



JURUR

BAKERY

BRANDBOOK



## **Welcome**

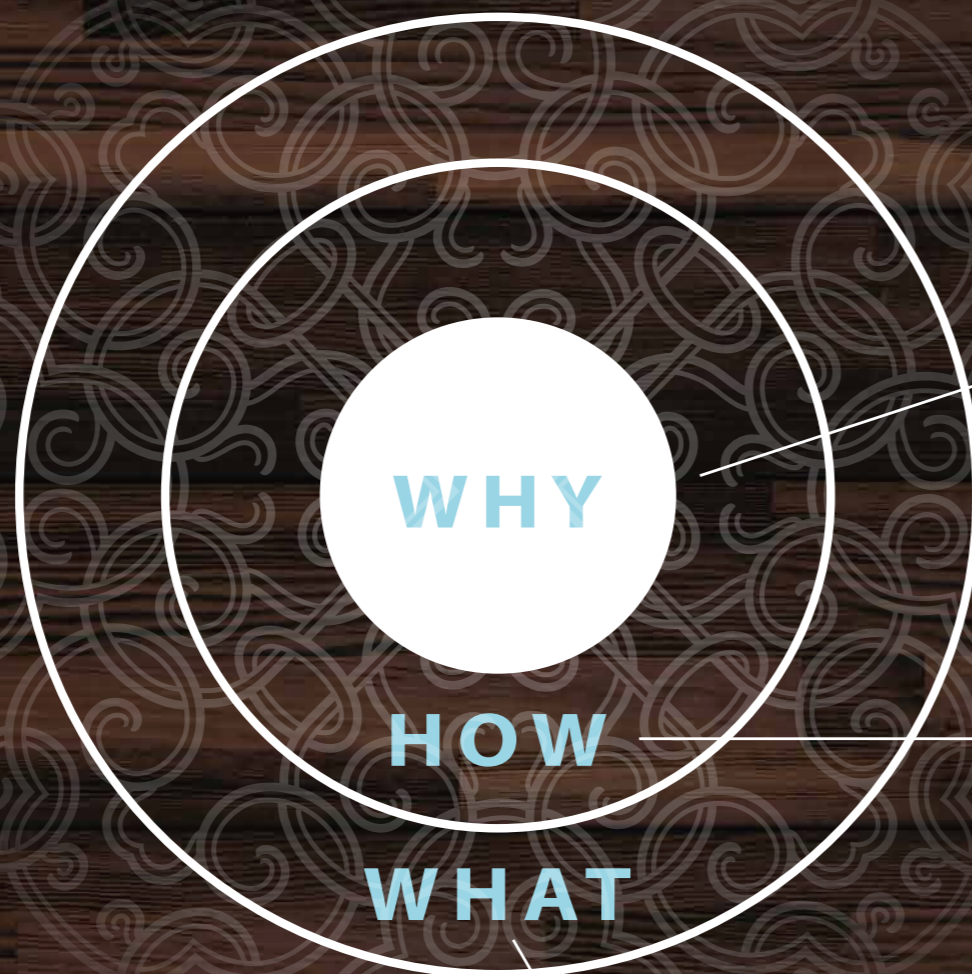
This book presents you the world of Jur Ur Bakery.  
Together we discovered the soul and the values of the company.  
Jur Ur believes in family values and wants to keep them save for the future.  
With this in mind we have created this document.



**CORPORATE BRAND**  
FOLLOW YOUR SOUL, IT KNOWS THE WAY



JURUR  
— BAKERY —



**WHY we do what we do?**

Because we want to share happiness

**HOW we do it?**

We invest to have the best products, the best shops and we work with the best proces.

**WHAT do we offer?**

In a comfortable atmosphere we offer the best cake, pastry and bread in town. All based on a high level of service, leaving you with a smile.



JURUR  
— BAKERY —

# WHY

## *Share Happiness*

What we think, we become. We believe families are the seeds of goodness. They are our source of inspiration. Every day we try to add a little piece of joy and happiness to their lives. Share our products, we create them with the best ingredients from mother nature.

Sharing happiness makes life more beautiful.



