



BRAND BOOK · 2025

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THE
DESIGNER

The architecture behind the brand

01 — THE DESIGNER

Miranda Pollock

Since 2005, Miranda Pollock has served as a professor of graphic design. Throughout her life, she has also been a farmer, pastry chef, baker, costume designer, and general store owner. These roles are interconnected, collectively forming a single design intelligence that operates across various systems, contexts, and scales.

Her background in organic farming and permaculture laid the groundwork for her approach: knowing where things originate, understanding the systems behind their production, and working with materials honestly. This perspective carried into her years as a lead baker in farm-to-table kitchens, where sourcing choices were deliberate design decisions, emphasizing the clear and intentional connection between land and table.

2nd Job Bakery embodies this concept fully. The name intentionally reflects the economic truth of academic work in this country — that educators, often undervalued, frequently juggle multiple careers just to get by. The bakery represents that second job, named honestly.

What sets 2nd Job Bakery apart as a design project is the breadth of its design thinking. Pollock crafted the visual identity system—including the logo, color palette, typography, photography style, and social media visuals—as well as the product itself. The menu structure, naming schemes, and flavor development are also intentional design decisions. The brand extends beyond just the label.

BRAND
FOUNDATION

The architecture behind the brand

02 – BRAND FOUNDATION

Origin Story

2nd Job Bakery was established by Miranda Pollock, a graphic design professor, former organic / permaculture farmer, pastry chef, and lead baker, with origins in farm-to-table kitchens where sourcing was integral to cooking. The bakery started naturally, driven by necessity and routine. For Pollock, baking has always been a way to cope with stress, especially given the pressures of academia.

The choice to sell rather than donate the goods was both practical and political. The country does not sufficiently compensate its educators, so like many academics, Pollock needed to find additional ways to earn income. 2nd Job Bakery reflects this reality head-on, without any hesitation.

| *“2nd Job Bakery reflects this reality head-on, without any hesitation.”*

Name Rationale

The name is intentionally straightforward. It does not downplay or hide the economic realities behind it. “2nd Job” recognizes what many educators experience but rarely admit: one academic position is often insufficient. The bakery is transparent about this. Such honesty is central to its identity.

LOGO
SYSTEM

Primary · Variations · Misuse

03 – LOGO SYSTEM

The primary mark



PRIMARY · DARK GROUND



VERTICAL MARK



WORDMARK

COLOR

Midnight · Cookie · Neon · Cream

04 — COLOR

Primary palette



Midnight

CMYK 96 91 45 55
#16193A



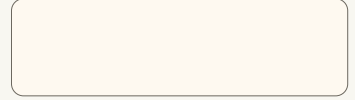
Neon Pink

CMYK 0 92 12 0
#FF2D87



Cookie Gold

CMYK 4 24 78 0
#F4C355



Cream

CMYK 0 20 6 0
#FDF6EC

Secondary palette



Chocolate

CMYK 48 76 81 72
#3D1A0A



Caramel

CMYK 20 51 100 3
#C8852A



White

CMYK 0 0 0 0
#FFFFFF



Charcoal

CMYK 69 65 69 78
#1E1C18

TYPOGRAPHY

Bebas · Baskerville · Nunito

05 — TYPOGRAPHY

Three typefaces, defined roles

DISPLAY **BROWN BUTTER CHOCOLATE CHIP**

EDITORIAL The cookies that earned tenure.

UTILITY Made-to-order. Zero waste. From scratch.

BEBAS NEUE PRO
SEMIEXPANDED · DHARMA TYPE

Announcing, naming, commanding attention. All-caps. Bold for headlines, Book for supporting text.

BASKERVILLE
CLASSIC TRANSITIONAL SERIF

Narrative and elevated copy. Mixed case. Italic for emphasis and seasonal writing.

NUNITO
HUMANIST SANS-SERIF

Product descriptions, labels, operational copy. Regular for body, Bold for emphasis.

