



KEVIN AKERS design + imagery

Red Ribbon Bake Shops USA asked Kevin Akers design + imagery to create a series of gift card designs and a seasonal cake box for their U.S. bakeries.

Here is a look at the design process and how Red Ribbon's new projects took shape....

925.735.1015 www.kevinakers.com

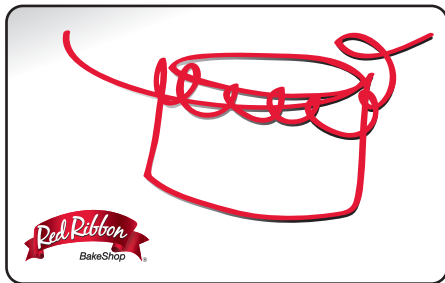
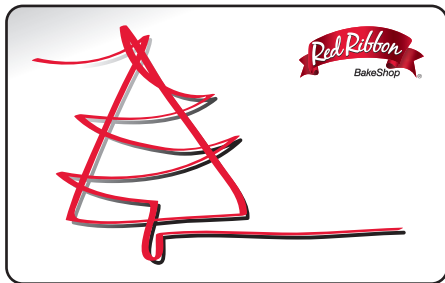
Business:

Red Ribbon Bakeshop USA creates wonderful specialty cakes for every occasion. The company offers its products through their national network of stores.

Red Ribbon, founded in 1979 in The Philippines is headquartered in the City of industry, CA and is a subsidiary of Jollibee Foods Corporation.

Communication Objectives:

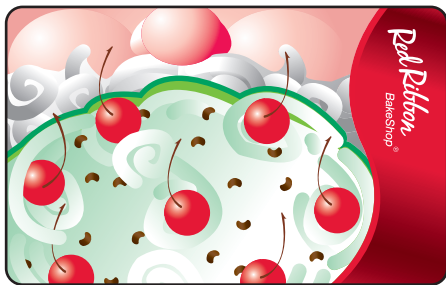
To create gift card designs for Red Ribbon that not only capture the spirit and joy of the bake shop but appear to be precious gifts onto themselves.



Calligraphic treatment of red ribbon motif.



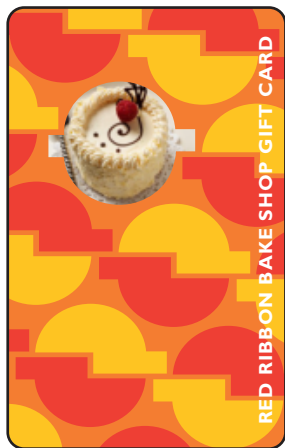
A Red Ribbon standard template with vintage gift wrap.



Exciting the senses of sight, taste and smell!



Product photography is coupled with traditional bakery doilies.

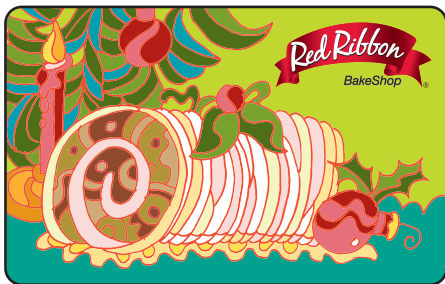


Bold patterns present cakes as event decorations.

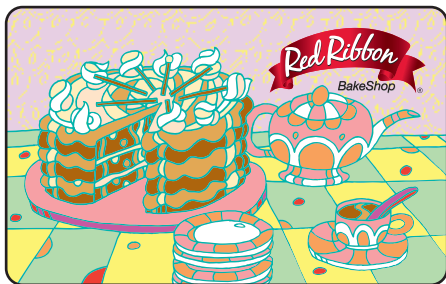


Quirky, nostalgic & sentimental silhouettes with a youthful edge.

Client really likes this concept

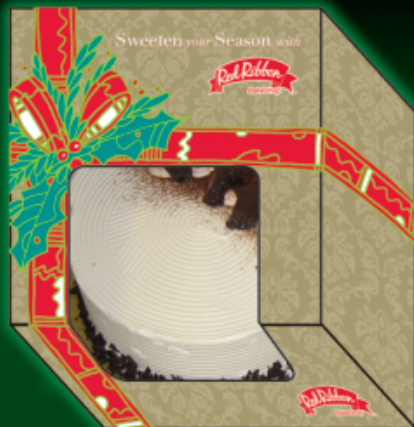


Focus on the cake as a work-of-art with celebratory colors.



Now let's translate this into a Box!

Final illustrated artwork and photography gift cards.





Final cake box with a tropical poinsettia bow!

If you have a craving for a
heavenly cake, log onto
www.redribbonbakeshop.us
for a Red Ribbon Bake Shop
near you.

For more about
KEVIN AKERS design + imagery
please visit
www.kevinakers.com
or call 925.735.1015