

BANBURY  
CROSS



DONUTS

# Brand identity kit

Prepared for  
**Banbury Cross Donuts**

Prepared by  
**Kimball Gardner**





# **Positioning**

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For Utah dessert enthusiasts who want a timeless, classic treat they know and love, Banbury Cross Donuts is the only local donut shop that delivers the perfect blend of familiar and fresh every day. With its history rooted in quality and its mission focused on serving happiness, Banbury Cross is the neighbor who's always there for you, ready with a warm heart — and a box of fresh donuts.



# **Mission**

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To bring people together and create happy moments they can share now and remember forever.



# **Tagline**

***Tagline still  
under development***





# Values

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## Summary

### **Hard work**

It's what got us here, it's what makes us all great, and it's why we all deserve a donut.

### **Joy**

We make delicious, original treats to make you — and your loved ones — happy.

### **Community**

As part of our beautiful city and state, we help build a community where everyone belongs.

### **Authenticity**

No pretense here — just simple, classic food made with the best quality ingredients.



# **Values**

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## **Hard work**

We worked hard to get here — and so did you. Hard work is one of the things we all have in common, and it makes our community great. And it goes both ways. You work to build a great life, and we work to bring you a box of happiness. Because you deserve a donut.



# Values

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## Joy

Jeff Morrow said, "We're here to sell donuts and make people happy." That's always been true and will always be true. We bake a bit of joy into each donut, so that when you open our iconic yellow boxes, you open a box of happiness.



# **Values**

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# **Community**

We're a Utah original, born and raised on the shadow of the mighty Wasatch mountains. We've watched as Salt Lake City has flourished into the national jewel it is, and we're proud to be a part of the legacy of our beautiful state. As part of that community, we want to bring everyone together with our food — and ensure that everyone has a place where they feel like they can belong.



# **Values**

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# **Authenticity**

Being authentic is a two-sided coin. On one hand, we're unapologetically simple. No frills, no trends. Just the classic staples, made with the best ingredients. And on the other, we stick to our roots and remain true to our principles and past — while keeping an eye fixed on the future.





# Story

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## Part 1: History

It started as a dream.

Jeff and Joan Morrow — an engineer and a microbiologist — wanted to start a donut shop. Naturally.

But more than anything, they wanted to invest in something that would build a relationship with the community. Something to keep them involved in local happenings and people's lives.

So they looked at the community and asked what it was missing. The answer?

Donuts. But not just any donuts. *Really good* donuts.

Donuts make people happy, and the Morrows wanted to spread joy. It was a match made in heaven. But that meant it was time to go to work.

They started working with national chain Dunkin' Donuts, thinking they'd become a franchisee. They learned all about how to make it in the donut business, and the VP in charge of the Western US region came to meet with them. He explained he wanted them to run ten stores to make a Dunkin' presence possible — but the Morrows only wanted one. So instead, the Dunkin' VP suggested they open their own and do it themselves. And that's just what they did.

After countless mornings of 3 a.m. wake-up calls and learning how to master the elusive raised donut — and spending hours upon hours finding the perfect location — the Morrows decided on a spot on the corner of 7th East and 7th South. A location that's become as timeless as the shop itself.

Today, Banbury Cross represents more than just great donuts. It's a symbol of local pride, a beacon of togetherness, and a showcase of the best of what Utah has to offer — hard work, joy, community, and authenticity.



# Story

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## Part 2: The logo

So now let's address the elephant — or maybe horse — in the room.

We get it. We've heard it over and over again. That same question — what's with the rocking horse?

Truth be told, the story might not be as exciting as you might be expecting, but it's a fascinating part of our history.

Back in 1986 when the Morrows opened our first shop, they knew they wanted to name it something that would grow with the community, not them. Something that would go beyond their family name and represent the shop itself.

Jeff remembered a town in England — Banbury — which was known for its baked goods. At one point, there was a cross in Banbury that was destroyed during religious conflict. After that, a nursery rhyme was written that mentions Banbury Cross and its legendary bakery.

As Jeff thought about the town, he decided that "Banbury Cross" sounds like a name where there's something good to eat.

The final piece of the puzzle is that near Banbury was a steep hill, and people would have a hard time getting their wagons and carriages up the hill. So locals would rent a horse at the bottom to add to people's teams and help pull them up, which is how horses became associated with the town.

So Jeff hired a local artist, Dawna Barton, to design the logo. Based on one of her paintings, she built a rocking horse into the logo to evoke the joys of childhood.

In honor of Dawna, we've named our rocking horse Bart — and he stands as a reminder of the child that's within all of us. But he also reminds us that, like a rocking horse toy, the classics never go out of style.





# Story

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## Part 3: The future

As we look to the future, we see an opportunity to continue growing and reaching not just Utahns, but people everywhere. We believe our values are as timeless as our food. And we know people love what we have to offer.

So that's the goal.

To continue sharing our timeless treats with everyone.

We envision a world where everybody who wants a Banbury Cross donut can get one. So we can share happiness with everyone.

Because the unique thing about what we make is that donuts are meant to be shared. In a world where many of us buy so many things for ourselves, we're here to provide something you can enjoy with your people — whether that's your family, your friend circle, your coworkers, or anyone else.

And in this ever increasingly digital world that so often keeps us disconnected, our donuts bring people together and create moments of interaction — so you can make memories.

Plus, as other desserts fade, our donuts never have and never will. They're timeless. They're easy to buy. And the best part is, you know exactly what you're going to get.

At the end of the day, that's how we aim to keep it. We hope to keep expanding, of course. But at our core, we always want to be that cozy, warm, neighborly shop you always want to visit.

