

Black Heart Bakes

where every cake holds a story

Black Heart Bakes

Black Heart Bakes has found its place in the busy world of food, offering cookies, pastries, and personalized cakes that capture each customer's story.

Our craft meets the digital table through Instagram and Facebook, letting people have a peek of our works and order treats that's just right for them.

Love for baking? Ours shines through, but we know that there is still room to share our voice more fully and connect even deeper.

who we are

Black Heart Bakes started back in May 2020, right in the middle of the pandemic.

In a time when everything felt uncertain, we turned to baking as a way to share comfort and connection.

What began as simple treats slowly grew into heartfelt creations, ones that are made to bring people closer.

Our goodies intend to spark joy, carrying a little sweetness through even the toughest days.

why we exist

Black Heart Bakes was born out of a journey of resilience, and a long-held childhood dream.

The name carries out story, turning moments of sadness into something sweet and uplifting.

Every dessert we make is filled with that heart, made to bring comfort and joy, turning struggles into memories worth keeping.

As we move forward, we dream of creating more recipes, reaching more people, and establishing a stronger voice.

what we do

We bake a selection of goodies: cookies, cakes, and pastries!

Each one is made with care and attention to little details.

Every creation is a piece of our heart, shared in every bite.

Now, A Taste That Stays

At Black Heart Bakes, every cake is more than a treat— it's a story.

We love turning treasured moments into something sweet, crafting goodies that feel just right for every person and every occasion.

That's why our rebrand is inspired by stickers: little pieces of self-expression that can be collected, shared, and stuck onto things we love.

Just like those stickers, our baked goods carry a personal touch that's made to celebrate memories, share stories, and make every occasion feel wholeheartedly yours.

Brand Identity Theory

To ground our brand, we leaned on the Brand Identity Theory, using it to cut out the shape of our attributes, associations, and values that makes us, well, us!

It's our way of making sure every detail carries the heart of who we are, even the sweetness baked into every goodies we craft!

Emotional Branding Theory reminds us that a brand isn't just about looks or products.

It's also about feelings.

By leaning into the connections people make with us, we can build trust, create moments of comfort, and stay relatable in ways that truly last.

Emotional Branding Theory

This means every goodie isn't just a treat. It's a little piece of warmth that people can carry into their own stories.

We also drew from the Brand Experience Principle, reminding us that people don't just see a brand. Rather, they feel it.

Every interaction (whether it's a scroll through our feed, or that first bite of a cake) shapes how customers remember us.

For Black Heart Bakes, it's about making those moments warm, thoughtful, and a little sweeter every time.

Brand Experience Principle

Black Heart Bakes

Current Logo

Black Heart Bakes' current logo is a black, bitten heart-shaped cookie. Right in the middle, you'll find the brand name: "Black Hearts" in a bold sans-serif font, with "Baked" in a more flowing calligraphic style below. It's surrounded by little circles that mimic the texture of a cookie.

This design captures the essence of the business, which is all about baked goods, and the black heart tells the story of how the brand started during a tough time. But there are some issues with scalability, and it doesn't fully represent the brand's journey.



Logo Studies

The journey to creating a brand new logo kicked off with six fun concepts, each one aimed at capturing the heart and soul of Black Heart Bakes.

They're all about creating sweet treats that make people smile. From cookies that bring back childhood memories to cakes that celebrate special moments, baking sweets has always been a passion that brought comfort to moments of sadness and uncertainty.

We wanted a logo that truly reflects the warmth and joy of their brand. It's about sharing love and sweetness in every bite.



The Logo

What you see is not just a heart, but a reminder that every goodie is crafted with love.

The bites? Heart-shaped. The mitten-like curves? Heart-shaped. These are small hints that love and hands-on care go into every product.

If you look closely, you'll spot tiny hearts tucked into the letter a's, a sweet detail that says, "taste the love in every bite."

Rugged curves? Imperfect silhouettes? They're intentional. They reflect our beginning struggles, going through such amidst the pandemic. With resilience, we kept on going.

This logo is not just a mark. It is our story. It is one of love, care, and a journey that hasn't always been smooth, but has always been real.



