

SWEET  STREET EST. 1979

THE POWER OF GOOD FOOD SHARED.

BRAND GUIDE

DESSERTS OPEN DOORS,
HEARTS AND CONVERSATION.

— Sandy Solmon, Founder/CEO of Sweet Street Desserts



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ABOUT US

In 1979, in Reading, Pennsylvania, Sandy Solmon started baking classic American cookies in a 2-bay garage. Tirelessly testing recipes and ingredients, she struck the perfect balance: a harmonization of flavor, texture, and the elusive dimension of artfulness, the *je ne sais quoi*, that separates good cookies from great ones. As her cookies caught on and the following for her small production grew, Sandy's dessert portfolio expanded and Sweet Street Desserts was born.

Today, Sweet Street is the leading innovator in the dessert industry. We're still owned and operated by Sandy and headquartered in Reading where Sandy is also the head of research and development, leading a team of like-minded, passionate researchers and recipe developers who now bake for restaurants in over 60 countries, on every continent.

Amazed by the power of good food shared, Sandy's collaborative experiences inspired her to open Cafe Sweet Street in Reading, PA. A locavore concept, Cafe Sweet Street features made-from-scratch lunches from pure, locally sourced ingredients. Her latest project, Sweet Street Baked is a spin-off honoring all the fresh baked favorites the Company is known for. The first Sweet Street Baked retail location opened in Spring of 2021 at the Boscov's Fairgrounds Farmers Market in Reading, PA. Market goers are warmly greeted with the aroma of freshly baked croissants, Sandy's legendary cookies (of course) and some new favorites such as 6" cakes, brownies, bars and stacks—complete your epicurean escapade with a fresh cup of pour over coffee.

Though Sweet Street's reach is global, our passion for artful food and dedication to quality and innovation remains the motivation behind every one of our products. We challenge ourselves to source authentic ingredients, from hand-selected South American chocolates to locally harvested crisp apples, as part of our rigorous, collaborative explorations to improve our existing recipes and actualize our ever-evolving ideas and inspirations. We then gather around the tasting table and taste for the same qualities that made our customers fall in love with our first batch of cookies.

The sweetness of dessert is beloved by every culture on this planet of ours. In this spirit, all of us at Sweet Street invite you to a culinary experience destined to be shared with cherished family and friends.



It's hard to imagine, it all started with a giant chocolate chip cookie back in that hot summer of

1979.

Who would have thought then, that today **Sweet Street** would be baking for restaurants in



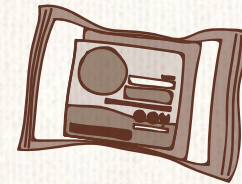
We choose to be the **INDUSTRY LEADER**, setting the standard by which all others are judged.

INNOVATION, EFFICIENCY, FLEXIBILITY

Elevate your customers' food experience with **High quality, Artisan products** that drive traffic and repeat purchases.



Our products use only **NON GMO** ingredients (with the exception of a few products)



Consumer demand for **cleaner, more wholesome offerings** and **on-the-go eating** continues to increase.



4X

FABI award winner for innovation



THE POWER OF GOOD FOOD SHARED™

OUR MISSION

THE POWER OF GOOD FOOD SHARED™ inspires all of us at Sweet Street to innovate and create the finest, indulgent foods served globally. We nurture the idea that our offerings are universally enjoyed by families and friends, making us part of life's celebrations and memories.

We at Sweet Street choose to be the industry leader, setting the standard by which all others are judged. Exceptional food is our way of life. Our passion for pure, sustainable ingredients and unwavering commitment to always exceed the expectations of our customers ensures our future. Innovation, efficiency and flexibility in all areas are essential to our profitability, the engine for our continued success.

But Sweet Street is about more than great food. Above all, we are dedicated to creating a safe, dynamic and gratifying environment so compelling, our customers, suppliers and co-workers want to participate in achieving mutual success. By continuing to conduct ourselves with the utmost integrity and by anticipating the best interest of these valued people, our company's sweet success is certain.





OUR LOGOS

THE SWEET STREET LOGO IS THE VISUAL ENCAPSULATION OF THE ESSENCE AND BENEFITS OF OUR BRAND. Modern, yet artisanal, the logo's distressed edges evoke a hand-made process and the personal care brought to every product—and every task. The shape is derivative of the brand's cookie origins—while remaining abstract enough to allow for savory representations.