ROLE	TYPEFACE	SIZE	COLOR
Display headline	Bebas Neue Pro · Bold	36–72pt	Cookie Gold or Neon Pink
Editorial headline	Baskerville · Regular or Italic	22–24pt	Charcoal or Midnight
Supporting headline	Bebas Neue Pro · Book	14–18pt	Charcoal
Section number	Bebas Neue Pro · Book	9pt +80	Neon Pink
Narrative body	Baskerville · Regular	9.5–10pt	Charcoal
Utility body	Nunito · Regular	9.5–10pt	Charcoal
Pull quote	Baskerville · Italic	11pt	Charcoal
Callout / label	Nunito · Regular or Bold	8pt	Caramel or Cream
URL / footer	Bebas Neue Pro · Book	8pt	Charcoal 40%

BRAND
VOICE

Direct · Dry · Earned sincerity

06 — BRAND VOICE

Write this. Not this.

WRITE THIS

"Your cookie dealer doesn't do callbacks."

NOT THIS

"Indulge in our artisan, mouthwatering treats!."

WRITE THIS

"Made-to-order. Zero waste. No shortcuts"

NOT THIS

"Guilt-free. Homemade. Treat yourself"

Personality in Language

2nd Job Bakery describes its approach as straightforward, unapologetic, and fully aware of the irony in creating exceptional products despite tough circumstances. The tone is dry and self-assured. Instead of sounding warm, it earns genuine warmth. Sarcasm is used as a strategic tool rather than a constant tone. When sincerity is needed, the brand adopts a sincere tone without hesitation.

Tone Guidelines

The brand voice exists on a spectrum. Most product and operational writing tend toward a dry, confident tone, while seasonal themes and the Side Projects stories can incorporate more personal reflection. Both styles align with the brand because they are both rooted in honesty.

Product and operational copy: straightforward, dry, slightly smug.

The cookies are excellent and the brand is aware of it.

Seasonal / thematic copy: warm, personalized, emotionally genuine.

The brand can show its human side here.

Merch and secondary copy: sharp, cheeky, assertive.

Brief sentences without justifications.

The Labor Metaphor

Work language influences all aspects — from Main Hustle and Side Projects to “earned tenure,” “always on the clock,” and “clocking out.” This isn’t accidental. The labor metaphor is central to the brand’s identity. It should be integrated subtly but not excessively. When in doubt, include it; if it feels out of place, leave it out.

On Sincerity and Nostalgia

Side Projects are not intended as marketing exercises. They are seasonal collections inspired by personal memories and associations—flavor choices are intentional, selected for the memories they evoke rather than current trends. The accompanying thematic writing supports this idea. The January menu covered memories of growing up in northern Minnesota and winter adventures. The April First Bloom description—covering grief, a mother’s passing, a son’s birthday, and the scent of Portland in spring—embodies the brand’s honesty about why these specific cookies are made at this moment.

The sarcastic tone is just a surface. Beneath it, the brand feels nostalgic and specifically crafted. Authenticity hits more strongly when it follows wit. When the context requires, embrace it fully.

MENU &
NAMING

Main Hustles · Side Projects

07 — MENU & NAMING

The architecture

The menu operates on two tiers, both named within the brand's labor metaphor:

Main Hustles — the steady lineup. Cookies that consistently prove their worth and secure a permanent place year-round. These serve as the core of the operation, available weekly and made to order as part of the regular production cycle. A cookie achieves Main Hustle status if it is outstanding enough to warrant a permanent spot.

Side Projects are seasonal, limited editions that disappear once their time is up. These are creative passions—flavor pairings inspired by personal memories, seasonal ingredients, and stories. They last for one month, regardless of customer demand. Once they're gone, they're gone, making them truly unique.

Naming convention

Main Hustle names are straightforward and descriptive. They clearly indicate what the cookie is, providing enough detail to suggest craftsmanship. There is no ambiguity or playfulness.

Side Project names adopt a distinct tone — elevated, sometimes reverent, carrying emotional or narrative significance that echoes the story behind each cookie. A Side Project name should match its month's theme, not just by flavor but through a word or phrase that captures the story. These names suggest that the cookies come from a specific place, hold meaning, and are temporary. The thematic essays accompanying each collection highlight this heritage. Together, these layers shape a brand voice that varies from confident and dry to nostalgic and sincere — and never suggests the work is effortless.

