

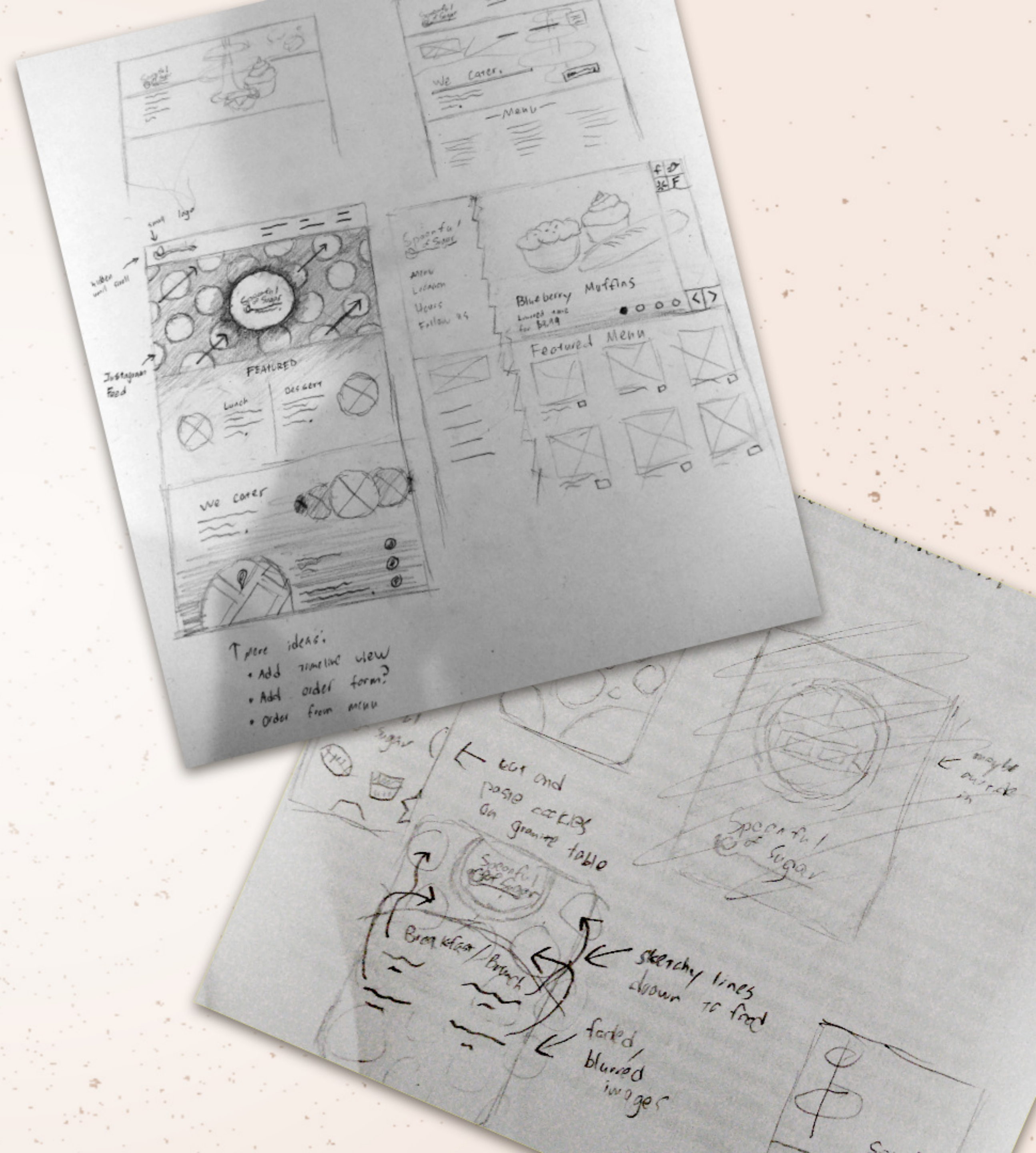


A rebranding proposal

Ted Klingenberg

# This rebranding aims to ...

- Create a bold identity
- Design a great customer experience
- Work in a variety of formats
- Reduce bounce rate on website
- Keep a vintage/retro feel
- Look great online and on print
- Make website navigable at a glance
- Promote social media channels
- Encourage traffic with a brand new look



