

PUPCAKES BAKERY



PROCESS BOOK

Mikaela Heyboer

OVERVIEW

Pupcakes Bakery invites everyone to celebrate their four legged friend's birthday. The bakery provides treats for all dogs and even their owners. How to Treat Your Pup is the perfect recipe book to follow along and make your dog's birthday special. Menus are available as well. I had a lot of fun designing this because I was able to incorporate my line drawings, adding a personal element to something that means a lot to me.

STORY LINE

Kelly always had a passion for both baking and dogs, so she decided to combine both and create a bakery called Pupcakes, located in New York City. With Milo's help she's able to create tasty treats for all four legged friends in the area. Pupcakes has all the right ingredients to keep these fun loving creatures happy and healthy. Milo is a golden retriever who was rescued when he was only a few months old. Milo along with a few of his brothers and sisters were abandoned by their mother. Their living conditions were unbearable, especially for little puppies. The litter was found and was relocated to a dog shelter in the middle of downtown New York. Kelly knew the moment she laid eyes on him it was meant to be. His energetic puppy love was the perfect match for Kelly and her personality.

LOCATION

Treat your four legged friend and come by our bakery in New York City. The little blue building is hard to miss, while the exterior is worn out, keeping the aesthetic of the upbeat and historic city. Just wait till you see the inside! Our bakery welcomes you and your best friend to pick up a delicious treat to start off your day. The blue color pallet continues throughout the interior of Pupcakes Bakery. It's designed in a spacious manner for all of the canines to get to know one another while spending time here. Schedule a play date or a birthday party, Pupcakes Bakery welcomes you to create memories that live on forever.

THE MISSION

Pupcakes wants to give back and help dogs that need a home. Finding a place for these fun loving creatures will fulfill a place in your heart. If you're looking for a friend yourself, contact our bakery, or you can contact any animal shelter in the area. Pupcakes Bakery takes 25% of profits made and donates it towards helping these animals find a safe place to sleep and start their new life. All donations are accepted towards the New York City Animal Shelter. You can also join Kelly and lend a helping hand every weekend at the animal shelter.

What's in it for you?

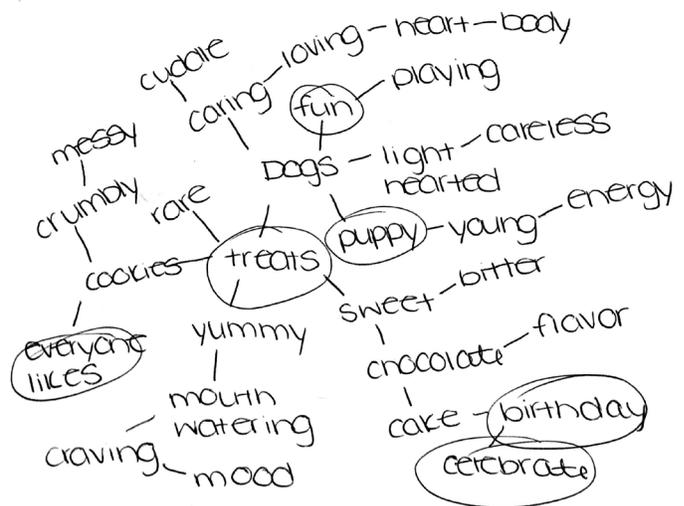
Receive one of our famous treats on the house once you make a generous donation. Any amount helps the cause.

DESIGN RESEARCH

- Create Bakery → something that's different and fun
- Deliverables
- COOKBOOK → healthy → drinks?
 - menu
- Options
- NYC style
 - Drinks
 - ✓ Dogs?
- * Has to have a good cause behind it
- ↳ Donations
 - What would people donate to?
 - Who do we want to target?
 - people like bread (bagels)
 - people love dogs → can't go wrong
 - ↳ should we include cats?
 - ↳ Treats → healthy
 - Toys
 - Bright colors → orange?

Pupcakes!!!