MAIN HUSTLES — PERMANENT ROSTER

BROWN BUTTER CHOCOLATE CHIP
SALTED PEANUT BUTTER CUP
THE TRIPLE CHOCOLATE ALTAR
MACADEMIA CITRUS CRUNCH
SPICED CRANBERRY ORANGE

SIDE PROJECTS — SEASONAL · LIMITED (EXAMPLES)

STRAWBERRY SHORTCAKE SOCIAL
LEMON CURD DEVOTION
HONEY LAVENDER AUREATE
CARROT CAKE CONFESSIONAL
BELTANE - THE FIRE & THE FLOWER

INSTAGRAM

Grid · Photography · Templates



08 — INSTAGRAM SYSTEM

The cookie is the subject

The 2nd Job Bakery Instagram grid centers on the cookie as the main focus, avoiding lifestyle shots, styled tables, props, or backgrounds—except for rare, deliberate exceptions. This restraint emphasizes the cookie's prominence and makes occasional exceptions more impactful.

Photography Style

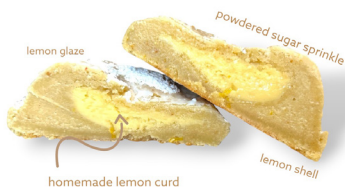
All product photos are taken from directly above, centered, with a soft shadow to ground the cookie. The angle remains consistent — straight down without any perspective distortion. This overhead view highlights the shape, surface texture, glaze, and finish details. Cross-section images can be held in hand or placed flat on the seasonal background; both are acceptable. The interior should be the main focus.

April Side Hustle
Carrot Cake Confessional



2ndJobBakery.com

April Side Hustle
Lemon Curd Devotion



2ndJobBakery.com

Ube Milk Bread
Soft, floral, vanilla milk center



2ndJobBakery.com

Pistachio Rose
Elegant, Soft Recovery



April Side Hustle
Strawberry Shortcake



2ndJobBakery.com

February
Not a Valentine's Box



These cookies aren't about grand romance. They are about small moments, familiar flavors, and returning to things gently, when you're ready.

2ndJobBakery.com

Available in October

The Midnight Bite



Sweet, dark, and completely bloodthirsty

2ndJobBakery.com

Cranberry Orange Deadline
Tart, bright, and impossible to ignore.



Orange Blossom Snowfall



Meet the cookie bringing sunshine to winter.

The Promotion (Apple Pie)

All the work. None of the lattice.

Spiced cookie topped with apple compote, oat crumble, and salted caramel drizzle. All the pie. Zero stress.



London Fog

For nights when winter shows up early and plans quietly disappear.



The September Side Hustle is over



They're gone after 9/30. It's not a drill. This is your final order form.

2ndJobBakery.com

APPLICATIONS

Packaging · Print · Digital · Events

09 — APPLICATIONS

Packaging standards

Packaging

Packaging is the brand's most intimate touchpoint. The customer encounters it before they encounter the cookie. It must communicate quality, professionalism, and identity in a format that is often small and handled under variable conditions.

Current Applications

At current production scale, packaging prioritizes freshness, legibility, and brand consistency within practical constraints.

Each cookie is individually wrapped in a clear cello bag sealed with a branded sticker. The sticker carries the primary badge mark — the circular logo in full color on Midnight ground. The badge format is ideal for this application: self-contained, legible at small sizes, and visually complete without requiring additional context. The cello bag maintains freshness and is freezer-safe.

Shipping and local pickup use unbranded corrugated and paperboard stock at this stage. The branded sticker remains the consistent identity element across all formats.

Intended Applications

As production scale supports it, the following packaging system is designed and ready for implementation:

- Corrugated shipping mailer with brand mark and URL on exterior
- Paperboard round base with badge mark for local pickup and in-person applications
- Promotional insert card with brand voice copy, URL, and order information

Packaging Standards

The badge mark is required on all packaging, current and future. The full-color version on Midnight ground is preferred. The single-color white version may be used where full-color reproduction is not feasible. The URL — 2ndJobBakery.com — appears on all packaging in Bebas Neue Pro SemiExpanded Book.

Digital

Website — 2ndJobBakery.com

The website extends the brand system into a transactional context. The Midnight ground and Neon accents from the logo system carry into the site. Product photography follows the same isolated overhead standard as Instagram — cookie on white or seasonal ground, no props, no lifestyle staging.

Application Principles

Across every touchpoint, three principles govern:

The cookie is always the subject. In every context where the product appears — packaging, digital, print — it is photographed or presented according to the visual standards in Section 08.