# THE LOGO

**Spoonful  
of Sugar**  
SWEETS AND SUCH

**Spoonful  
of Sugar**  
SWEETS AND SUCH



**Spoonful  
of Sugar**

**SWEETS AND SUCH**

SCONES

MUFFINS



Spoonful  
of Sugar  
SWEETS AND SUCH

Spoonful  
of Sugar  
SWEETS AND SUCH

Spoonful  
of Sugar  
SWEETS AND SUCH

Spoonful  
of Sugar  
SWEETS AND SUCH



18 West Main Street  
Mount Sterling, Kentucky

Juju Bes Sweetooth  
123 Ginger Lane,  
Mount Sterling, Ke



To: Juju Bes Sweetooth, January 01, 2018  
Subject: Catering for Juju and John's reception  
Address: 18 West Main Street, Mount Sterling, Kentucky  
Phone: 859.497.1955  
Email: hello@spoonfulofsugarsweetsandsuch.com



**Location:** 18 West Main Street  
Mount Sterling, Kentucky  
**Call us:** 859.497.1955  
**Email:** hello@spoonfulofsugarsweetsandsuch.com  
**Hours:** Tuesday-Friday (7AM-3PM), Saturday (10AM-2PM)  
Closed Sunday and Monday



Cupcake ipsum dolor sit. Amet bear claw sweet jelly beans macaroon sesame snaps  
croissant cheesecake lemon drops. Gingerbread jujubes jelly chocolate cake jelly sugar plum. Oat  
cake croissant chocolate bar bonbon sesame snaps halvah chocolate. Cupcake jelly-o jujubes toffee  
danish cheesecake oat cake brownie. Chocolate cake jelly beans croissant chocolate cake liquorice  
biscuit. Macaroon lemon drops cake sweet bear claw marshmallow. Jelly beans cupcake sweet roll  
gummi bears chocolate bar. Sugar plum tootsie roll candy canes cheesecake cookie soufflé.  
Soufflé apple pie sweet liquorice cookie fruitcake liquorice pie. Lemon drops candy canes  
bear claw gummi bears toffee powder sweet sweet powder. Sugar plum biscuit liquorice lemon  
drops croissant lollipop pie jujubes jelly. Cake gingerbread ice cream toffee. Toffee sugar plum danish  
toffee. Jelly beans wafer macaroon oat cake halvah chupa chups. Tiramisu oat cake jelly-o chocolate  
croissant chupa chups donut.  
Jelly beans candy cotton candy icing topping candy canes  
biscuit cake dessert powder sweet

# **THE WEBSITE**





# Spoonful of Sugar

SWEETS AND SUCH

[HOME](#)

[LOCATION AND HOURS](#)

[MENU](#)

[CATERING AND EVENTS](#)

[OUR HISTORY](#)



