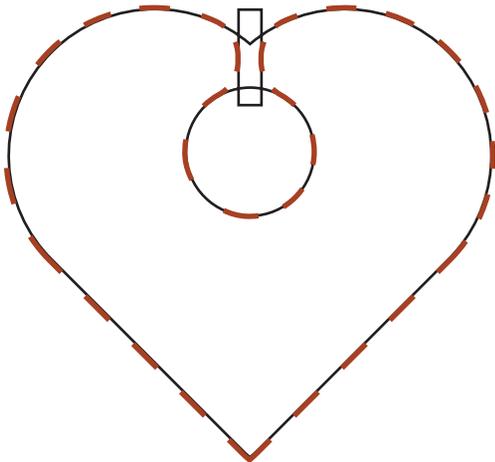
Green is happy to be an accent color for this brand, with the primary colors being dark red and ochre- a playful take on the heart of the bakery.

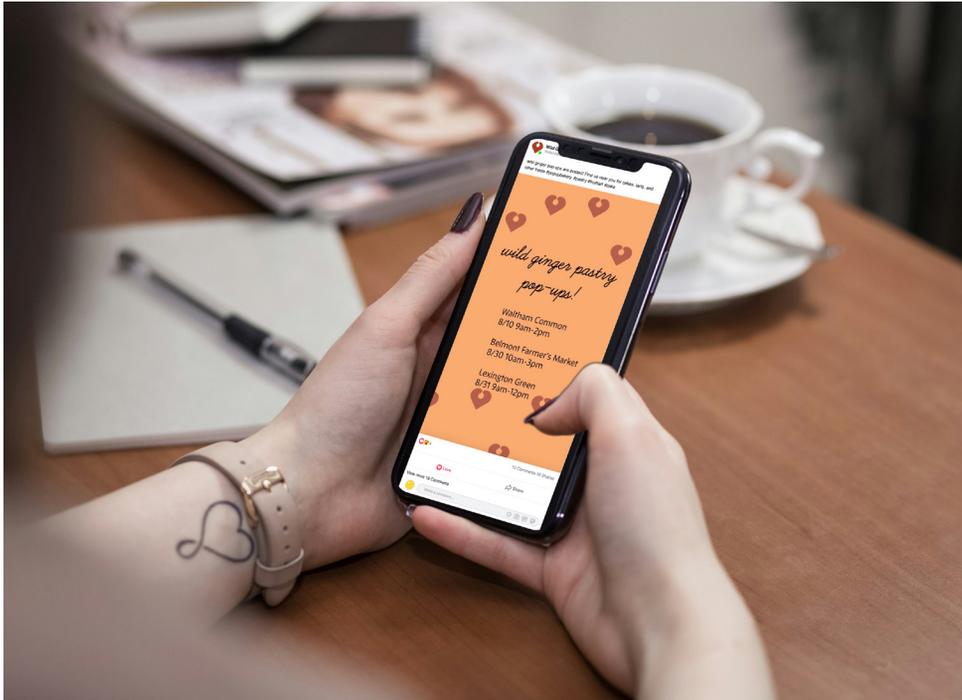




Research & Sketching

Inspired by both the wild ginger leaf and its similarity to a heart, the logo developed into a mark that evokes both organic wildness and the precision that goes into Wild Ginger's quality baked goods.





social media strategy

Wild Ginger Pastry uses social media to get the word out. Without a brick and mortar store, the bakery relies on Instagram, Facebook, X, and other social media platforms to let customers know where they can find the bakery's delicious treats.

Wild Ginger often posts the day, time, and location of pop ups for the entire week, encouraging patrons to plan ahead for their visit to the bakery. Wild Ginger values excellent customer service and responds promptly to DMs, answering questions such as "what is available today" and "where can I find the bakery today".