- ✓ Bakery that provides treats to both dogs and their owners
 - ✓ Birthday celebration
 - dog birthday parties
 - Donates to local animal shelter*
 - ✓ create story line for intro
- Think of color scheme
+ location!!



TARGET AUDIENCE

Gender: Male/ Female

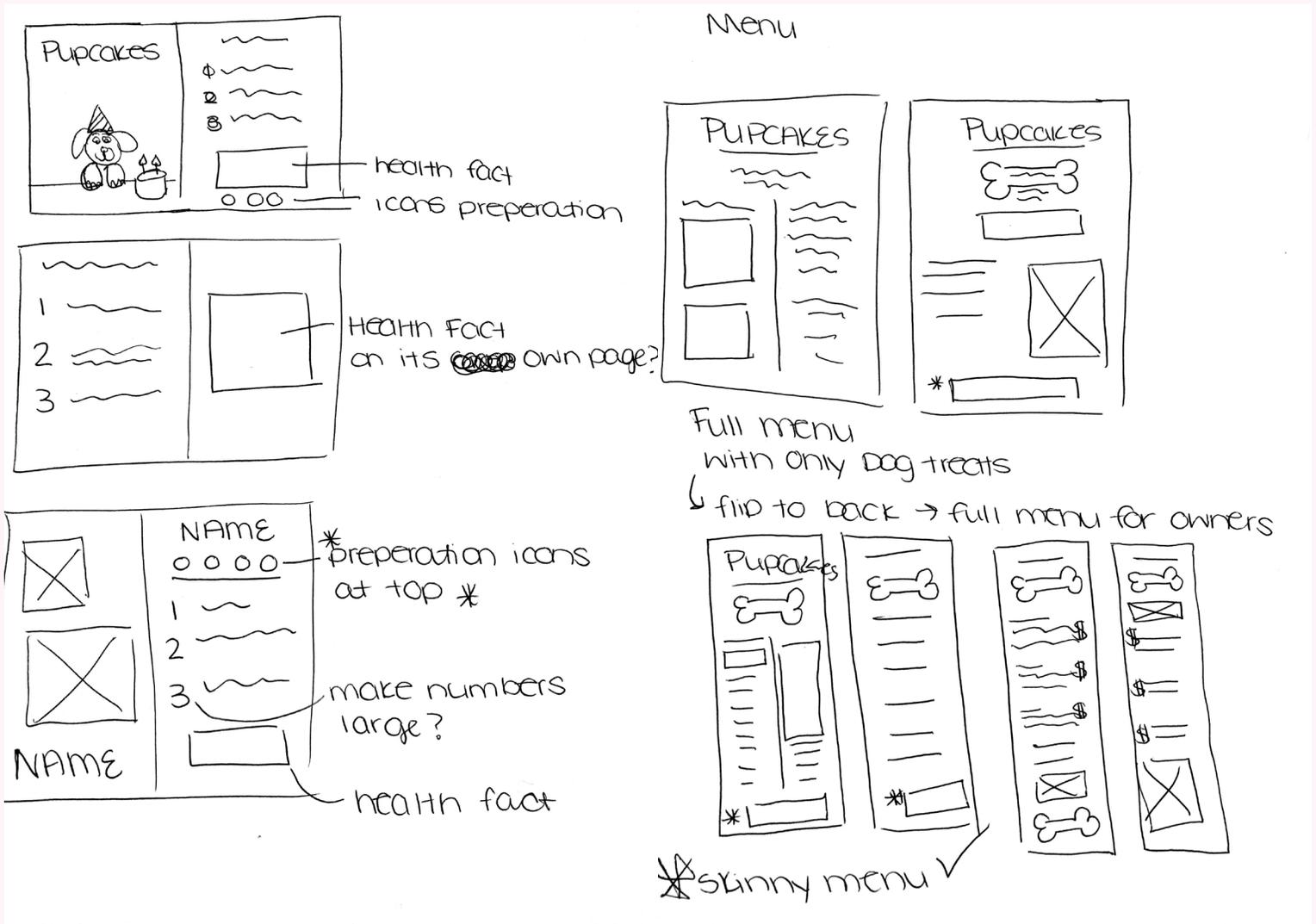
Race: All races

Age: 16-60

Education: Above high school level

My target audience will mainly be dog owners or even those who just want a quick coffee in the morning on their way to work. The pupcake bakery is primarily for dog owners and providing a place where they don't have to worry about their dog being too much of a bother. All dogs are welcome at the Pupcake Bakery.