MEDALLION LOGO

Sweet Street's Medallion logo consists of a circular cookie shape surrounded by crumbs. The name and year the company was established are knocked out of this shape. A version with the name and est. year in white is available as well.

The mark's logotype and shape are both custom set and **should not be altered or recreated.**

The mark is rotated 8 degrees clockwise of horizontal and should be kept at this angle on all applications. The primary mark should be used on the front of all applicable brand touch points.



MINIMUM SIZE

The smallest this logo should be represented is 0.75" high.



CLEARANCE

This logo should remain at least 0.25" clear of other graphics.

COLOR USAGE

The Medallion Logo can be used in color or white on colored or textured backgrounds. For optimal legibility, use version with name and year in white when on a textured background.

CLEAR SPACE

The Medallion Logo should have a clearance of at least 0.25". This allows the logo to be clearly seen.

FOR FULL COLOR PALETTE, SEE PAGE 16.

UNACCEPTABLE USAGE

1. DO NOT straighten logo.
2. DO NOT rotate logo.
3. DO NOT remove texture.
4. DO NOT squash or stretch.
5. DO NOT add drop shadows.
6. DO NOT recreate the logo with other fonts.
7. DO NOT contain the logo in a box when used on a background.
8. DO NOT use any color other than white for "SWEET STREET -EST. 1979-" when using the version with the name and year in white.
9. DO NOT use off-brand colors. Reference the Color Palette section.



SWEET  STREET EST. 1979

SWEET  STREET EST. 1979
THE POWER OF GOOD FOOD SHARED.

SWEET  STREET EST. 1979

MINIMUM SIZE

The smallest this logo should be represented is 2.25" wide.

STREET SIGN LOGO

The secondary mark is called the Street Sign logo because of its resemblance to a physical street sign.

The mark incorporates the legacy rosette into the medallion shape, set in the middle of the Sweet Street logotype. The detail copy "EST. 1979" is set on the vertical axis to the right of street.

When using the secondary mark locked up with the tagline, the tagline is always set flush right and spans the width of the word "street" and detail copy "EST. 1979".

The secondary mark should be used on applications where:

- Space limitations prevent the proper usage of the primary logo
- Larger applications where its horizontal nature is more appealing

LOGOS

SECONDARY MARK

COLOR USAGE

The Street Sign logo can be used in color or white on colored or textured backgrounds. When the tagline is included, the tagline is set in the same color as the logo.

CLEAR SPACE

The Street Sign Logo should have a clearance of at least 0.25". This allows the logo to be clearly seen.



SWEET  STREET EST. 1979
THE POWER OF GOOD FOOD SHARED.



SWEET  STREET EST. 1979
THE POWER OF GOOD FOOD SHARED.



SWEET  STREET EST. 1979
THE POWER OF GOOD FOOD SHARED.



SWEET  STREET EST. 1979
THE POWER OF GOOD FOOD SHARED.

CLEARANCE

This logo should remain at least 0.25" clear of other graphics.

FOR FULL COLOR PALETTE, SEE PAGE 16.

1.  X
2.  X
3.  X
4.  X
5.  X
6.  X
7.  X
8.  X

UNACCEPTABLE USAGE

1. DO NOT rotate logo.
2. DO NOT remove texture.
3. DO NOT squash or stretch.
4. DO NOT add drop shadows.
5. DO NOT recreate the logo with other fonts.
6. DO NOT contain the logo in a box when used on a background.
7. DO NOT remove “EST. 1979”.
8. DO NOT use off-brand colors. Reference the Color Palette section.



OUR TAGLINE

THE POWER OF GOOD FOOD SHARED.™ Sweet Street is about so much more than great food—it's an experience unto itself, one that creates lasting memories. Every bite is a story — unlike any you've lived before. That's the power of exceptional food. The kind that connects us all — and makes life special.

THE POWER OF GOOD FOOD SHARED.™



THE POWER OF GOOD FOOD SHARED.™

THE POWER
OF GOOD FOOD
SHARED.™



THE POWER OF
GOOD FOOD SHARED.™

TYPOGRAPHY

When locked-up with the secondary mark, the tagline is set in custom handwriting. It should not be altered or recreated.

