



BRAND BOOK

2024

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## About Us

Frosty is a place where you can enjoy a delicious ice cream.

Our love for ice cream goes beyond just a sweet treat; it's about creating moments of joy and bringing people together.

At Frosty, we're more than just ice cream makers; we're creators of happiness.

## Our Mission

At Frosty, our mission is simple: to make every moment sweeter.

We aim to deliver not just ice cream but experiences that linger long. Whether it's a classic flavor or an adventurous new creation, each scoop is crafted with love and care, ensuring that our customers feel the joy.



## Name meaning

Frosty conveys a sense of coolness and refreshment, evoking the imagery of a perfect, frosty treat enjoyed on a warm day.

The word itself is playful and easy to remember, which brings joy and lightheartedness to people of all ages.



## Logo meaning

The design features a friendly green crocodile, accompanied by three scoops of ice cream.

The crocodile is a key element of the Frosty logo, chosen for its playful and unique appeal. The design here is friendly and approachable, making it attractive to children.

The three scoops of ice cream on the crocodile's back represent the variety and abundance of flavors available at Frosty. Each scoop is a different color—yellow, blue, and pink—symbolizing the diversity and vibrancy of the offerings.



# Color Pallette



#f272b8  
RGB:242,114,184  
CMYK:6%, 67%, 0%, 0%



#44d2f2  
RGB:68,210,242  
CMYK:61%, 0%, 8%, 0%



#fdd713  
RGB:253,215,19  
CMYK:2%, 13%, 91%, 0%



#4ca633  
RGB:76,166,51  
CMYK:72%, 6%, 100%, 0%

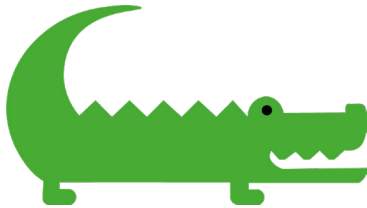
# Font

## Gloucester MT Extra Condensed

balances the playful imagery of the crocodile and ice cream scoops.



## Variations



**Frosty**  
**Frosty**  
**Frosty**  
**Frosty**



You may use each objects of the logo, and the brand name with colors on the logo.





## Incorrect use of Logo



Do not use dark colors;

Do not use bright colors on the logo name;



# Mockup







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