

BRAND GUIDELINES

Crèmeux
— THE UNMELTING ICE CREAM —

Logo Variations

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The Crèmeux logo and icon variations can use all colors from the palette combined.

Colour Palette



HEX #A3DDE8
RGB 163, 221, 232
CMYK 33% 0% 8% 0%



HEX #6ACBDE
RGB 106, 203, 222
CMYK 53% 0% 12% 0%



HEX #EEAFC4
RGB 238, 175, 196
CMYK 3% 38% 6% 0%



HEX #DA8EBF
RGB 218, 142, 191
CMYK 11% 53% 0% 0%



HEX #FFF7C5
RGB 254, 255, 222
CMYK 1% 0% 15% 0%

Typefaces

Logo

Voltage Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&(_+{}:"<>?-=[];'./)*

Titles

bebas kai regular

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*(_+{}:"<>?-=[];'./)

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*(_+{}:"<>?-=[];'./)

Body

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*(_+{}:"<>?-=[];'./)

Brand Voice

What we are

Cheerful, Friendly, Respectful, Upbeat, Playful.

Cheerful: Crèmeux embraces a spirit of joy and happiness, evoking feelings of pure bliss and indulgence with every bite. It aims to create moments of pure delight and celebration.

Friendly: Crèmeux genuinely care about our customers and aim to create friendly and personal connections. We want our customers to feel comfortable and valued in every interaction.

Refined Playfulness: Crèmeux combines elegance with a lighthearted spirit. It delights in playful wordplay, clever puns, and joyful expressions, adding a touch of whimsy to its communication without compromising its sophisticated image.

“Enjoy everlasting fun in a cup!”

“Embrace the magic of our non-melting ice cream and never worry about the summer sun~”

What we are not

Frank, Coarse, Humorous, Edgy, Romantic

Mock Up





EMILY GARCIA

HUMAN RESOURCES MANAGER

AGE: 30

GENDER: FEMALE

LOCATION: CALGARY

INCOME: 70K



Emily lives in a crowded city and leads a very active lifestyle with a demanding job. She juggles work commitments and her personal interests as she enjoys outdoor activities. She has a sophisticated taste for desserts and she's always trying out new and unique food experiences. However, she often finds it challenging to enjoy her favourite frozen treat without worrying about it melting too quickly, especially during hot summer days.

"The most simple things can bring the most happiness."

GOALS AND MOTIVATIONS

To spend more time on her hobbies and personal activities.

To appreciate simple things in life and share good vibes through her social network.

To discover and share new and exciting food options with her friends and on social media..

To have convenient and healthy food experiences that align with her busy lifestyle and her outdoor activities.

INTERESTS AND HOBBIES

Staying active through yoga, hiking, and outdoor activities.

Exploring new restaurants, cafes, and food festivals to discover unique and innovative culinary experiences.

Sharing her food experiences and recommendations on social media platforms like Instagram and TikTok.

Attending social events and gatherings with friends and colleagues.

CHALLENGES AND PAIN POINTS

Having a highly stressful job.

Balancing her work commitments with her hobbies.

Maintain a healthy lifestyle between work, outdoor activities, and food choices.

Limited options for mess-free and convenient dessert choices during her on-the-go lifestyle.

Difficulty finding enough time to enjoy simple things in life.