Primary Logo

CLEARSPACE

The logo must have a minimum space clearance around the logo of at least .25x of the heart's size. In the case of uneven sides, the top and bottom should follow the space clearance.



LOGOTYPE

Black Heart Bakes

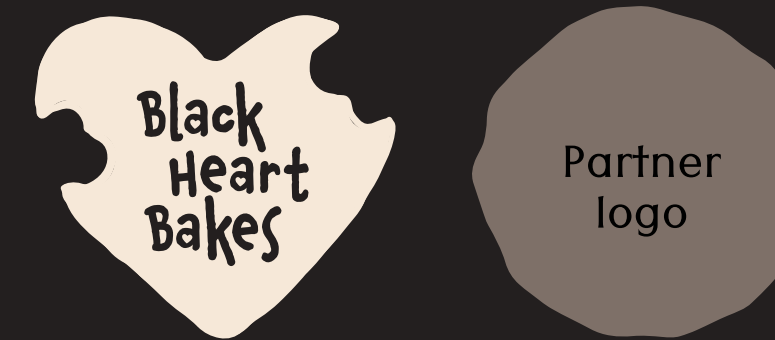
Secondary Logo

Black Heart Bakes

Tertiary Logo

CO-BRANDING

Hierarchy: The brand logo should always be placed on the left side (in horizontal lockups) or on top (in vertical lockups) of partner logos.



Black Heart Bakes



USE OF LOGO

Do not:



Do not distort or warp the logo



Do not add drop shadow to the logo



Do not use gradients or unapproved colors on the logo.

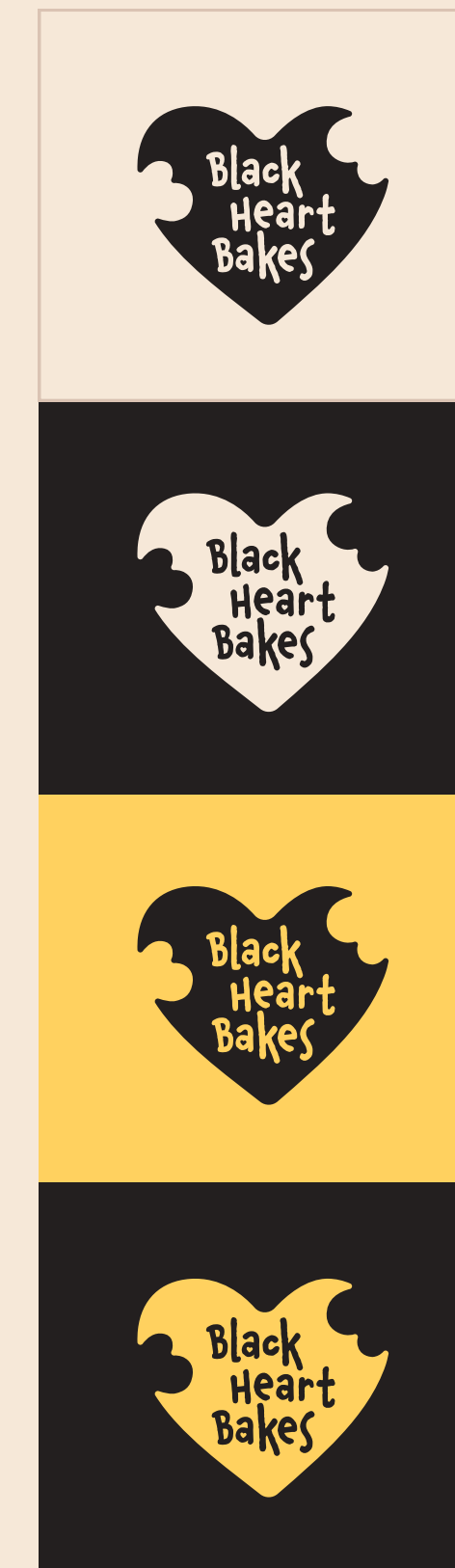


Do not outline or keyline the logo.

