bakerly Brand Guidelines

Unofficial · read from bakerly.com

bakerly French brioche, delicious crêpes and French pancakes to-go!

Authentic French brioche, delicious pancakes to-go, and crêpes to-go! bakerly is a happy baked goods company that places a premium on authentic recipes and quality ingredients.

What are bakerly's brand colors and fonts?

bakerly uses Nexa for both headings and body text. Its main brand color is teal **#33C1EA** (RGB 51, 193, 234), alongside black **#111111**, beige **#FDF1DE** and orange **#F3BD83**. Read from bakerly.com on 25 November 2026.



VISUAL IDENTITY

Brand	bakerly
Website	bakerly.com ↗
On Gravity	bakerly's Gravity profile →
Main color	Teal #33C1EA
Palette	13 colors
Headings	**Nexa**
Body text	Nexa
Logo	WEBP · PNG
Favicon	WEBP
Mode	Light
Read on	25 November 2026
Status	Unofficial

bakerly Logo: Transparent PNG and SVG Download

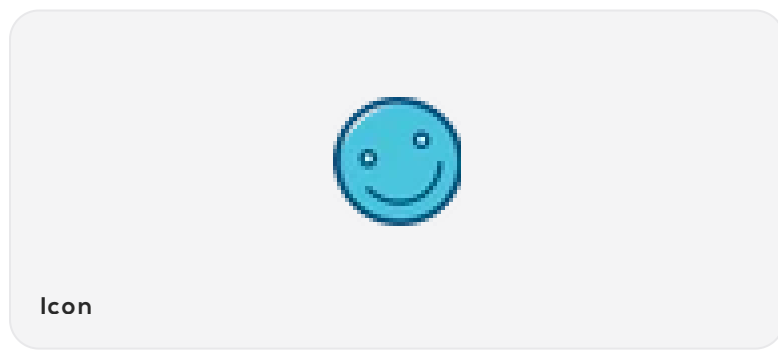
The bakerly logo read from bakerly.com is available here as transparent PNG. It is displayed at 190 × 55 px in the site's header, about 3.5 times wider than it is tall. The site's favicon is provided as WEBP.











The checkered tiles show the logo with no background. PNG files have a transparent background and measure 1948 × 564 px. The bakerly name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by bakerly.

bakerly Brand Colors: Palette and HEX Codes

Bakerly's main brand color is teal **#33C1EA** (RGB 51, 193, 234), declared as a brand color in the site's code.
The homepage also uses black **#111111**, beige **#FDF1DE**, orange **#F3BD83** and navy **#004876**.

HEX	Color	RGB	HSL	CMYK	Observed use
#33C1EA	**Teal** Brand	51, 193, 234	193°, 81%, 56%	78, 18, 0, 8	Declared as --color-accent, background, border, button, icon
#111111	**Black** Ink	17, 17, 17	0°, 0%, 7%	0, 0, 0, 93	CSS variable
#FDF1DE	**Beige** Background	253, 241, 222	37°, 89%, 93%	0, 5, 12, 1	Background, icon, fill, text
#F3BD83	**Orange** Surface	243, 189, 131	31°, 82%, 73%	0, 22, 46, 5	Background, fill
#004876	**Navy** Text	0, 72, 118	203°, 100%, 23%	100, 39, 0, 54	Text
#FFFFFF	**White**	255, 255, 255	0°, 0%, 100%	0, 0, 0, 0	Icon, link, fill, text
#FF0000	**Red**	255, 0, 0	0°, 100%, 50%	0, 100, 100, 0	Icon
#174564	**Dark blue**	23, 69, 100	204°, 63%, 24%	77, 31, 0, 61	Background, fill
#FFAA47	**Orange**	255, 170, 71	32°, 100%, 64%	0, 33, 72, 0	Icon
#279A4B	**Green**	39, 154, 75	139°, 60%, 38%	75, 0, 51, 40	Icon
#000000	**Black**	0, 0, 0	0°, 0%, 0%	0, 0, 0, 100	Icon
#1A1C1D	**Dark gray**	26, 28, 29	200°, 5%, 11%	10, 3, 0, 89	Icon
#6D6B6B	**Gray**	109, 107, 107	0°, 1%, 42%	0, 2, 2, 57	Icon

CMYK values are computed from the screen values and are indicative. Click a color to copy its code.

bakerly Fonts

On its homepage, bakerly sets both its headings and its body text in Nexa.