DESIGN RESEARCH



The menu design was difficult in the beginning because I knew I wanted to provide menus for both the dogs and their owners. At the start I wanted one full menu for the dogs and then when you flipped it to the other side there was a regular menu for those interested in having a treat themselves. Once I started designing the menu I wasn't happy with it and decided to have a separate menu for every occasion but to present it all together.

TYPE INSPIRATION

Bubbly
Gum

SOUP OF THE DAY
CHAMPAGNE

GOO
FOO
GOO
MOO

HELLO
SUN
SHINE!

C'est
BON

HELLO
EVER
HAPPY

EVER
HAPPY

TYPE STUDY

Pupcakes

Abril Fatface

PUPCAKES

Cinzel Decorative Black

PUPCAKES

Gobold Extra2

Pupcakes

Alfa Slab One

PUPCAKES

Sunset Boulevard

PUPcakes

Crushed

Pupcakes

Jhanttān Personal

PUPCAKES

Komika Title - Paint Only

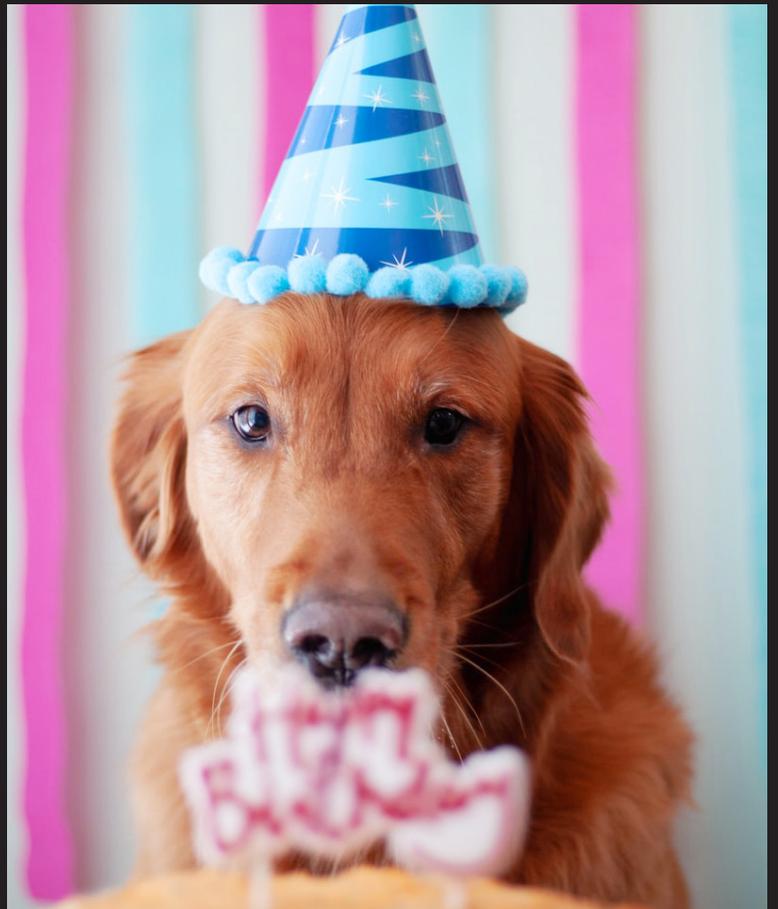
Pupcakes

Hearth Stone

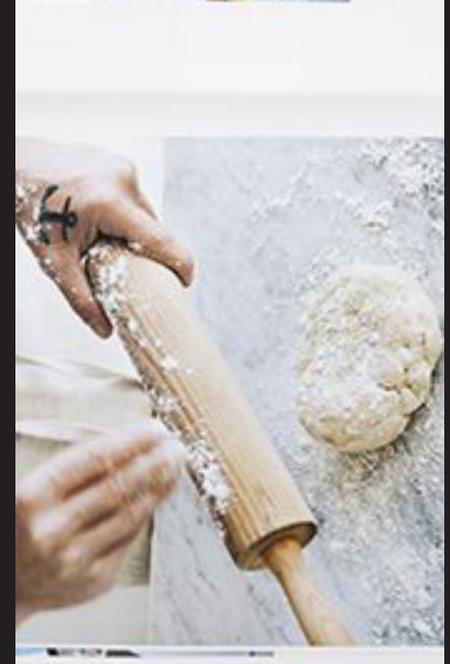
Pupcakes

Shrikhand

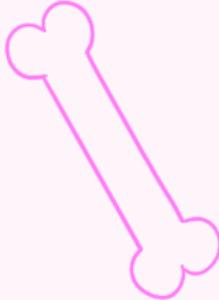
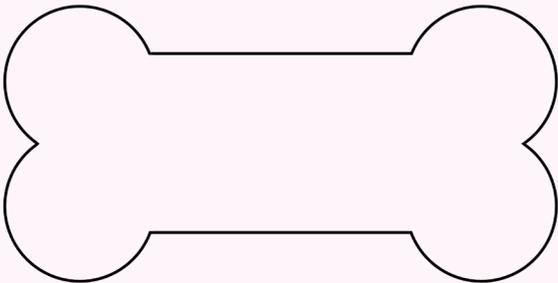
VISUAL RESEARCH



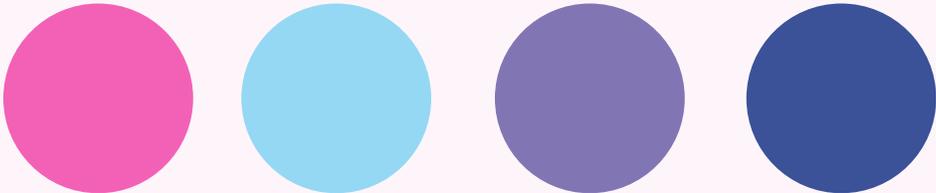
VISUAL RESEARCH



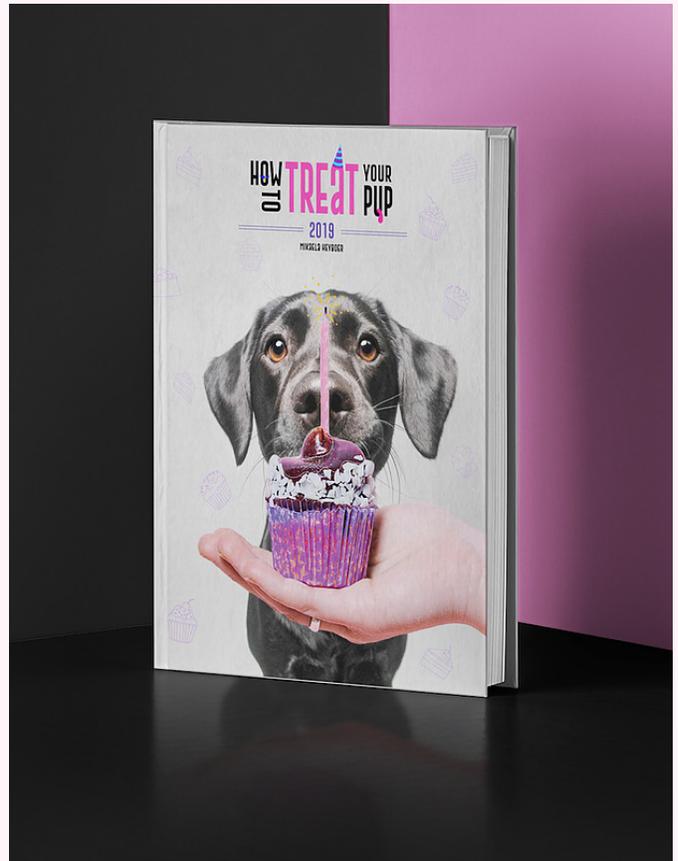
DESIGN ELEMENTS



COLOR PALETTE



COVER



COOK BOOK SPREADS



MEET KELLY AND MILO

Kelly always had a passion for both baking and dogs, so she decided to combine both and create a bakery called Pupcakes. Located in New York City, Kelly's bakery also offers to create your pup's favorite dog treat. Kelly's bakery is the perfect place to buy your pup's favorite dog treat.