USE OF COLOR BACKGROUNDS

Do:

Use colors from the palette that are high in contrast



Do not:

Do not use colors that are in low contrast



Do not use busy or patterned bgs that reduce legibility



ICONS



Rules of use

These menu icons and external icons are made to be simple and fun. And so, the users can identify the different categories in the menu easily and simply navigate through digital menu, website, and social media.

Do's and Don'ts

Do use colors from the approved palette and use pairing that creates high contrast and visibility.

Do not distort or warp the icons. Do not use colors outside of the color palette.

Co-Branding

The icons must not overlap another icon and in the event of being used together with another brand icon, it must retain its position on the left side.



COLORS

HUES of HOME

Our color palette embodies the warmth and joy of baking, reminiscent of cherished moments in the kitchen.

The primary colors, antique white (#F6E9D9) and raisin black (#231F20), create a cozy and inviting atmosphere, much like the comfort of freshly baked goods.

Complementing these are vibrant mustard (#FFD25F) hues, adding a cheerful pop that reflects the joy and celebration found in every special occasion.



#231F20

#FFD25F

#F6E9D9

TYPOGRAPHY

TYPEFACE

Headlines

Chauncy Pro Bold

Subheads

Tenali Ramakrishna

Body Copy

Tenali Ramakrishna

VISUAL OVERVIEW

Baked with meaning

**Little moments
crafted with care**

From sweet memories to new celebrations, we're here to make something that feels just right for you.

TYPEFACE OVERVIEW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]?+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]?+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]?+

friendly, clear, and true, our typefaces carry the same care as every bake we make.

Packaging

Our packaging features beautiful cream-colored boxes on the outside, giving them a warm, inviting look, while the sleek black interior adds a touch of elegance. At the top, you'll find our logo prominently displayed, making it clear that you're holding something special.

As you turn the boxes, you'll notice playful graphic elements inspired by cutouts and stickers. These include delightful shapes like cookies, cake slices, a candle, and a ribbon, adding a fun and whimsical touch to the design.

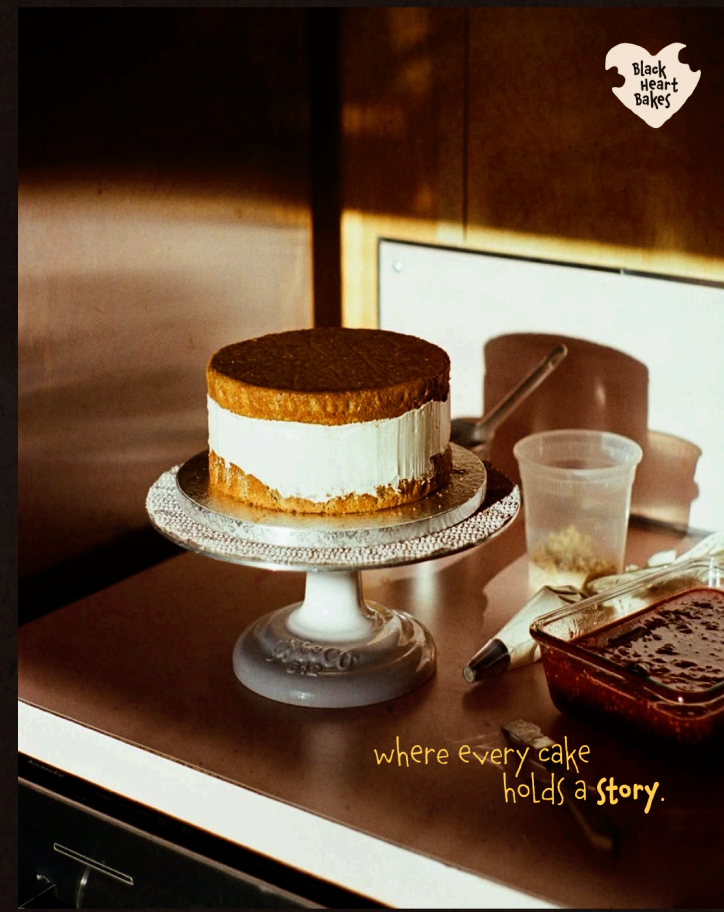
We've also decorated the boxes with black ribbons, creating a charming and cohesive look. The text is minimal, featuring just our social media handles.