Aa

Nexa

Used for: headings, subheadings, body text, buttons

Light 300 · Regular 400 · Bold 700 · Black 900

Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Export the bakerly Brand Kit

bakerly's colors and fonts read from bakerly.com are ready to copy as CSS variables, as design tokens in JSON and as a Tailwind configuration.

Figma

Copy the brand board, then paste it into Figma (Ctrl or Cmd + V). If pasting does nothing, drag the SVG board into your Figma file.

Files

To create Figma variables, open the Variables view, create a collection and drag the variables file into it (Professional plan and above). The tokens file can be imported into Figma with the Tokens Studio for Figma ↗.

CSS variables

```
:root {
  --color-brand: #33C1EA;       /* teal */
  --color-ink: #111111;         /* black */
  --color-background: #FDF1DE;  /* beige */
  --color-surface: #F3BD83;     /* orange */
  --color-text: #004876;        /* navy */
  --color-white: #FFFFFF;       /* white */
  --color-red: #FF0000;         /* red */
  --color-dark-blue: #174564;   /* dark blue */
  --color-orange: #FFAA47;      /* orange */
  --color-green: #279A4B;       /* green */
  --color-black: #000000;       /* black */
  --color-dark-gray: #1A1C1D;   /* dark gray */
```

Design tokens (JSON)

```
{
  "color": {
    "brand": {
      "$value": "#33C1EA",
      "$type": "color"
    },
    "ink": {
      "$value": "#111111",
      "$type": "color"
    },
    "background": {
      "$value": "#FDF1DE",
      "$type": "color"
```