NEW YORK CITY

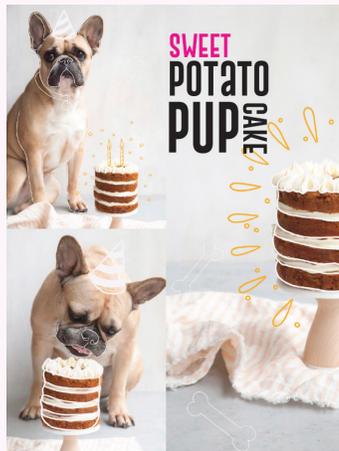
There's your dog's biggest friend and home for our bakery in New York City. The little blue building is hard to miss, while the entrance is warm and keeps the warmth of the pupcakes and treats you see on the menu. Our bakery is located in the heart of the city, and we're proud to be a part of the community. We're open 7 days a week, and we're excited to see you at our bakery. We're open 7 days a week, and we're excited to see you at our bakery.

OUR MISSION TO HELP

Pupcakes want to give back and help dogs that need a home. Finding a place for these lovable creatures will still be a goal in our heart. If you're looking for a friend, please contact our bakery or you can contact your nearest shelter in the area. Pupcakes Bakery takes 20% of profits back and donates it to create helping these animals find a safe place to belong and start their new life. All donations are accepted towards the New York City Animal Shelter. You can also see Kelly and Milo's pupcakes on every weekend at the Animal Shelter.

What's in a pup?
Bounce one of our Donuts train on the house once you make a generous donation. Any amount helps the cause.





SWEET POTATO PUP CAKE

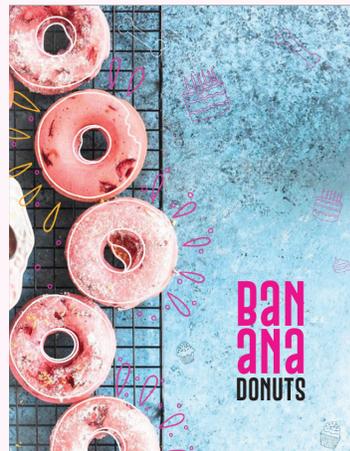
15 Minutes
20 Minutes
Serves 6
1 Hour

PREPARATION

- Preheat oven to 350 degrees. Lightly grease your 8-inch cake pan and line it with parchment paper. In a large mixing bowl, combine the wet and dry ingredients and mix well.
- In a separate mixing bowl, whisk together the brown, red, and white sweet potatoes. For the wet ingredients, mix the eggs, oil, and vanilla extract.
- Put 6 cups of the wet mix into a 1/2 cup measuring cup. Add the wet mix to the dry mix and mix well. Add the wet mix to the dry mix and mix well. Add the wet mix to the dry mix and mix well.

HEALTHY FACT

Sweet potatoes are rich in beta-carotene, which is good for your dog's eyes. They also contain fiber, which is good for your dog's digestion. Sweet potatoes are also a good source of potassium, which is good for your dog's heart.



BANANA DONUTS

15 Minutes
5 minutes
Serves 6
30 Minutes

PREPARATION

- Preheat oven to 350 degrees and lightly grease a mini donut pan with cooking oil. In a large bowl, whisk together the wet and dry ingredients.
- In a separate mixing bowl, whisk together the mashed banana, egg, buttermilk, and honey until well combined. Pour the ingredients into the prepared pan and mix well.
- Pour the mix into a piping bag or a small Ziploc bag with the corner cut off and fill the donut pan about 3/4 full.
- Bake for about 10 minutes, until donut pan is hot to the touch and a toothpick inserted comes out dry.
- Let the pan cool for about 5 minutes before removing the donuts to cool completely. Once cooled, donut dough can be frozen for up to 3 months. Thaw at room temperature before serving.