When using the tagline separately from the Street Sign Logo, set in Elly_Handwriting with the trademark symbol in Trade Gothic LT Std Condensed No. 18. See guidelines on how to adjust the Elly_Handwriting font on page 17.

USAGE

The tagline can be locked-up with the Medallion logo in two ways—directly underneath or to the right of the logo.

The tagline can be stacked.



OUR COLORS, TYPOGRAPHY, AND TEXTURES

COLOR PALETTE – Our color palette is composed of warm and rich colors that evoke the feeling of freshly baked treats and savory delights.

TYPOGRAPHY – Our fonts represent the handmade feel of our desserts. These fonts should be used across all print and digital media.

TEXTURES – Our commonly used textures evoke the feeling of being in a warm bakery.

COLOR PALETTE



TOFFEE

PMS: 465C
CMYK: 14, 34, 64, 16
RGB: 178, 148, 95
Hex: #B2945F



BROWN

PMS: 477C
CMYK: 26, 68, 71, 57
RGB: 93, 61, 47
Hex: #5D3D2F



GRAY

CMYK: 0, 10, 10, 45
RGB: 156, 148, 142
Hex: #9C948E



BRONZE

PMS: 875C



GOLD

PMS: 8385C

PRIMARY COLORS

Primary colors are PMS 465C, a light toffee color and PMS 477C, a rich brown. Both 465C & 477C can be used for headers, body copy, and other design elements.

Gray is a secondary color, mainly used for copy on a white background. Occasionally the logos will appear in gray.

PREMIUM COLORS

For premium print applications, a metallic bronze PMS 875C is used. PMS 8385C is used for gifting purposes.

TYPOGRAPHY

DISPLAY TYPE

ELLY_HANDWRITING

Used for headlines

lowercase

Set tracking to +25, kerning should
be adjusted as needed

KG ALL OF ME

Used for headlines

lowercase

ELLY_HANDWRITING

MEDIUM

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

KG ALL OF ME

REGULAR

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

Trade Gothic LT Std

Bold Condensed No. 20

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

Trade Gothic LT Std

Condensed No. 18

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

TEXT TYPE

**TRADE GOTHIC LT STD,
BOLD CONDENSED NO. 20**

Used for sub-headlines
Sentence case

**TRADE GOTHIC LT STD,
CONDENSED NO. 18**

Used for body copy
Sentence case

TEXTURES

KRAFT TEXTURE

Used in brochures, cards, signage, etc.

BLACKBOARD TEXTURE

Used in brochures, name tags, signage, etc.

Can mute texture with a 100%K black fill, opacity set to 70%





BURLAP TEXTURE

Used in brochures

Can mute texture with a white fill,
opacity set at 40%



WOOD TEXTURE

Used in brochures



OUR MANIFESTO®

THE MANIFESTO® LINE is Sweet Street's reinvention of classic, well-loved desserts made with wholesome, clean ingredients befitting of your pantry.

These elements should be used only with Manifesto® products.



MANIFESTO[®]

LOGO LOCK-UPS

Manifesto[®] is a sub-brand under Sweet Street and should be locked up with the Sweet Street Medallion Logo. It must be set in Elly_Handwriting with the superscript registered trademark symbol set in Trade Gothic LT Std, Condensed No. 18. See guidelines on how to adjust the Elly_Handwriting font on page 17.

In most cases, Manifesto[®] should not overpower the main Sweet Street logo.

UNACCEPTABLE USAGE

1. DO NOT rotate logo.
2. DO NOT squash or stretch.
3. DO NOT add drop shadows.
4. DO NOT recreate the logo with other fonts.
5. DO NOT contain the logo in a box when used on a background.
6. DO NOT use off-brand colors. Reference the Color Palette section.

1. MANIFESTO[®]

2. MANIFESTO[®]

3. MANIFESTO[®]

4. MANIFESTO[®]

5. MANIFESTO[®]

6. MANIFESTO[®]

TAGLINE

Starting with our all-butter dough, free of additives and GMO's, mixed with sustainable chocolates and cage free eggs, we work hard to find and replace ingredients in our cookies and bars that you can feel good about eating.