Tailwind CSS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: {
        bakerly: {
          brand: '#33C1EA',
          ink: '#111111',
          background: '#FDF1DE',
          surface: '#F3BD83',
          text: '#004876',
          white: '#FFFFFF',
          red: '#FF0000',
```

bakerly Competitors and Similar Brands

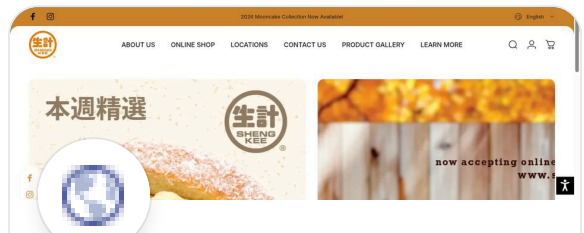
The brands closest to bakerly are Partake Foods, Sheng Kee Bakery and Clay's Bakery, according to Gravity's similarity score.



Partake Foods

Bakery · US

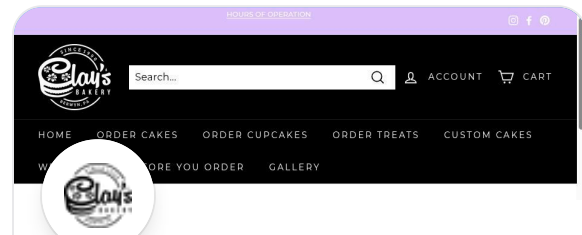
21.4k visits / month · similarity 97



Sheng Kee Bakery

Bakery · US

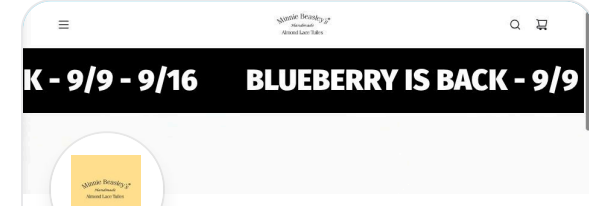
31.4k visits / month · similarity 96



Clay's Bakery

Bakery · US

15.7k visits / month · similarity 95



Minnie Beasley's

Bakery · US

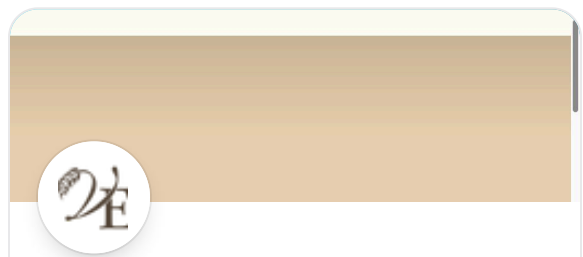
0 visits / month · similarity 95



Biscotti Dolci

Bakery · US

13.3k visits / month · similarity 95



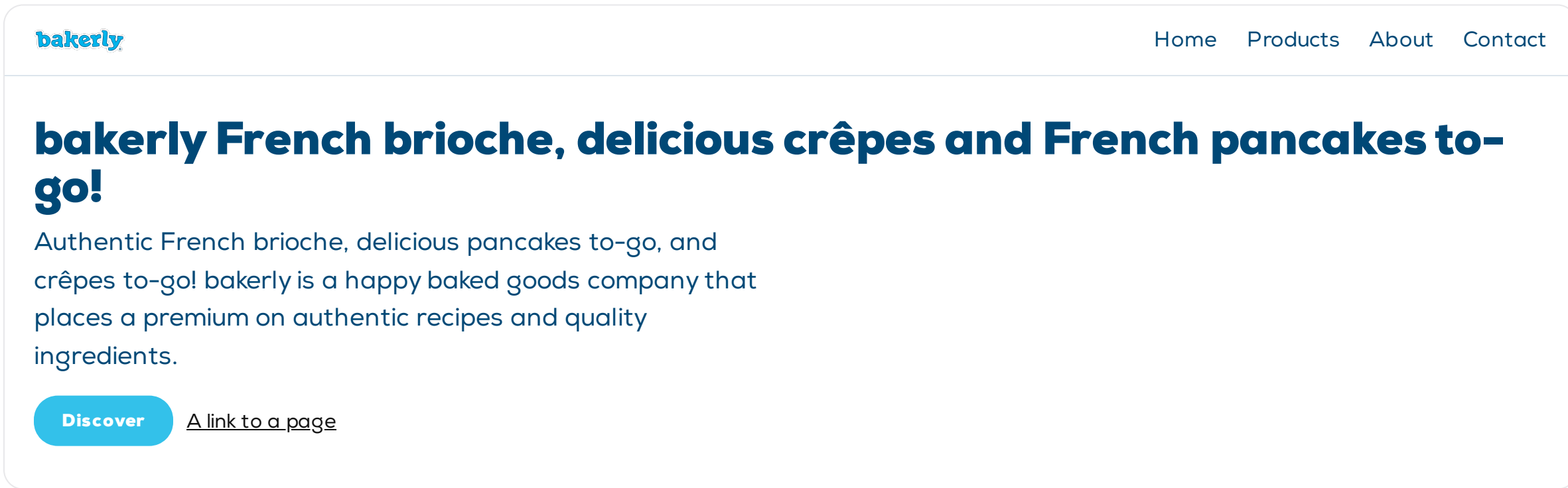
VanEllin

Bakery · US

938 visits / month · similarity 94

Similarity is precomputed by Gravity from catalogues, prices, estimated traffic, markets and site types on 20 October 2026; visits are estimated.

bakerly's Visual Identity in Use



ROLE	FONT	WEIGHT	SIZE	COLOR	DETAILS
Headings	**Nexa**	Black 900	54.7 px	#004876	letter-spacing 0.5472px · line-height 55.8144px
Subheadings	**Nexa**	Black 900	49.3 px	#004a79	letter-spacing 0.493px · line-height 60.9px
Body text	**Nexa**	Medium 500	20.9 px	#004876	line-height 33.408px
Buttons	**Nexa**	ExtraBold 800	17 px	#ffffff	line-height 19.55px
Button 1	background **#33c1ea**		text #ffffff		radius 18px

bakerly Brand Guidelines FAQ

What are bakerly's brand colors and fonts?

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What does the bakerly logo look like?

The bakerly logo read from bakerly.com is available here as transparent PNG. It is displayed at 190 × 55 px in the site's header, about 3.5 times wider than it is tall. The site's favicon is provided as WEBP.

How do I download the bakerly logo?

The bakerly logo can be downloaded on this page as transparent PNG. The “Download all” button bundles every file into one.

Can I use the bakerly logo?

The bakerly name and logo are trademarks of their owner, and Gravity does not grant any right to use them. Using them to refer to the brand is usually tolerated, but check bakerly's own brand guidelines or ask the company before any commercial use.

What are bakerly's brand colors?

Bakerly's main brand color is teal **#33C1EA** (RGB 51, 193, 234), declared as a brand color in the site's code. The homepage also uses black **#111111**, beige **#FDF1DE**, orange **#F3BD83** and navy **#004876**.

What is bakerly's main color HEX code?

bakerly's main brand color is teal **#33C1EA**: RGB 51, 193, 234, HSL 193°, 81%, 56%, CMYK 78, 18, 0, 8 (approximate).

What font does bakerly use?

On its homepage, bakerly sets both its headings and its body text in Nexa.

Is bakerly's font free to use?

Nexa is hosted by bakerly's own website and its license is not known: check with the type foundry before using it.

Who are bakerly's competitors?

The brands closest to bakerly are Partake Foods, Sheng Kee Bakery and Clay's Bakery, according to Gravity's similarity score.

How do I use bakerly's colors in Figma or in code?

In Figma, copy the brand board from this page and paste it, or import the variables file. In code, copy the CSS variables, the Tailwind configuration or the design tokens in JSON from the Export section.