HEALTHY FACT

Bananas are a good source of potassium, magnesium, and fiber. They are also a good source of antioxidants. Bananas are also a good source of vitamins B6 and C. Bananas are also a good source of antioxidants.

Throughout the cookbook I wanted to incorporate a sense of personality. I wanted to represent the way dogs are always playing and having fun. The way I manipulated the typography was a good challenge, it was almost like putting together a puzzle. Making sure everything fit together but still was read well without having to think too hard or having to turn the page sideways. It's fun, inviting, and easy to read for those who are looking for a healthy recipe for their pup. I also included illustrations in the background to fill the white space, adding some personality to each spread. I made sure to bring down the opacity because I didn't want them to be too striking and bold. I wanted the design to be well balanced with typography, photography, and illustrations.

COOK BOOK SPREADS



DOG CAKE

PREPARATION

- 1 Preheat oven to 350 degrees F.
- 2 In a large bowl, combine flour and baking soda.
- 3 In a separate bowl, combine vegetable oil, peanut butter, egg yolks and vanilla. Cream combined, and stir egg and cream until combined. Combine wet and dry ingredients and stir until combined.
- 4 Place mixture into an 8" round pan to ensure you can also be sure that has been greased with oil.
- 5 Bake for approximately 20-25 minutes or until a toothpick inserted into the center comes out clean and the cake springs back when pressed lightly.
- 6 Allow to cool on a wire rack prior to removing from pan. After cooling, add frosting if desired.

INGREDIENTS

- 1 cup flour
- 1/2 cup baking soda
- 1/2 cup vegetable oil
- 1/4 cup peanut butter
- 1/2 cup egg yolks
- 1/2 cup vanilla extract
- 1 egg

FROSTING

- 1/2 cup plain Greek yogurt
- 1/4 cup peanut butter

HEALTH FACT

Peanut butter is a healthy source of omega-3 fatty acids, which is a great source of protein. But it also contains some healthy fats. However, be aware, a teaspoon of the product is the size of a sugar cube.

BIRTHDAY BONES

PREPARATION

- 1 Preheat the oven to 375 degrees F. Cream cookie dough. Stir together the flour and baking powder, set aside.
- 2 Mix the brown food dye together the peanut butter and milk. Stir in the flour mixture until well blended.
- 3 Press and shape into light-colored cookies and hand-rolled dough. Roll into a 1/4 inch thickness and cut into shapes using cookie cutters.
- 4 Place 2 inches apart onto the prepared cookie sheet.
- 5 Bake for 12 minutes in the preheated oven, or until lightly browned. Remove from cookie sheet to cool on wire racks.

INGREDIENTS

- 2 cups of white cookie flour
- 1 1/2 teaspoons of baking powder
- 1 cup washed natural peanut butter
- 1 cup whole milk
- 1/4 cup of honey

HEALTH FACT

Cookie flour helps reduce a dog's cholesterol and helps maintain their skin. However, it also helps reduce the amount of water intake and helps in protein energy reduction and helps.