This tagline must be set in Elly_Handwriting. See guidelines on how to adjust the Elly_Handwriting font on page 17.

PRIMARY COLORS

The Manifesto® color palette is made up of colors associated with clean, natural ingredients.

WHOLESOME, CLEAN INGREDIENT SOURCING



LIGHT TOFFEE

PMS: 466C

CMYK: 15, 29, 45, 9

RGB: 191, 166, 120

Hex: #BFA678



DARK BROWN

PMS: 476C

CMYK: 39, 65, 70, 64

RGB: 76, 56, 44

Hex: #4C382C



GRASS GREEN

PMS: 7740C

CMYK: 71, 3, 88, 24

RGB: 91, 142, 71

Hex: #5B8E47



BROWN CHALKBOARD TEXTURE

Used for backgrounds

GRASS TEXTURE

Used for dividers and under cow
and chicken



MANIFESTO[®] ICONS

This set of icons are used to convey the key call outs of the Manifesto[®] line.

They can be 466C, 477C, and/or White. To achieve lighter variations of color in an icon, set opacity to 40%.

PRIMARY ICONS:



CAGE-FREE
EGGS



CAGE-FREE
EGGS



SECONDARY ICONS:

WE USE **35**
SUSTAINABLE
NON GMO
CHOCOLATES
IN OUR BAKERY.

100% NON GMO PURE CANE
SUGAR

OUR COCOA SUPPLIERS HAVE ONGOING
SUSTAINABILITY PROGRAMS WITH THEIR FARMERS.

PURE
CREAMERY
BUTTER

ARTIFICIAL
COLORS

ARTIFICIAL
FLAVORINGS

HIGH FRUCTOSE
CORN SYRUP

ALCOHOL

TRANS
FATS

A proprietary formula of
PURE
MADAGASCAR
BOURBON
VANILLA
(ALCOHOL-FREE)



OUR PHOTOGRAPHY

PHOTOGRAPHY IS ONE OF OUR MOST INFLUENTIAL BRAND ASSETS.

Whether pulling from our photo library, commissioning a photoshoot, or taking shots with your phone, high quality photos are critical to our brand image.

All product images available on [sweetstreet.com](https://www.sweetstreet.com) image library.

NATURAL LIGHT



COMPOSITION



TEXTURES



LIGHTING

Our product images are shot with light coming in from the side. This creates a warm, homemade feel, like they were shot on a kitchen counter or table with light coming in from a nearby window.

Some images are shot with a dark brown background, but still remain light and airy.





COMPOSITION

Our product images are created with various elements on, around, and under the product being featured. To create an interesting composition, arrange elements to show off the product as well as create a direction for the viewer's eyes to follow.

Lines on the photos to the left indicate the flow of the viewer's eyes.

TEXTURES

Our product images showcase textures in various ways—crumbs, particulates, elements that highlight flavor profiles, wood grain, and the list goes on.

Our products themselves also offer great texture, from their crumb toppings to their chunky chocolates.





OUR ILLUSTRATIONS

SWEET STREET'S LINE DRAWINGS REPRESENT A RANGE OF OUR DESSERTS.
Funky and artistic, these line drawings speak to the handmade and artisanal qualities of our products.

ILLUSTRATIONS

DESSERT ILLUSTRATIONS

This set of drawings was created to loosely represent various product lines. These are to be used on packaging, signage and any place where photography does not work.

They should be set in black, white, or one of our brand colors. They can be screened back and used as a pattern.





OUR SOCIAL MEDIA MESSAGING

SWEET STREET INTERACTS WITH CUSTOMERS, BROKERS, OPERATORS AND OTHERS THROUGH OUR SOCIAL MEDIA CHANNELS. Our messaging focuses around the joy of sharing desserts and moments with others, pure and wholesome ingredients, and exploring the delicious possibilities of our desserts.

