A logo that looks like what you bake

Three directions built from the things that make Sauer's bread recognisable: the golden pide shape, the finger-pressed dimples, and the seeds on top. Each works on packaging, the website and social, from a delivery van down to a 16-pixel browser tab.

A. The Loaf

Recommended

Sauer's
Bakehouse

Sauer's
Bakehouse

Why it works

- The icon is a Turkish loaf seen from above — dimples and sesame included. You know what they make before you read a word.
- The apostrophe in Sauer's is a sesame seed: a small detail people notice and remember.
- Wide, heavy lettering reads clearly on bags, vans and small screens.
- Iznik cobalt and crust gold nod to the bread's Turkish roots without clichés.

App / social · 32 px · 16 px tab · Small print

B. The Seal

SAUER'S BAKEHOUSE
MINTO · SINCE 1993

SAUER'S BAKEHOUSE
MINTO · SINCE 1993

Why it works

- A baker's stamp: heritage feel, with "Minto · since 1993" built in.
- Round badges fit bag clips, carton stickers and social avatars perfectly.
- Strong as a packaging companion to direction A, even if A is chosen as the main logo.

Sticker · 48 px · 16 px uses the loaf

C. The Seed Wordmark

sauer's
turkish bakehouse · since 1993

sauer's
turkish bakehouse · since 1993

Why it works

- Lettering only, friendly lowercase — the warm, modern look many food brands are moving to.
- The same sesame-seed apostrophe keeps it bakery-specific.
- Crust brown and cream feel artisan; a softer option if cobalt feels too bold.

Small print · Icon pairs with the loaf

Colour options for direction A

Sauer's
Bakehouse

Iznik — recommended

Cobalt and crust gold. Stands out on the shelf next to the usual brown-and-red bread brands.

Sauer's
Bakehouse

Oven crust

Warm browns and cream. Traditional and safe, closest to a classic bakery feel.

Sauer's
Bakehouse

Black & gold

Closest to the current black logo. Premium, and cheap to print in one or two colours.

Direction A in use

Sauer's
Bakehouse
Turkish Bread
430 g · white

Retail bag

Sauer's
Bakehouse
Turkish bread, baked in Minto since 1993.

Website header

Sauer's Bakehouse
Turkish bread · Minto NSW

Social profile

Concept artwork. Final logo files (vector SVG, PDF and PNG in each colour) would be supplied with outlined lettering once a direction is chosen.