JURUR  
— BAKERY —

# HOW

## With the **BEST PRODUCTS**

- Honest ingredients
- Natural based
- Everyday fresh

## With the **BEST SHOPS**

- High service
- All day availability
- Nice atmosphere

## With the **BEST PROCES**

- Efficient
- Knowledge
- Sustainable



JURUR  
— BAKERY —

# WHAT

## We offer **CAKE**

- Happy cake
- Brand cake
- Cake decoration
- Workshops

## We offer **BREAD**

- All day availability
- Baked in shop
- Clean label
- Slice thickness

## We offer **PASTRY**

- Taste
- Variety
- Craftmanship
- Freshness

## We offer **MEETING**

- Food
- Drinks
- Sharing table
- Comfort



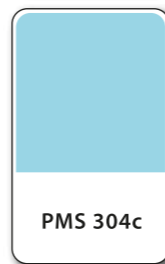
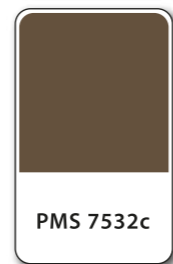
**JUR UR LOGO**  
DESIGN IS THE SILENT AMBASSADOR OF YOUR BRAND





JURUR -JaguarJC  
BAKERY -Gulim  
Share Happiness -Jenna Sue

USED FONTS



USED COLORS

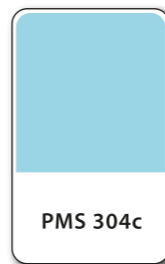
**Explanation**

This is the primary logo.  
Use your logo always in the same way, in the same colours and the same combinations.



JURUR -JaguarJC  
BAKERY -Gulim  
Share Happiness -Jenna Sue

USED FONTS



USED COLORS

**Explanation**  
This is the secondary logo.  
Use this logo if the primary logo doesn't fit.



**JUR UR SENSES & COLORS**  
OUR REAL REALITY IS BEHIND THE FIVE SENSES

**5 human senses**



**SMELL**

- Nobody can resist the smell of fresh bread and coffee.



**TASTE**

- Good taste contains a few good ingredients.



**TOUCH**

- Touch has a memory, also our products.



**SIGHT**

- What we see depends mainly on what we look for.



**HEARING**

- Every good conversation starts with good listening.

**Products**

**Explanation**

Three of the five human senses are linked to the product categories. The other two are linked to the corporate identity. All the senses together will offer the perfect customer journey.

**Corporate**

**Explanation**

Every sense has got its own category en colour.



SMELL

- Bread -



BREAD



TASTE

- Cake -



CAKE



TOUCH

- Pastry -



PASTRY



SIGHT

- Jur ur -



JURUR  
—BAKERY—



HEARING

- Share Happiness -

*Share Happiness*

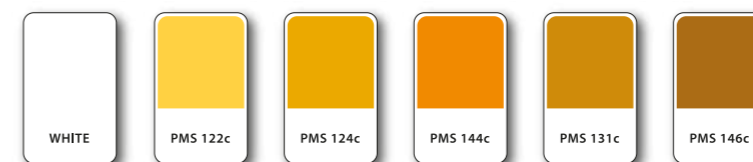


## Jur ur COLORS

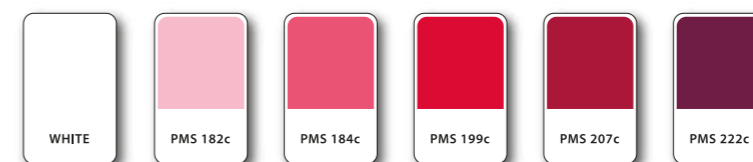
The colors which are defined for the overall appearance of Jur ur, find their origin in the colors of the national flag of Mongolia.

A fixed colorrange for each color is defined and can be used.

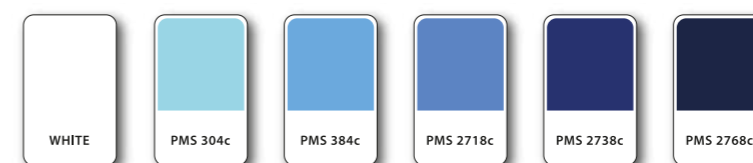
### BREAD



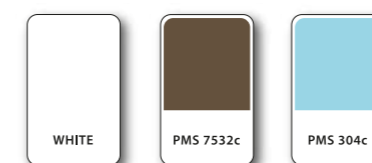
### CAKE



### PASTRY

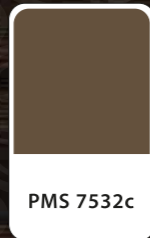


### BRAND COLORS





**JUR UR AMBIANCE & MATERIALS**  
TRANSLATING YOUR STORY IN MATERIALS



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— BAKERY —

Share Happiness