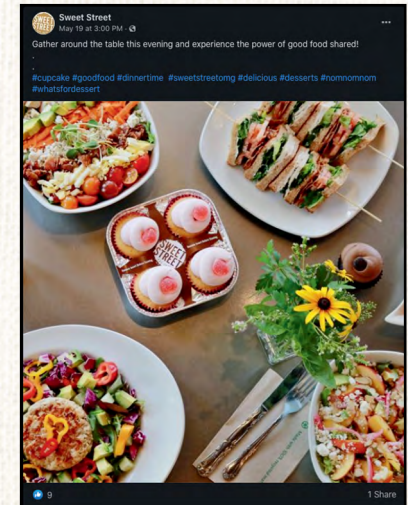
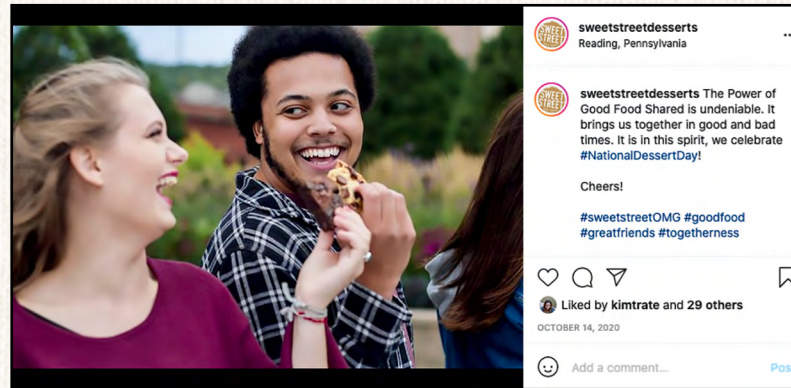
SOCIAL MEDIA

SHARE THE LOVE, SHARE THE DELICIOUSNESS

SHARE THE LOVE, SHARE THE DELICIOUSNESS

Sharing our desserts opens doors, hearts and conversations. This theme centers around sharing, celebrating, admiration, and togetherness.

Photography that would work for this theme would include shots of people sharing a dessert (or two), a product shot with a cute gifting-related phrase added, or a shot that gives the illusion of a group or family getting together.

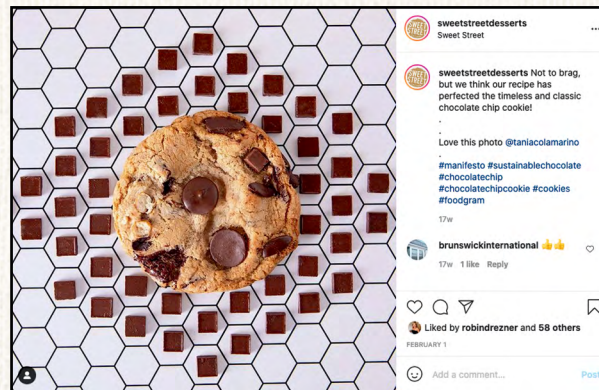
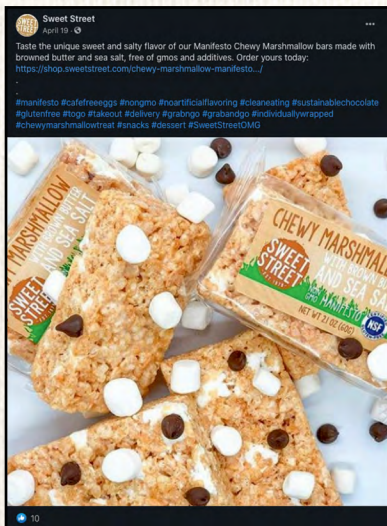




PURE INGREDIENTS, PURE JOY

Ingredients are at the heart of our desserts so it only makes sense that we use only the purest. This theme centers around clean and wholesome ingredients, sustainability, and lusciousness.

Photography that would work for this theme would include product shots with ingredients sprinkled around, call outs to the goodness of our products, and close-ups to show off our products' lusciousness.



SOCIAL MEDIA

EXPLORE AND DISCOVER GOODNESS

EXPLORE AND DISCOVER GOODNESS

Sure our desserts are great on the own, but we love to serve them up in fun, innovative ways to keep everyone coming back for more.

Photography that would work for this theme would include shots of our products being used in recipes or with fun embellishments.



TIPS

Leveraging social media is one of the most affordable and effective ways to promote Sweet Street and build customer loyalty. It boosts brand awareness, showcases products and services globally, and drives sales through traffic.