PEANUT BUTTER OATMEAL DOG TREATS

PREPARATION

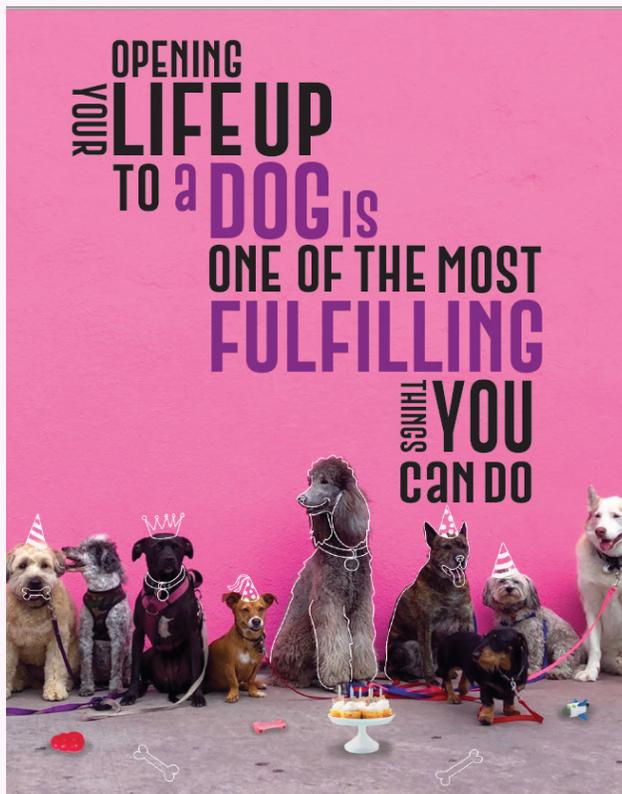
- 1 Preheat oven to 350 degrees F.
- 2 Combine all ingredients in a large bowl and knead with a dough ball form. If it's too sticky, add a little more flour.
- 3 Roll out on a lightly floured surface and cut into shapes with cookie cutters.
- 4 Place the cookies on a baking sheet and bake for about 10-12 minutes.

INGREDIENTS

- 1 egg
- 1/2 cup peanut butter
- 1 cup whole wheat flour
- 1/2 cup old-fashioned oats
- 1 washed banana

HEALTH FACT

Ground is high in fiber and contains iron, calcium, potassium, and selenium. For some dogs that are prone to digestive issues, eggs can give them a little protein boost.



PEANUT BUTTER PUPCAKES

PREPARATION

- 1 Heat oven to 350 degrees F. Line each cupcake well with a cupcake liner; set aside.
- 2 In a large bowl using an electric mixer on low - medium speed, beat peanut butter, oil, bananas, honey and eggs until just combined, about 1 to 2 minutes. Gradually add flour, baking soda and baking powder and mix on medium speed until just combined.
- 3 Scoop batter into each lined cupcake well about 1/2 - 3/4 full.
- 4 Bake for 18 to 22 minutes or until a toothpick inserted in center comes out clean. Allow pupcakes to cool to room temperature before frosting.
- 5 **Frosting:** In a medium bowl, beat Neufchâtel cheese, peanut butter and milk until just combined. Spread frosting over each cupcake. Top with a Peanut Butter Dog Biscuits.

INGREDIENTS

- 1/2 cup creamy peanut butter
- 1/2 cup vegetable oil
- 2 medium bananas, mashed
- 2/3 cup honey
- 2 large eggs
- 2 cups all-purpose flour
- 2 teaspoons baking soda
- 1 teaspoon baking powder

FROSTING

- 4 ounces Neufchâtel cheese, softened
- 1/2 cup creamy peanut butter
- 2 teaspoons milk
- Peanut Butter Dog Biscuits (optional)

HEALTH FACT

Eggs are a great source of protein for your pup's vitality, and selenium. For some dogs that are prone to digestive issues, eggs can give them a little protein boost.

MENUS

PUPCAKE BAKERY

Open Daily from 7am-4pm
(212) 371-1133
170 Central Park W, New York, NY 10024

Our mission is to help dogs around New York City find permanent homes. The Pupcake Bakery works with animal shelters all around the city. 25% of all proceeds go towards finding loving owners for these beautiful creatures. If you would like to donate please let us know, we would love your help!

LEMON WATER 3
Refresh yourself with some ice cold lemon water. Keep up with your pup and rejuvenate your body.

ORANGE JUICE 3
Start your day with our freshly squeezed orange juice that will rejuvenate your mind and body.

GREEN TEA 3
Our Green Tea comes hot or cold, whatever your heart desires. Decaffeinated is always available.

CAPPUCINO 6
Espresso steamed milk and foam will help you get energized for the day and keep you going.

CARAMEL LATTE 6
Espresso steamed milk and foam with caramel flavoring. It will kick start your day for the best.