# TODAY'S SPECIALS



## LUNCH

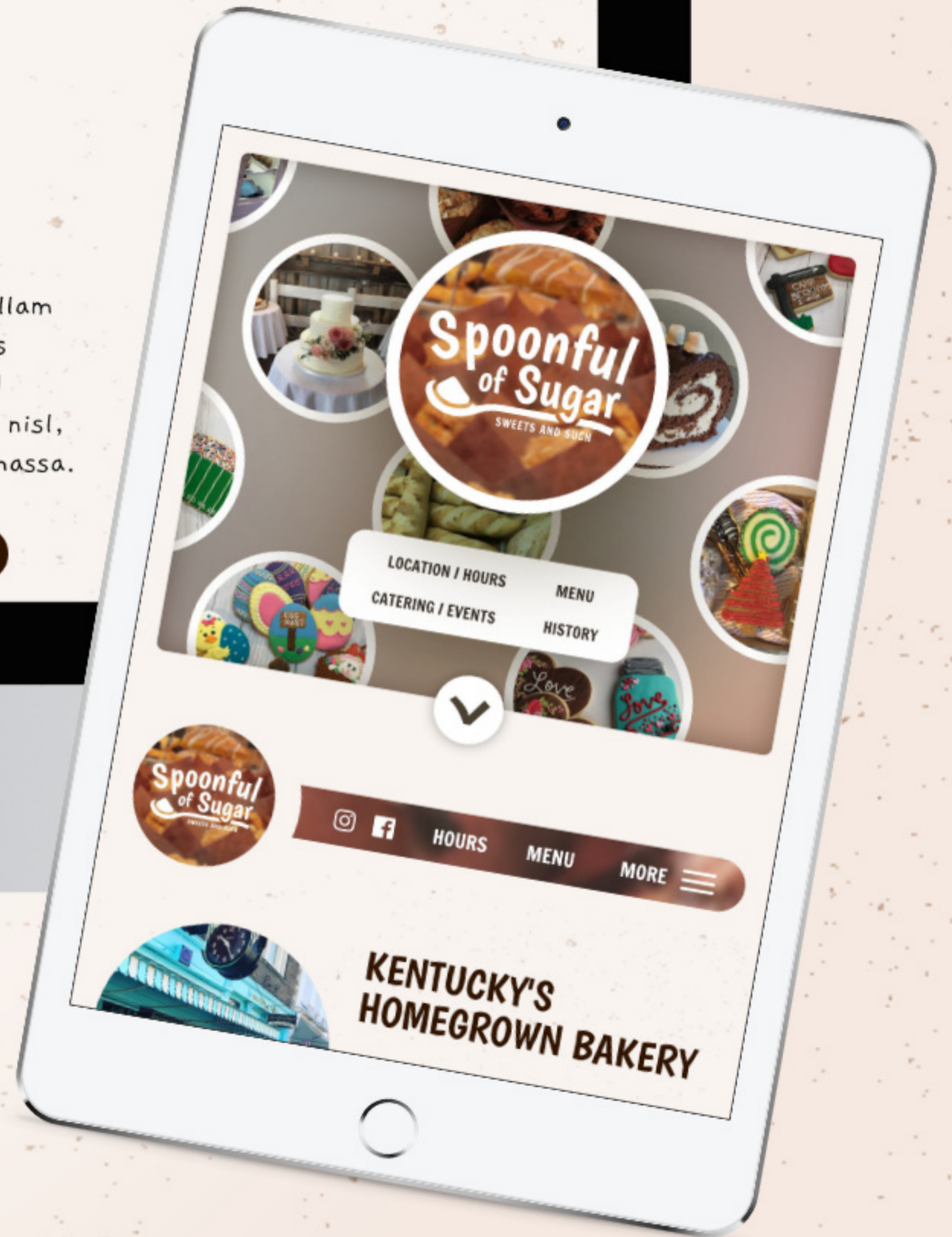
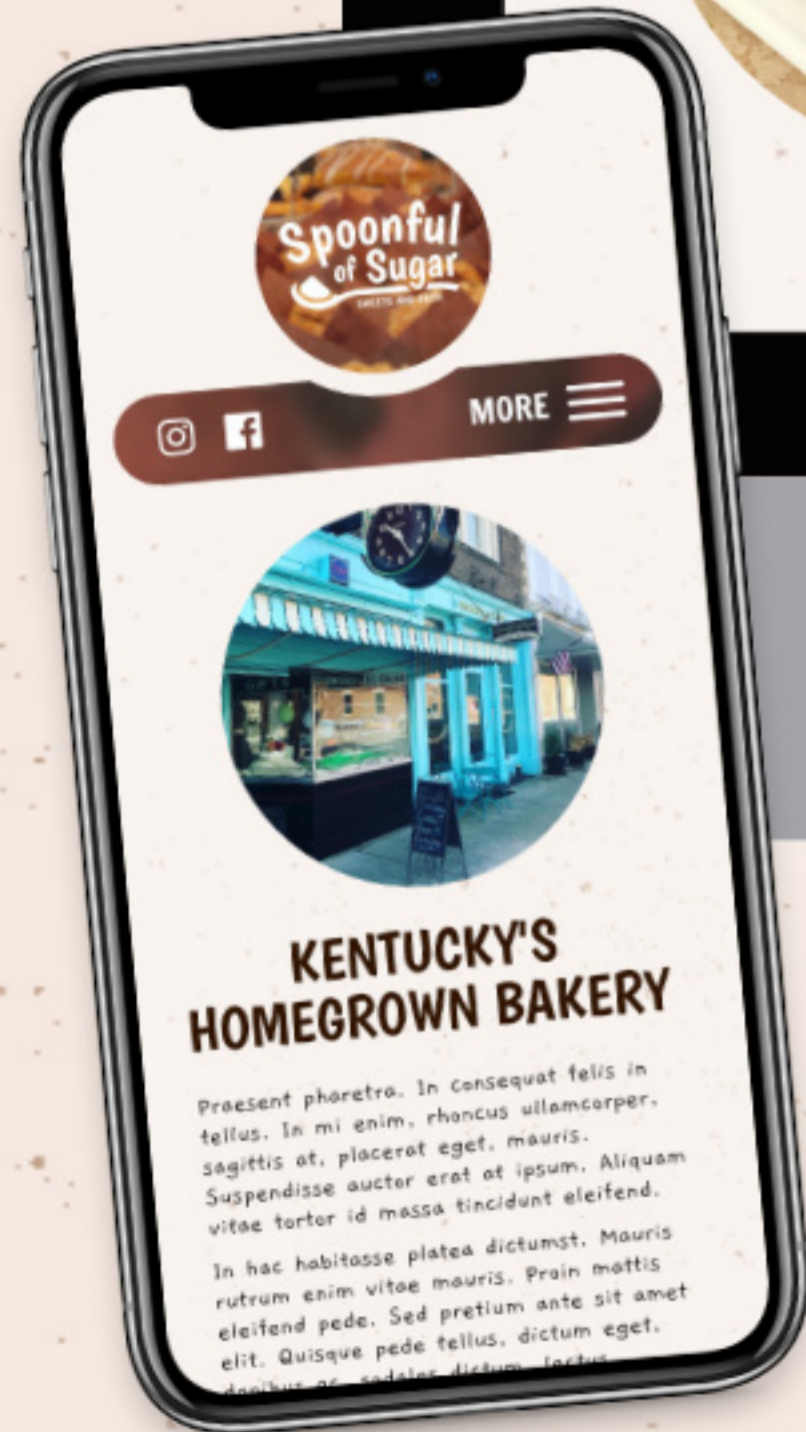
Chili with a side salad  
Cras gravida sem ut massa.  
Quisque accumsan porttitor dui.  
Sed interdum, nisl ut  
consequat tristique, lacus nulla  
porta massa, sed imperdiet  
sem nunc vitae eros.

