

Rebranding Of Gigi's Cupcakes

Lynn Maarouf

GRDS-408

Professor Kuperminc

05/22/19

Mark in Color

Gigi's
CUPCAKES

Mark in B&W

Gigi's
CUPCAKES

Different Sizes

Gigi's
CUPCAKES

Gigi's
CUPCAKES

Gigi's
CUPCAKES

Gigi's
CUPCAKES

Gigi's
CUPCAKES

Gigi's
CUPCAKES

Gigi's
CUPCAKES

Gigi's
Cupcakes

Mohammed El-Hout
Chairman of MEA
Middle East Airlines
Rafiq Hariri International Airport
Bldg, Beirut, 1107 2801, Lebanon.

Gigi's
Cupcakes

Gigi's Cupcakes
1600 Peachtree Street
Suite 5000
Atlanta, GA 30309
404.253.3329 O
404.253.3300 F
gigiscupcakes.com

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Suite 5000
Atlanta, GA 30309
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Gigi's

Feb 19, 2019

Gina Butler
Founder of Gigi's

Gigi's Cupcake
PO Box 47109
Fort Worth, Texas 76147

Dear Ms. Gina Butler,
I am writing to you in regards of rebranding Gigi's Cupcakes. We would be happy to create Gigi's Cupcakes new identity system and stationary package.

Included with this letter is the preliminary estimate of the time and cost needed to complete the identity package & stationary set. Also included is an initial proposal to define the project details. Please review these and contact me at your convenience to schedule an initial meeting to discuss any additional details that you would like to highlight. Following your approval of the project proposal, an initial estimate will be provided.

If there are any other design elements that you may require for Gigi's Cupcakes, please let us know, and we can make adjustments to fulfill your marketing and print design needs.

I'd like to thank you for this opportunity, and we look forward to working with you. Please feel free to contact us by phone or email.

Sincerely,

Lynn Maarouf
Designer







Gigi's

CUPCAKES

CUPCAKES

Wedding Cake

White cake topped with a vanilla buttercream frosting and sprinkled with nonpareils.

Scarlett's Red Velvet

Red velvet cake with a vanilla filling, topped with cream cheese frosting and red sugar crystals.

Strawberry Shortcake

Strawberry cake baked with fresh strawberries, topped with a swirl of strawberry buttercream.

CHOCOLATE

Sea Salted Caramel

White cake filled with sea salt caramel and topped with a swirl of caramel buttercream.

Triple Chocolate Chip

White cake with chocolate chips baked in, topped with a swirl of chocolate buttercream frosting and chocolate chips.

Triple Chocolate Torte

White cake in cupcake form! Topped with cream and chocolate chips.

Dough

White cake dough topped with cream and chocolate chips.

Gigi's

CHEESECAKE

CHEESECAKE

Classic Cheesecake

Our version of the traditional cheesecake with just the right amount of cherry topping, rimmed with Gigi's luscious buttercream frosting.

Turtle Cheesecake

Turtle cheesecake topped with caramel buttercream, sprinkled with pecans and chocolate chips, then drizzled with caramel and ganache.

Black Forest Cheesecake

Delicious chocolate cheesecake rimmed in luscious cream, topped with cherries and chocolate chips, then drizzled with cream and ganache.

GLUTEN-FREE CUPCAKES

Triple Chocolate Torte

Flourless dark chocolate cake topped with a chocolate ganache rose and powdered sugar.

Wedding Cake

Gluten-friendly white cake topped with a swirl of our delicious vanilla buttercream and white nonpareils.

Scarlett's Red Velvet

Gluten-friendly red velvet cake topped with a swirl of our delicious vanilla buttercream and white nonpareils.

Chocolate Salted Caramel

Gluten-friendly dark chocolate cake filled with sea salt caramel and topped with a swirl of caramel buttercream and salt.



Gigi's
CUPCAKES