EXPRESSO 9
Imported creamy espresso just for you! Keep up with your four legged friend around town.

DRINKS FOR YOU

"TREAT YOURSELF TO YOUR FOUR LEGGED FRIEND, IT'S THE BEST THING YOU CAN DO"

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APPLE COOKIE 5
This yummy cookie is full of just the right amount of nutrition for your pup. Easy to chew, easy to digest, and easy to walk off. Ask us to warm it up!

BANANA DONUTS 5
These are no ordinary donuts! They are full of nutritious value for your four legged friend. Easy to eat and easy to digest. Yummy! Yummy!

SWEET PUPCAKES 6
These pupcakes are full of healthy ingredients to keep your canine at their best. It's super healthy and it's the perfect way to treat your loving pup.

MILK BONES 6
Milk Bones are a must have. Reward your friend with the most delicious treat in town. All of these vitamins will only benefit your pup.

PEANUT BUTTER OATMEAL 8
The Oatmeal Treats are one of our favorites. The delicious and healthy ingredients keep it nice and soft to bite into. Ask us to warm it up!

UNICORN BONES 9
One of our best sellers! These aren't any ordinary treats. Full of color and vitamins for your dog to enjoy all the time of the day. Yummy! Yummy!

TREATS FOR THE PUP

"THESE ARE THE BEST DOG TREATS IN THE CITY AND YOUR DOG WILL LOVE YOU FOREVER"

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PUPPY CAKE 10
This cake is specifically for the youngsters. Full of nutritious ingredients for your baby to grow happy and healthy. It's the best birthday cake!

BIRTHDAY BONES 10
These bones are one of the best treats you could give on your dog's birthday. Super yummy and easy to eat. Your dog will love you forever!

SWEET PUPCAKES 10
These pupcakes are full of healthy ingredients to keep your canine at their best. It's super healthy and it's the perfect way to treat your loving pup.

PEANUT BUTTER CAKES 11
Milk Bones are a must have. Reward your friend with the most delicious treat in town. All of these vitamins will only benefit your pup.

SWEET POTATO PUPCAKE 15
One of our favorites! Packed with nutritious value and some of our secret ingredients that your four legged friend will absolutely love.

SPOILED DOG CAKE 25
This cake is not only super yummy but your canine will feel happier and healthier. Make sure to share with other four legged friends!

BIRTHDAY TREATS

"THERE'S NO BETTER HOLIDAY THAN YOUR DOGS BIRTHDAY! WE BOTH LOVE IT HERE"

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LEMON CAKE 4
Our own take on traditional pound cake is super lemony, moist and glazed with fresh lemon syrup. makes your taste buds ecstatic!

CREAM & CRUNCH DONUT 5
Filled with fresh banana cream and dipped in house-made peanut butter glaze. Try something out of your comfort zone and enjoy this treat!

CHOCO CHOCO DONUT 5
The most chocolate you could ever imagine is in this delicious donut. Your pup can't have it but you can any time of the day!

RED VELVET CUPCAKE 6
Made with a beautiful red color and an amazing chocolate flavor with a little tang from the buttermilk. Perfect way to treat yourself!

CHOCOLATE CHIP WALNUT 6
Our signature cookie is packed with semi-sweet chocolate chips and chunks of walnuts so every single bite is as good as the one before.

BANANA CHOCO BREAD 10
This cake is not only super yummy but your canine will feel happier and healthier. Make sure to share with other four legged friends!

TREATS FOR YOU

"EVERYTHING ABOUT PUPCAKE BAKERY IS AMAZINGLY TASTEFUL"



MENUS



In the original mockup for the menus I wanted all of them to be displayed together on a black clipboard with a dog collar attached to the top. This would give the customer the option to look through all of the menus and tempt them into buying one or two more treats for their pup or even for themselves. By incorporating the dog collar, it adds personality and a sense of unity where everything comes together even in the minor details of how it's displayed. This would also spike interest in our merchandize that we provide within the bakery.

GOODIES



THANK YOU

