

Brand Manifesto

Blissful Bites aims to bring sweet and easy recipes to your busy life. We are dedicated to enriching busy women's lives by providing delicious treats that offer a sweet moment in a demanding schedule. Our mission is rooted in the belief that every woman deserves a sweet moment of bliss during the hustle of daily life.

By offering recipes of sweet tooth-craving treats, our goal is to bring every woman a sense of relief and joy in their week. We understand the challenges that busy women face – juggling work, family, and personal commitments can leave little time for you. That's why we're hoping to make your life a little easier with an easy and affordable treat made in the comfort of your own home.

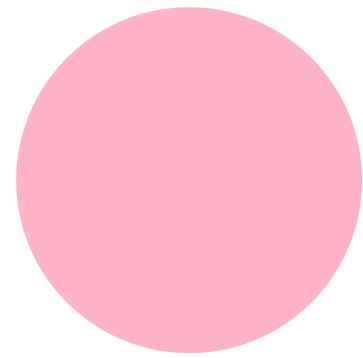
Brand Voice

The voice of Blissful Bites is rooted in a fun, cheeky, and authentic style. We want to be known as being friendly, but most importantly authentic. Being genuine is one of the ways that we connect with the audience and deliver the learning journey that we are going through, along with the audience.

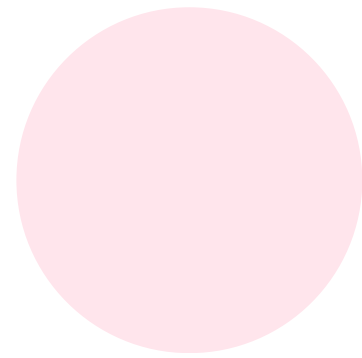
Target Audience

The target audience for Blissful Bites is young women from the ages of 18-30 years old. This age group is most likely college students or young mothers. They are likely learning the skills of being on their own or running their own family. They are most likely very busy and don't have very much time on their hands.

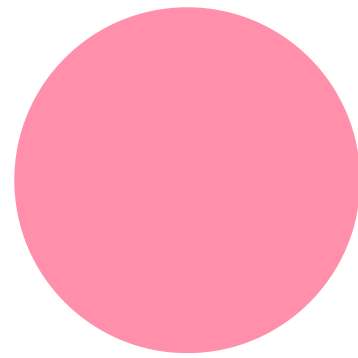
Color Scheme



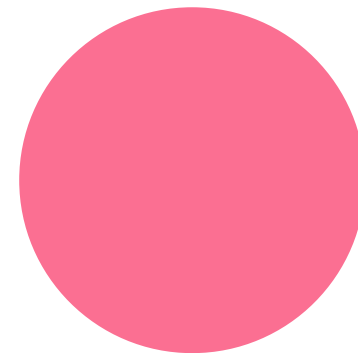
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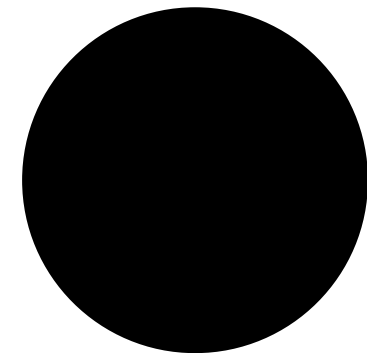
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Typography

Belleza

Cyistry

The Seasons

Logos



Blissful Bites
DESSERTS

The logo features the brand name "Blissful Bites" in a flowing, cursive script font. Below it, the word "DESSERTS" is written in a clean, uppercase, sans-serif font.

Logo



Blissful Bites
DESSERTS

The logo is enclosed within a circular frame composed of two parallel lines. The text "Blissful Bites" is in a cursive script, and "DESSERTS" is in a clean, uppercase, sans-serif font below it.

Social Media Profile