

CHUBBI

LEE

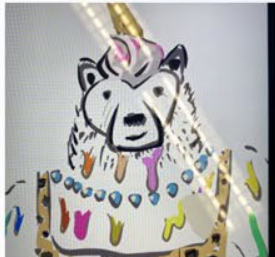
EVERETT

JENNY

FROYO  
**FROYO**  
FROYO

## BACKGROUND

- The night of winter session final season, RISD students were pulling all nighters to work on their assignments
- They were craving something sweet so they went to the ice cream shop to get some blue marshmallow flavored ice cream
- Ice cream became their go to late night snack, and realized it brought them happiness, energy, motivation
- One day, students from each different departments created a piece of structure and when they combined all the pieces together it became a polar bear - magically made out of ice cream
- He became the "FROYO"
- Polar bears are recognized as one of the rare species, just like artists in RISD
- Ever since then, Froyo's mission was to be on the look out for more rare artists in the world



To develop an identity that can bring

COMFORT  
POSITIVITY  
ENJOYMENT

# Poppins

Aa

Regular

20px

0123456789!@#\$\$&\*()

Medium

24px

Semi

32px

Bold

36px

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz



COLOR



B&W

#2454FF

#1A1C21

#F5F5F3

#FCFCFE



We give our enemies a  
**BRAIN FREEZE**



**AUDIENCE:**

- All students + faculty members of RISD (makes up for the majority of student body we are trying to represent)

**CREATIVITY:**

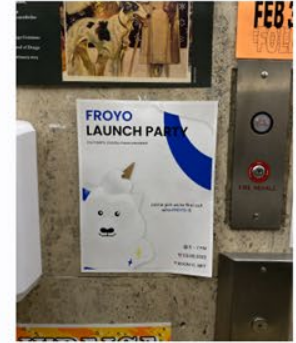
- Showcasing RISD Artics to the viewer of its natural form of an ice cream
- Broadcasting a magical creature that can build & bring joy, comfort, support - especially when you're feeling down :(



# MASCOT



## PROMOTIONAL ASSETS



- 7 posters
- Cups
- 35 circle patches