Suggested content to grab your customers' attention and ignite the craves:

- Indulgence starts here
- Baked with love and purpose
- Taste the “Good” in every bite
- Desserts crafted for all your restaurant needs
- Tempt your customers to discover the sweetest experience

LET THEM EAT WITH THEIR EYES

When taking photos or videos of product offerings, be sure to use good lighting—and experiment with plating/props to make it look amazing and appetizing.

You can also explore our image library for attractive, ready-to-post assets.

TAP INTO SPECIAL OCCASIONS

Holidays and family gatherings are the perfect time to promote meal bundles. After all, what kind of celebration is complete without dessert?

Check out our Social Calendar to help plan your messaging.

ROMANCE IT

Play up the flavor and taste of your offerings to further entice customers to order. Be as descriptive as you can in calling out signature ingredients and specific flavor profiles.

DON'T FORGET YOUR TAGS

Tag us (@SweetStreetDesserts) and include #SweetStreetOMG #ShareSweetness and other relevant hashtags like #yum #desserts #nomnomnom.

Location tags increase engagement. Tag your city!



OUR FOOD SHOW DISPLAYS

FOOD SHOWS ARE A GREAT WAY TO GET OUR PRODUCT IN FRONT OF A BUNCH OF PEOPLE. Creating a clean, cohesive and on-brand presentation is important for showing off our desserts and making our brand memorable.

FOOD SHOW DISPLAYS

DISPLAY EXAMPLES

NON MANIFESTO® DISPLAYS



MANIFESTO® DISPLAYS



FOOD SHOW DISPLAYS

NON-MANIFESTO® ITEMS

TEXTURES:



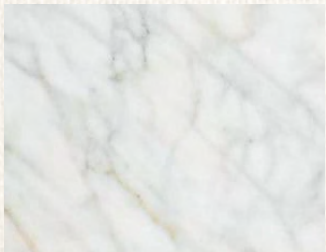
D1 SSD Logo'd Butcher Block Paper (SSD-087)



D2 Corrugated Paper Roll (CP-001)



Chalkboard



White Marble



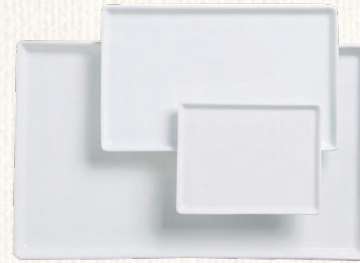
Shiny White Elements

PLATES AND TRAYS:

A1



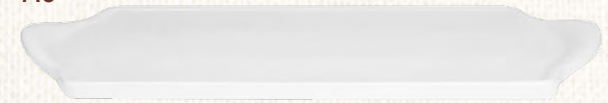
A2



A3



A5



A4



A7



A6





Use lucite or wood risers to elevate product and add dimension to your table.

RESOURCES:

A1 Bento Rectangular Platter (CB2), **A2** Cuatro Platters (CB2), **A3** Bento Dinner Plates (CB2), **A4** Form Round Platter (Crate & Barrel), **A5** Great White Cheese Tray (Pottery Barn), **A6** Marble Cheese Board (Pottery Barn), **A7** White Marble Lazy Susan (World Market), **B1** Form Pedestal (Crate & Barrel), **B2** Great White Cake Stand (Pottery Barn), **B3** Gabriella Cake Stand (Pottery Barn), **B4** White Porcelain Cake Stand (World Market), **B5** Round Marble and Wood Pedestal Stand (World Market), **C1** Bennett Espresso Cup and Saucer (Crate & Barrel), **C2** Great White Espresso Cups (Pottery Barn), **D1** Sweet Street Logo'd Butcher Block Paper (SSD POS site), **D2** Corrugated Paper Roll (SSD POS site), Bamboo Risers (Front of the House).

For unique items and inspiration for your table(s), check out your local Home Goods.

* Items not in proportion to each other

FOOD SHOW DISPLAYS

NON-MANIFESTO® MARKETING MATERIALS

SIGNAGE

Pull-up floor signs available to order on our POS site (accessible via the merchandising and menu tools page of sweetstreet.com).

OR

Create custom signs that are tailored for just for your table(s) with our Custom Design Sweet.



SSDS B3



SSDS B2



Napkins (SSD-002)



Bakery Bag (SSD-084)



**CHOC'LATE
LOVIN' SPOON
CAKE**



Name Tags

NAPKINS AND BAGS

Logo'd napkins and bakery bags available to order on our POS site (accessible via the merchandising and menu tools page of sweetstreet.com).

