



MIRA'S BAKES

Warm, handmade, memorable.

SAMPLE SMALL-BUSINESS BRAND KIT

- Logo system
- Instagram starter post
- WhatsApp promotion poster
- Business card
- Mini price list

A Rs 0 validation sample

Created to test whether local businesses will pay for ready-made launch kits.

01 Logo + visual direction



**MIRA'S
BAKES**

freshly baked - made with care

Core palette



Cocoa
#4E3026



Rose
#D96C75



Blush
#F6D7D2



Cream
#FFF8F1



Honey
#C99A55

Suggested personality

Friendly - handmade - premium-but-approachable - giftable

02 Social starter assets



FRESH THIS
WEEKEND

Chocolate Truffle Box

6 handmade cupcakes - Rs 499

DM TO PRE-ORDER



WEEKEND
BAKE DROP

Cupcakes - Brownies - Gift boxes

FROM Rs 299

WHATSAPP TO ORDER

03 Sales essentials



Mira Fernandes

Home baker - Panaji

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MINI MENU

Classic Cupcakes (6)	Rs 349
Chocolate Truffle (6)	Rs 499
Brownie Box (8)	Rs 449
Celebration Cake 0.5 kg	Rs 699
Custom Gift Box	from Rs 799

04 What this product sells

The customer is not buying "a logo file".
They are buying a ready-to-use visual launch pack for their business.

LOGO

Primary + profile version

SOCIAL

Instagram post + profile asset

WHATSAPP

Promotion poster ready to share

PRINT

Business card + mini menu

Validation offer idea: first sample free -> early-access kit Rs 299

Do not automate or spend on ads until strangers actually request/pay for it.