ORDER NOW

## DESSERT

Chocolate cake with  
strawberries  
Suspendisse id massa. Nullam  
porta velit sed lacus. Duis  
eleifend, felis eu euismod  
lacinia, felis erat feugiat nisl,  
vitae congue leo velit a massa.

ORDER NOW





LOCATION AND HOURS

MENU

CATERING AND EVENTS

OUR HISTORY



## KENTUCKY'S HOMEGROWN BAKERY

Praesent pharetra. In consequat felis in tellus. In mi enim, rhoncus ullamcorper, sagittis at, placerat eget, mauris. Suspendisse auctor erat at ipsum. Aliquam vitae tortor id massa tincidunt eleifend.

In hac habitasse platea dictumst. Mauris rutrum enim vitae mauris. Praen mattis eleifend pede.

**COMPLETE WEBSITE MOCK-UP AT ...**

**[doseofted.com/sos](http://doseofted.com/sos)**

# THE MENU



### LUNCH

#### Quiche

Freshly made crust filled with farm-fresh eggs and seasonal ingredients. Served with side of fruit, or vegetable and feta, or bacon and cheddar. (7.00)

#### Chicken Salad on Croissant

Made with fresh roasted chicken with a hint of orange zest and cranberries. Served with side. (7.50)  
Can be served on greens for gluten-free option.

#### Chicken Pot Pie

Flaky fresh made crust filled with slow roasted chicken and vegetables. Served with side of fruit. (8.00)

#### Roasted Vegetables Wrap

Oven roasted vegetables, mixed greens, herb vinaigrette in tomato wrap. Served with side. (8.00)

#### Chicken Avocado Salad

Oven roasted 6oz Herb chicken served with mixed greens, tomatoes, avocado and herb vinaigrette. (9.00)

#### Turkey and Goat Cheese Wrap

Freshly sliced turkey served with goat cheese, tomatoes, house dressing and mixed greens in a dried tomato wrap. Served with side. (8.00)

#### Cuban Panini

Oven roasted pork, honey ham, provolone, Dijon mustard and pickles served on freshly grilled. Served with side. (8.00)

#### Smothered Meatballs

House-made Meatballs covered with sauce. Served with side.

#### Turkey and Cheddar

Fresh bread of the day with turkey and cheddar. Served hot or cold. Served with side.

