

Michaeli Bakery Full Branding

MST CREATIVE PR

About Michaeli Bakery

Michaeli Bakery is a new Israeli-style bakery on the Lower East Side and the brainchild of Adir Michaeli, former Executive Pastry Chef of the iconic Breads Bakery.

The Goals

LOGO

to create a simple logo that is recognizable and versatile enough to be used on store merchandise, t- shirts, stickers and more

WEBSITE DESIGN

to have a website that is easily browsable and delivers all necessary information to potential customers. The website needed to align with the logo and other branding including color coordination and fonts.

INSTAGRAM & VISUALS

to provide cohesive visuals to be used on social media channels as well as for press

LOGO FONT
DEVELOPMENT



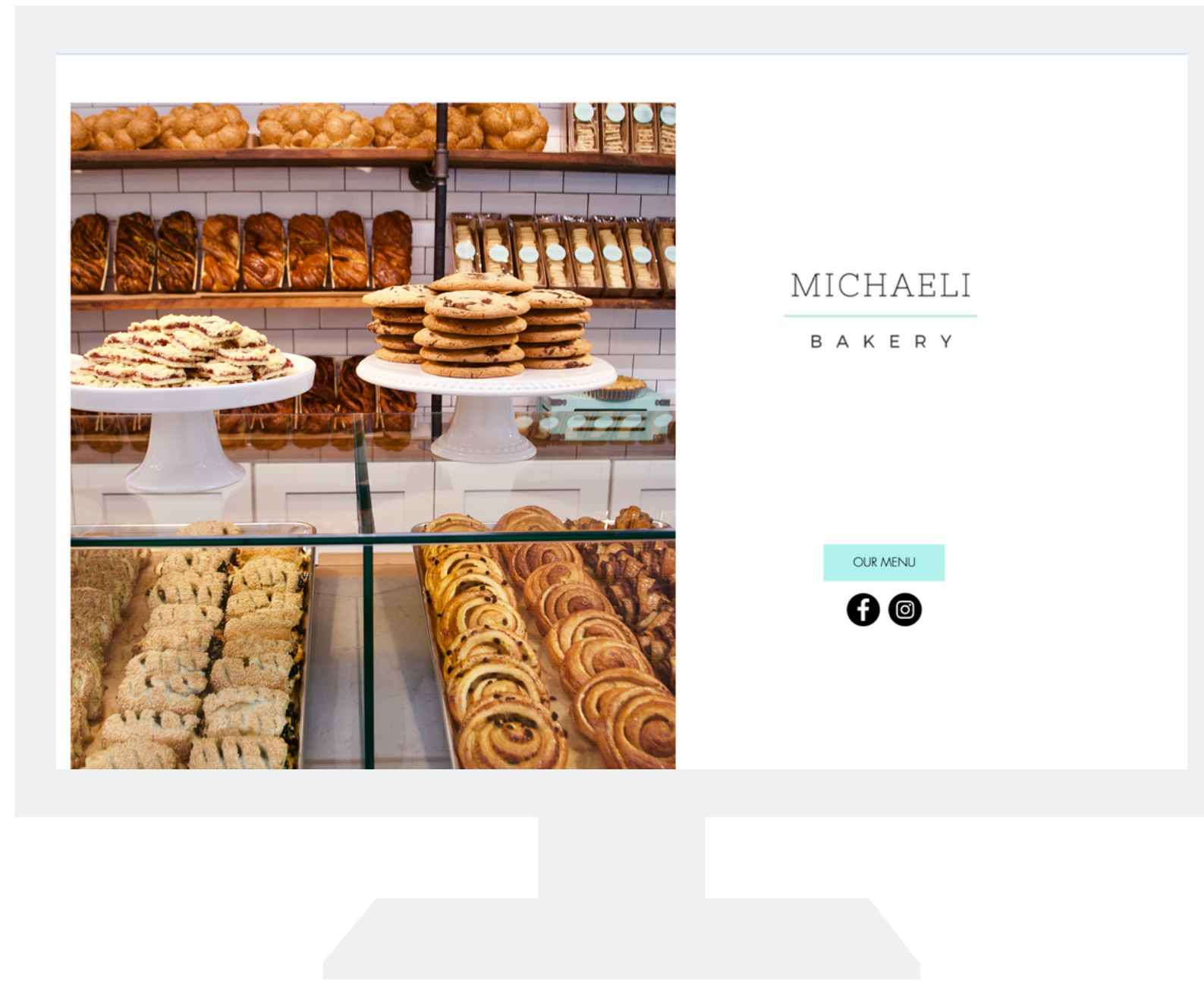
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MICHAELI
BAKERY

MICHAELI
BAKERY

THE WEBSITE




[HTTPS://WWW.MICHAELIBAKERY.COM](https://www.michaelibakery.com)

Meet Adir



Growing up in Israel, Adir's Friday midday was filled noshing on a box of pastries and savory items from the local bakery while dinner was cookina. Since he was vouna.