*TAGLINE TIE-IN*





# Story

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## Single-paragraph version

Nestled in the cradle of the mighty Wasatch Mountains, Banbury Cross Donuts represents more than just a local donut shop. It's a source of community pride — and unforgettable flavors. Founded in 1986, our

# **Customers**

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## **Familial millennials who love experiences**



These are friendly, sociable people who want great experiences first, and great products second. Which means for food experiences, everything from the online menu to the in-store layout is just as important — if not more so — than the food itself. And because they're busy with families, convenience is paramount.

# **Customers**

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## **Working Gen Xers who want achievement**



These people are committed to achievement at all levels, which means they value hard work and moderation across the board. They're looking for brand interactions that can prove meaningful value for them and their loved ones. But most of all, because they're fully scheduled, they need food experiences that balance speed with quality.

# **Customers**

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## **Friend-focused zoomers who strive for more**



These people represent the future. They're fun-loving dreamers with strong social ties to their best friends. Though they don't know exactly who they are yet, they know who they want to become. When it comes to brands, they seek genuine connection. But more than anything, they need to see that brands are committed to causes beyond themselves.



# Voice & tone

Banbury Cross should sound like your next-door neighbor, barista, or hairdresser: **casually friendly**. And the tone brings that to life by being **welcoming, encouraging**, and **warm**.



# Logo

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Our logo combines an old-fashioned font to evoke timelessness with Bart, our rocking horse, to evoke the child within us — all as a reminder that the classics never go out of style.

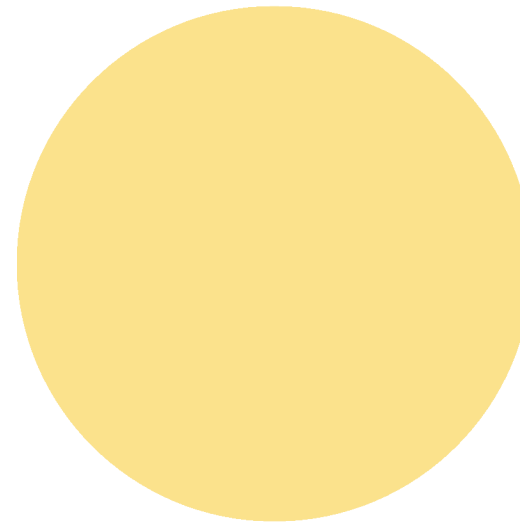




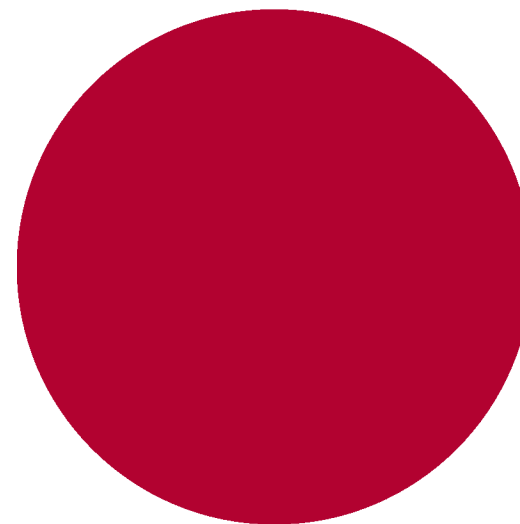
# Colors

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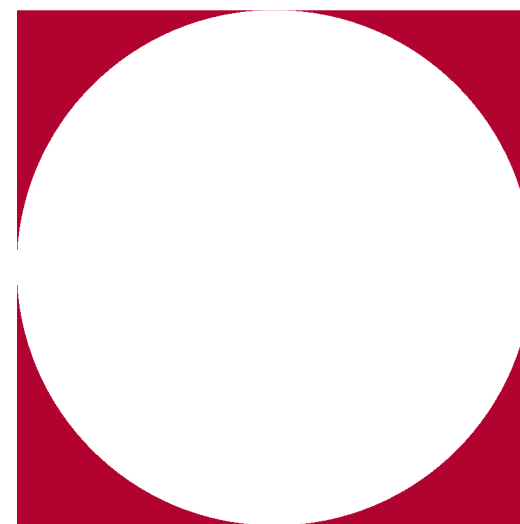
Our colors are as warm and inviting as we hope every shop is. Our donut dough yellow is the primary color, and our cake maroon is the preferred secondary color. Use frosting white only sparingly.



Dough yellow: #FBE28C



Cake maroon: #B20230



Frosting white: #FFFFFFF





# **Typefaces**

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**LOGOS:  
SUNSET-SERIAL**

**Ads and headlines:  
Roca One Black**

Body copy: Vollkorn

# Look & feel

Imagery should always focus on the donuts, and it should lean into warm, cozy tones. Avoid shooting donuts against white or black backgrounds, avoid cool tones, and avoid shooting from above, as doing so diminishes the classic feel we're going for.





# Future recommendations

Looking to the future, I would recommend the following brand identity evolution:

- A minor modernization of the logo
  - Bend the words into a circle around the horse. This will evoke the donut subtly but maintain the things people love about Banbury Cross. Keep the same font, colors, and rocking horse.
  - Build out secondary logos (just the rocking horse, the rocking horse + BC) for use across digital properties like Instagram, the website, etc.
- Hire an agency to build an official visual style guide. These are basic building blocks, but they lack the finesse of a professional designer.
- Consider partnering with a local Utah woodworker to build custom rocking horses to be placed in each location. This would be a great photo op and engagement tool for people visiting the shops.
- This one's extra wild, but what about having a mascot? Someone who could show up at the shops or for promotional events. Kids love them and millennial parents love doing things for their kids.