#### Chef Salad

Oven roasted 6oz Herb chicken served with mixed greens, tomatoes, avocado and herb vinaigrette. (9.00)

### BREAKFAST AND BRUNCH

#### Quiche of the day

Freshly made crust filled with farm-fresh eggs and seasonal ingredients. Served with side of fruit. (7.00)

#### Breakfast Croissant

Eggs scrambled with ham and cheese on croissant. A delicious way to start the day. (4.25)

#### Country Ham Biscuit

Made with love from the heart of Kentucky (3.25)  
Add egg for 1.00. Add cheese for 0.50.

#### Breakfast Plate

Two eggs scrambled with ham, side of fruit, and croissant. (6.50)

#### Breakfast Platter

Two eggs with bacon, waffles, and fresh fruit. A breakfast that will keep you full. (9.50)

#### Scones

Choose between our four delicious flavors: Blueberry, bacon, cheddar, and orange.

#### Assorted Pastries

We have **croissants** available in following flavors: (2.75-4.00)  
Original, Chocolate, Spinach and feta, Ham and Gruyere.

We have **danishes** available in following flavors: (2.75-4.00)  
Cheese, Raspberry, Strawberry, Cherry, Apple

**Cinnamon rolls** are available. You can order by the half-dozen or dozen (4.00 or 8.00)

#### Muffins

Ask us what flavors are available today. You can pre-order muffins by half-dozen in flavors such as... double chocolate, blueberry, strawberry, cranberry-banana-oatmeal, and lemon poppy seed.



Cheesecake (4.50)



Triple Chocolate Mouse Cake (4.00)



Assorted dessert bars (3.50)



A yummy breakfast (4.25)



A very tasty lunch (8.00)



A delicious dessert (4.50)

### OUR FAVORITES

Spoonful of Sugar Sweets and Such, 18 West Main St. Mt. Sterling, KY  
Open Tuesday-Friday (7AM-3PM), Saturday (10AM-2PM), Closed Sunday and Monday



**BREAKFAST AND BRUNCH**

**Quiche of the day**

Freshly made crust filled with farm-fresh eggs and seasonal ingredients. Served with side of fruit. (7.00)

**Breakfast Croissant**

Scrambled with ham and cheese on croissant. A delicious way to start the day. (4.25)

**Country Ham Biscuit**

Handmade from the heart of Kentucky (3.25) Add cheddar for 1.00. Add ch...

**Breakfast Plate**

Two eggs scrambled with ham, side of fruit, and croissant. (6.50)

**Breakfast Platter**

Two eggs with bacon, waffles, and fresh fruit. A breakfast that will keep you full. (9.50)

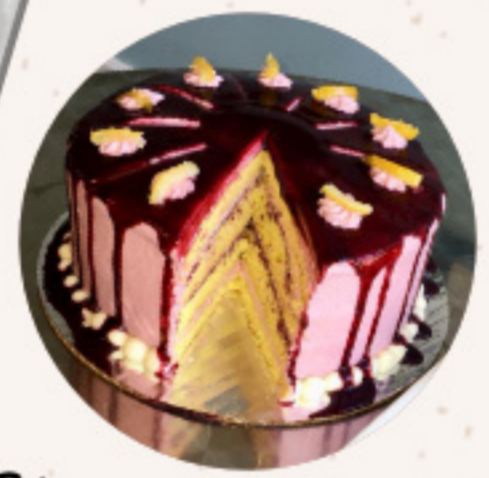
**Roasted Vegetables Wrap**

Oven roasted vegetables, mixed greens, herb vinaigrette in tomato wrap. Served with side. (8.00)

**Chicken Avocado Salad**

Oven roasted 6oz Herb chicken served with mixed greens, tomatoes, avocado and herb vinaigrette. (9.00)