On our labels, you'll find a heartfelt message that says, "Thank you for choosing Black Heart Bakes," along with a short note wishing you enjoy your special cakes, lovingly baked just for you. It's all about making your experience sweet from the very first glance!





Flavor/Texture Highlight



Behind-the-scenes/process



Announcements



Custom cake highlights



Festive/Event greetings



Engagement posts

Social Media Posts

The static posts on Instagram and Facebook will showcase the crafted cakes, behind-the-scenes moments, and real celebrations. Each one is crafted to boost engagement and reflect our warm, handcrafted brand style. Sweet, simple, and shareable.

Instagram story highlights

- Mentioned by You
- Menu
- Bento Cakes
- Vintage Cakes
- Minimalist Cakes
- Smores Cups
- Chunkies
- Cream Cakes



final result



process

PROCESS OF BAKING A CUSTOM CAKE

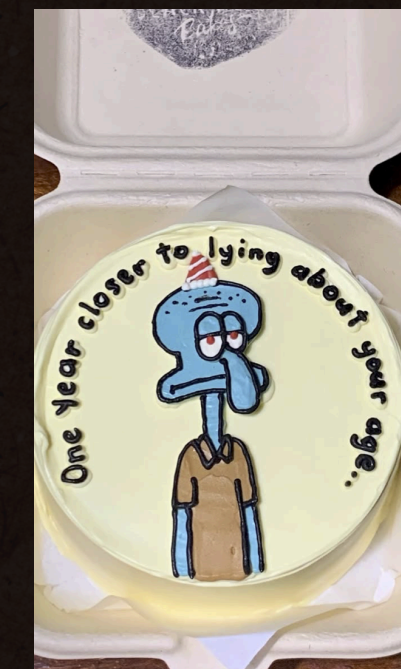
Short videos featuring quick, step-by-step clips of the custom cake baking process: from preparing ingredients and baking the cake, to frosting and showcasing the final result.



video 1:
decorative
heart cakes



video 2:
meme bento
cakes




Social Media videos

The video content, on Tiktok and Instagram, brings the brand to life. Fun, real, and full of personality. From trending sounds to behind-the-scenes baking and relatable moments, every video shows the love and craft behind each cake. It's our way of staying fresh, connecting with more people, and keeping it authentically us.

COMPILATION OF CAKES

A curated, visually engaging compilation of cake videos, organized by category to highlight the unique features, style, and creativity of each one.

Black Heart Bakes

FLAVORS	SIZE	
	3" x 4"	8" x 3"
<p>Strawberries And Cream Vanilla Malt Cake whipped cream cheese, fresh strawberries</p>	 ₱850	 ₱1,800
<p>Mangoes And Cream Vanilla Malt Cake whipped cream cheese, fresh mangoes</p>	 ₱750	 ₱1,550
<p>Mango Biscoff Vanilla Malt Cake biscoff whipped cream fresh mangoes</p>	 ₱800	 ₱1,650

Cream Cakes




cookies

Classics (50g)		Classics (110g)	
box of 3	P 345.00	box of 3	P 345.00
box of 6	P 660.00	box of 6	P 660.00
box of 12	P 1,300.00	box of 12	P 1,300.00

Black Heart Bakes

SHAPES	SIZE	PRICE
 	4" x 2"	350
	4" x 4"	350
 	6" x 3"	1000
 	8 x 3"	1400

FLAVORS	FILLINGS
Chocolate Banana Red Velvet Vanilla	Caramel Fudge Cream Cheese Chocolate Ganache

Custom Cakes



Customer Engagement, Activation, and KOL Campaign

**Sweeten your
celebrations!**



enjoy up to 10% off
on all custom cakes
this august.

