



TO: Flour Hour Team Members

FROM: Stephanie Rausch, CEO

DATE: January 26, 2025

SUBJECT: Rolling out the new company logo

Hot out of the oven

While the previous logo served us well as the company was in the beginning stages, this simplified version, featuring the two-color square format gives the impression of a playful yet professional brand, without appearing juvenile. As we expand the workshops for all ages and event types, streamlining the logo is intended to remove the kid-only perception and appeal to a broader audience. Additionally, it will be easier to incorporate it into the website, social media posts and ads, and company branding.

The company through rose colored icing

The Flour Hour Workshops rustic rose color we know, and love stays. By removing the multiple colors from the text, we've broadened our logo application possibilities. Colored text was challenging, and we were constantly making accommodations in the ways we could use the logo. It's important that the logo stands out in all touchpoints and a black text logo achieves that goal. It is also important that the rustic rose color that started it all is present, this time as the frosting accent.

Cupcakes still in the mix

Staying true to our roots, the original cupcake art is no longer a logo companion image and as you can see is now incorporated into the logo. As you know the Flour Hour Workshops started as after school cupcake workshops. Although the decision was made to eliminate the stand-alone cupcake from the logo, it was important to include it in a fun and professional way. Thus, staying true to the brand and at the same time elevating its impression. The hope is our long-time customers and community members will recognize the logo and embrace this new grown-up version.

Baking up new letterhead

With the new professional logo artwork, the letterhead used for customer outreach, contracts, and invoices will automatically feature the logo art. This is great news for the rare occasion the company name featured a typo from manually typing it each time. If you have a question about any of the templates, please ask.

The logo is the recipe for success

You may be wondering why we incorporated all text in the logo and did not look for a more creative way to rebrand. A few drafts featured a primary image as well as various uses of Flour Hour only and some included workshops as an accent. Simple test cases indicated that users had the impression it was a blog about baking. While that is a possibility, keeping the full original name, including workshops makes it clear up front.



Whipping up excitement

We hope you're as excited as we are for the logo change. The logo has already been updated for customer facing materials. The hope is to have the new logo fully integrated over the next 30 days. To celebrate and to help us get the new logo rolled out, we've got a new apron with the new logo for each of you.

Bake it a great day!

Stephanie Rausch