 **michaelibakerynyc** Following ...

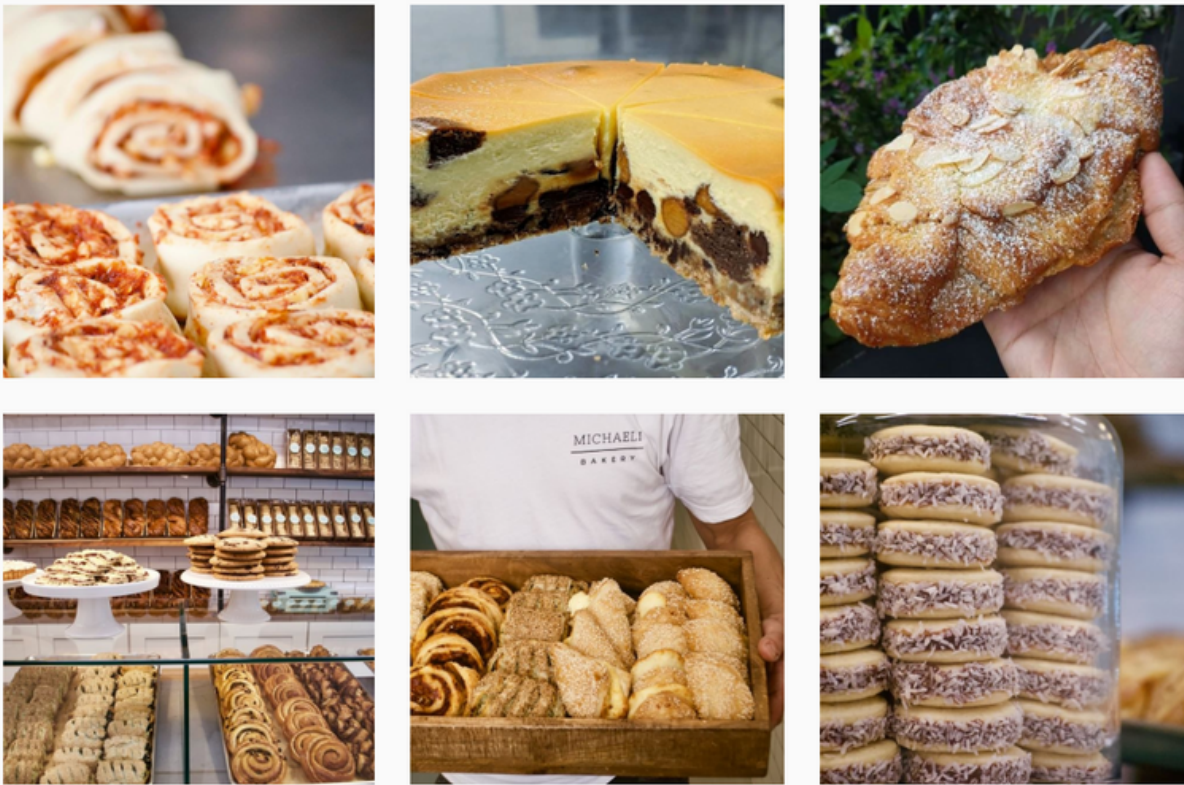
34 posts 1,295 followers 165 following

Michaeli Bakery
Israeli-style bakery
Hours: 7am-7pm daily
www.michaelibakery.com

Followed by [butcherandbankernyc](#), [brianabalducciphoto](#), [morgangold](#) + 5 more

 **baking**

POSTS TAGGED



See photos See outside

Michaeli Bakery

[Website](#) [Directions](#) [Save](#)

4.9 ★★★★★ 22 Google reviews

Bakery

Recently opened

Cozy takeout shop with an open kitchen serving signature savory pastries & breads, sweets & coffee.

Address: 115A Division St, New York, NY 10002

Hours: Open · Closes 8PM ▾

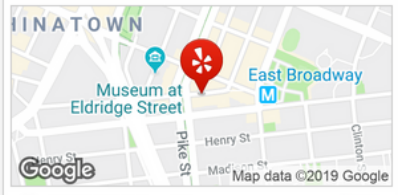
Menu: michaelibakery.com

Phone: (646) 360-2284

Michaeli Bakery Claimed


★★★★★ 16 reviews [Details](#) [Write a Review](#) [Add Photo](#) [Share](#) [Save](#)

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115A Division St
New York, NY 10002
b/t Orchard St & Pike St
Chinatown, Lower East Side

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Kugelhopf by Mike C.

PHOTOGRAPHY