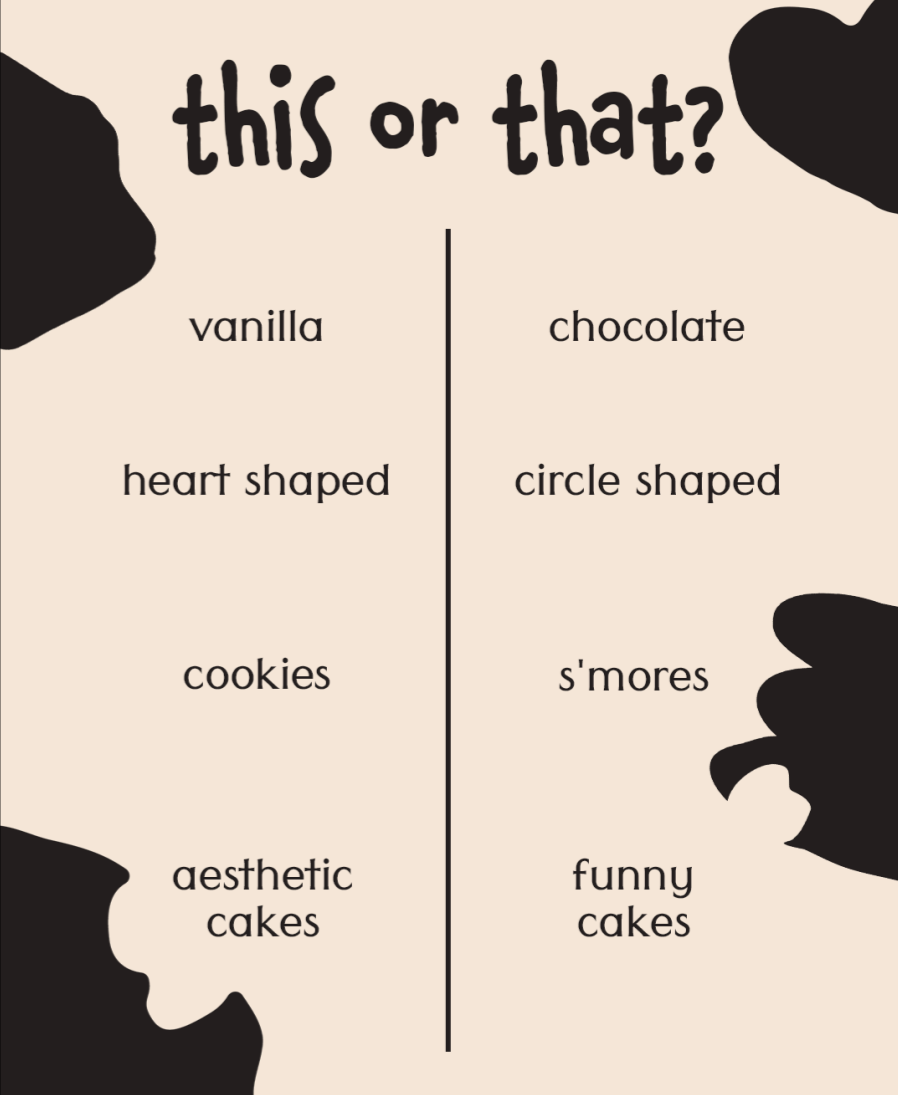
cake of the day



custom 6"x3" frog cake with
banana bread flavor

this or that?

vanilla	chocolate
heart shaped	circle shaped
cookies	s'mores
aesthetic cakes	funny cakes




**cookie
lovers'
delight!**



buy 1 dozen of cookies, get the
2nd one at 30% off <3

**come bake
with us!**



Drop by Black Heart Bakes on August
30th, and get a chance to bake with
your favorite influencer

**wanna try
something new?**



Visit Demain Coffee from
August 25-30 to taste our
exclusive and new treats!



Wear with Care

Our aprons and shirts are more than just clothes.

These pieces are extensions of our brand's warmth and care.

Just like every goodie we make, what we wear reflects the same heart, consistency, and spirit that define us.

Simple, practical, and made with love, these pieces let our team and supporters carry the brand with pride, staying true to the story we've been baking from the very beginning.