Where do these brand guidelines come from?

They were read automatically by Gravity from the bakerly.com homepage on 25 November 2026: the colors, fonts and logo are those the site displays. They are not official and may differ from bakerly's internal brand book.

Who are the bakerly brand guidelines for?

This page brings together bakerly's visual identity as it appears on its website: color codes, fonts, ready-to-download logos and files for Figma or code. It is useful for anyone who needs to talk about the brand, work with it or draw inspiration from it.

The bakerly team: share a single link with partners, agencies, retailers and journalists so they find the right logo, colors and fonts right away, without email back-and-forth or outdated files. Claim this brand. Why claim it: the brand corrects its own logo, colors and information; its partners, search engines and AI assistants then find the right assets, which helps its visibility in search; it can respond to the data published on its Gravity page; and it can receive its Gravity badge, to display on its website or announce on LinkedIn.

Designers: get the exact HEX, RGB and CMYK codes, the fonts and the logo as SVG or transparent PNG, and bring the palette into Figma in a few clicks.

Developers: copy the CSS variables, the Tailwind configuration or the JSON design tokens to build for bakerly without guesswork.

Agencies and freelancers: prepare a proposal, a campaign or a pitch for bakerly that respects its identity from the very first mockup.

Marketing and partnership teams: create co-branded visuals, ads or event materials that match the brand's look.

Journalists, bloggers and content creators: illustrate an article or a video about bakerly with the logo and colors used on its website.

Retailers and marketplaces: present bakerly's products in a store or a catalog with the right brand elements.

Students and branding enthusiasts: study how bakerly builds its visual identity and compare it with its competitors'.

Commercial use of the logo and brand assets requires bakerly's permission: see the notice at the bottom of this page.

bakerly (bakerly.com) presents itself as: “Authentic French brioche, delicious pancakes to-go, and crêpes to-go! bakerly is a happy baked goods company that places a premium on authentic recipes and quality ingredients.” This page gathers its visual identity as it appears on the site: 13 colors with their codes, 1 font and their uses, and the logo ready to download.

Unofficial brand guidelines, read automatically from the bakerly.com homepage.

Brand guidelines read automatically from **bakerly.com** on 25 November 2026. Colors, logos and fonts are those of the site; roles (brand, secondary…) are estimated from the homepage.

Fonts belong to their foundries: this page does not offer them for download. Unofficial brand guidelines. The bakerly name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by bakerly.

About this brand reference

This page presents design elements – colors, typography, logo and related assets – identified automatically from bakerly's publicly accessible website, for identification and reference purposes only. Color values and font names are factual information. Logos, word marks, icons, images and other brand elements remain the exclusive property of their respective owners and are displayed here solely to identify and reference the brand.

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