PRODUCT NAME TAGS

Create your own product name tags with our Custom Design Sweet.

* Items not in proportion to each other

FOOD SHOW DISPLAYS

NON-MANIFESTO® DISPLAY EXAMPLES



FOOD SHOW DISPLAYS

NON-MANIFESTO® DISPLAY EXAMPLES



FOOD SHOW DISPLAYS

MANIFESTO® ITEMS

TEXTURES:



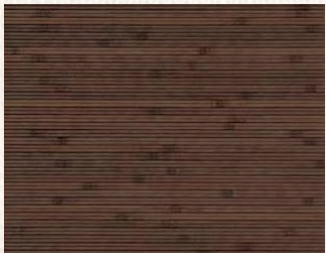
E1 Manifesto® Logo'd Butcher Block Paper (SSD-086)



E2 Corrugated Paper Roll (CP-001)



Slate/Chalkboard

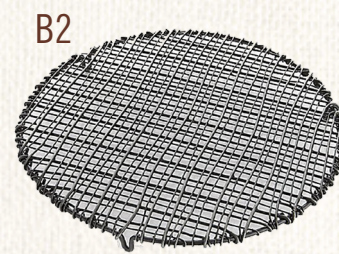


Warm Brown Bamboo



Wood

PLATES AND TRAYS:



RESOURCES:

A1 Tondo 12 Round Platter (Crate & Barrel), **A2** Slate Cheese Boards (Crate & Barrel), **A3** Ike Tray (Crate & Barrel), **A4** Acacia Wedge Server (Crate & Barrel), **A5** Napa Lazy Susan (Pier One), **A6** Slate Lazy Susan (World Market), **B1** Acacia Cake Stand (Crate & Barrel), **B2** Wire Trivet Cooling Rack, **B3** Vintage Wood Pizza Paddle (Pottery Barn), **B4** Edin Pedestal Stand (World Market), **B5** Wood Bark Pedestal Stand (World Market), **C1** Bennett Espresso Cup and Saucer (Crate & Barrel), **C2** Great White Espresso Cups (Pottery Barn), **C3** Moscow Mule Mug (Pier One), **D1** Willoughby Trays (Crate & Barrel), **D2** Palisades Wood Cheese Board (Crate & Barrel), **D3** Farmhouse Tray (Pier One), **D4** Hawthorn Wood Serving Platter, **D5** Natural Tray Square (Pier One), **E1** Manifesto® Logo'd Butcher Block Paper (SSD POS site), **E2** Corrugated Paper Roll (SSD POS site).

For unique items and inspiration for your table(s), check out your local Home Goods.

* Items not in proportion to each other

D1



C3



C1



C2



D5



D3



D4



D2



FOOD SHOW DISPLAYS

MANIFESTO® MARKETING MATERIALS

SIGNAGE

Mesh banners, pull-up floor signs, counter cards and table tents available to order on our POS site (accessible via the merchandising and menu tools page of sweetstreet.com).

OR

Create custom signs that are tailored for just for your table(s) with our Custom Design Sweet.



SSD-B4



SSD-B9

* Items not in proportion to each other

FOOD SHOW DISPLAYS

MANIFESTO® MARKETING MATERIALS

DISPLAYS, BAGS, STICKERS

Manifesto® cardboard displays, bakery bags and re-positionable decals available to order on our POS site (accessible via the merchandising and menu tools page of sweetstreet.com).



SSD-142



SSD-111



SSD-105

FOOD SHOW DISPLAYS

MANIFESTO® MARKETING MATERIALS



PRODUCT NAME TAGS, LABELS AND BAKERY CARDS

Create your own product name tags, bake-off labels and bakery cards with our Custom Design Sweet.

SSD-098



* Items not in proportion to each other

FOOD SHOW DISPLAYS

MANIFESTO® DISPLAY EXAMPLES



FOOD SHOW DISPLAYS

MANIFESTO® DISPLAY EXAMPLES



CONTACT

DO YOU HAVE QUESTIONS? CONTACT US.

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p: 610.921.8113, ext 436

Visit sweetstreet.com

STAY AMAZED!





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