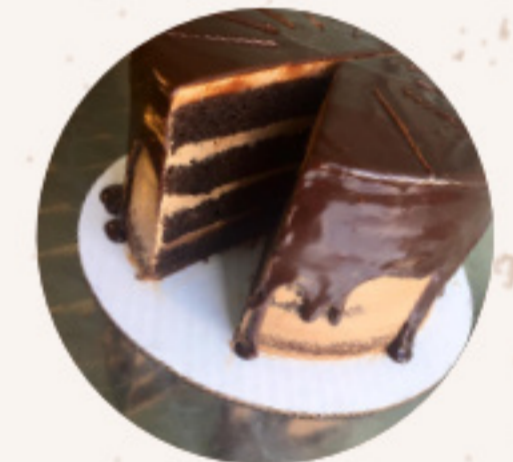
**DESSERTS**



**Cheesecake**  
(4.50)



**Triple Chocolate Mouse Cake**  
(4.00)



**Assorted dessert bars**  
(3.50)



**Mini Meringue Cream Pies**  
(2.50)

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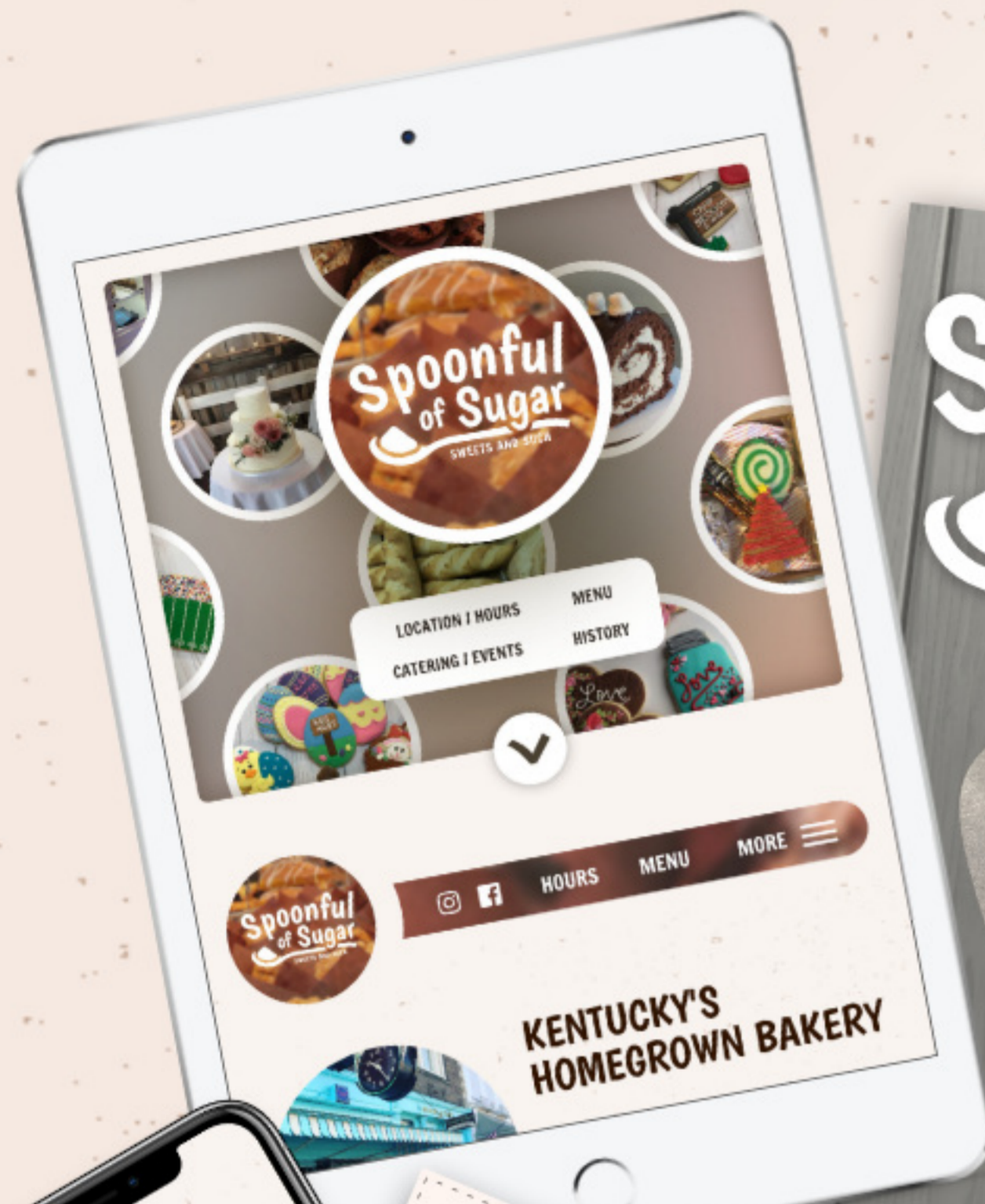
# My name is Ted

I am a Computer Science student at Morehead State. I made this as a school project but wanted to share with it you. If you consider rebranding, I'm looking for opportunities to freelance and would absolutely love to work with one of my favorite bakeries.

Website: [doseofted.com](http://doseofted.com)

Email: [ted@doseofted.com](mailto:ted@doseofted.com)

Phone: 859.274.7194



# Spoonful of Sugar

SWEETS AND SUCH

# WE CATER.

Find us at 18 W. Main St, Mt. Sterling  
 Learn more: [spoonfulofsugarsweetsandsuch.com](http://spoonfulofsugarsweetsandsuch.com)



Julie Bes Sweettooth, January 01, 2018  
 and John's reception  
 Mount Sterling, Kentucky



macaroon sesame snaps  
 the cake jelly sugar plum. Oat  
 its. Cupcake jelly-o jujubes toffee  
 croissant chocolates cake liquorice  
 now. Jelly beans cupcake sweet roll  
 its cheesecake cookie soufflé.  
 liquorice pie. Lemon drops candy canes  
 er. Sugar plum biscuit liquorice lemon  
 a ice cream toffee. Toffee sugar plum danish  
 pas chups. Tiramisu oat cake jelly-o chocolate  
 ing candy canes oat cake. Biscuit jujubes danish  
 cream tiramisu pudding. Marshmallow dragée pie.  
 Sweet tiramisu marshmallow dessert sesame  
 fropo pudding jelly beans jelly.  
 ily lemon drops carrot cake pie sugar plum. Halvah  
 the cake tootsie roll liquorice soufflé dessert pie tootsie  
 brownie gingerbread sugar plum sugar plum bear claw

Sender  
 of message  
 Sender of Message



18 West Main Street  
 Mount Sterling, Kentucky



Juju Bes Sweettooth  
 123 Ginger Lane,  
 Mount Sterling, Kentucky



## BREAKFAST AND BRUNCH

### Quiche of the day

Freshly made crust filled with farm-fresh eggs and seasonal ingredients. Served with side of fruit. (7.00)

### Breakfast Croissant

Eggs scrambled with ham and cheese on croissant. A delicious way to start the day. (4.25)

### Country Ham Biscuit

Made with love from the heart of Kentucky (3.25)  
 Add egg for 1.00. Add cheese for 0.50.

### Assorted Pastries

We have danishes available in following flavors: (2.75-4.00)  
 Original, Chocolate, Spinach and feta, Ham and Gruyere.

### Muffins

Ask us what flavors are available today. You can pre-order muffins by half-dozen in flavors such as double chocolate, blueberry, strawberry, cranberry-banana-oatmeal, and lemon poppy seed.

### Breakfast Plate

Two eggs scrambled with ham, side of fruit, and croissant. (6.50)

### Breakfast Platter

Two eggs with bacon, waffles, and fresh fruit. A breakfast that will keep you full. (9.50)

### Scenes

Choose between our four delicious flavors: Blueberry, bacon, cheddar, and orange

### Cinnamon rolls are available.

You can order by the half-dozen or dozen (4.00 or 8.00)

## OUR FAVORITES



A yummy breakfast (4.25)



A very tasty lunch (8.00)



A delicious dessert (4.50)

## LUNCH

### Quiche

Just filled with farm-fresh eggs and ingredients. Served with side of fruit, or bacon and cheddar. (7.00)

### Breakfast on Croissant

Chicken with a hint of orange served with side. (7.50)  
 For gluten-free option.

### Pie

Slow roasted chicken served with side of fruit (8.00)

### Wrap

Chicken, herb sauce, and cheese. (8.00)

### Turkey and Cheddar Sandwich

Fresh bread of the day with turkey and cheddar, served hot or cold. Served with side. (7.50)

### Chef Salad

Oven roasted 6oz. Herb chicken served with mixed greens, tomatoes, avocado and herb vinaigrette. (9.00)

## DESSERTS

### Red bars

(3.50)

### Mini Meringue Cream Pies

(2.50)

### Chees bars

(3.00)

### Turkey and Goat Cheese Wrap

Freshly sliced turkey served with goat cheese, tomatoes, house dressing and mixed greens in a sun-dried tomato wrap. Served with side. (8.00)

### Cuban Panini

Oven roasted pork, honey ham, provolone cheese, Dijon mustard and pickle served on fresh baguette and grilled. Served with side. (8.00)

### Smothered Meatball Hoagie

House-made Meatballs covered with fresh mozzarella. Served with side. (8.00)

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