ICECREAM

2023

Brandbook Guidelines

Introduction

Welcome to the Icecream Brandbook Guidelines document.

This document provides a simple, yet robust set of Brand Guidelines that can be easily understood and communicated while leaving room for creative expression.

The following pages will guide you through some of the basic identity elements (such as logo, typeface & color) and will provide some general rules for applying these elements across a wide variety of media types, print materials and various application formats.

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01 Overview

Who we are

ICECREAM is a Portuguese sneakerwear and streetwear brand, created by Jair Ribeiro in 2020.

It resells sneakers from the most well-known brands all over the world, such as Nike, Adidas and New Balance. In Portugal, it's very difficult to find the most recent designs from these brands, specially at a decent price, but ICECREAM is able to provide the best sneakers for the best price. The brand is also working on its own streetwear line, with pieces such as t-shirts and hoodies.

Target Audience

This brand is for everyone, although, there are some age groups who are most likely to be interested in the brand's products, due to its designs.

Teenagers

Young Adults

Streetwear Enthusiastics

Sneakerwear Enthusiastics

Brand Values

This brand's main goal is to provide the best designs at the best prices, while building trust with the costumers.

Trust

Community

Accessibility

High-Quality

Best Price

Creativity

02 Logo

02 Logo / Logo

ICECREAM

02 Logo / Logo

This logo is a custom font, carefully designed in order to portrait the values of modern sneakerwear and streetwear, with its bulky letters and strong presence.

It's has an impactful look, achieved through a mixture of straight and curved lines, as well as some small details that provide it personality and a refined touch.

02 Logo / Variations with Slogan

ICECREAM
TUDO MENOS GELADO

02 Logo / Variations with Slogan

This variation of the main logo includes the brand's iconic slogan.

The slogan is represented by a simple, thiner lettering font, to complement the bulkiness and strong presence of the main logo.

02 Logo / Variations with Slogan

ICE
CREAM
TUDO MENOS GELADO

02 Logo / Variations with Slogan

This variation of the main logo was developed for formats which cannot suport the legth of the name in the main logo form, for example, some billboards or stickers.

02 Logo / Variation with Icon

ICECREAM

ICECREAM

TUDO MENOS GELADO

02 Logo / Variation with Icon

These two variations of the main logo include the brand's slogan and icon.

The icon was carefully placed before the main logo, in order to make the composition aesthetically pleasing and easy to read.

The slogan was moved to the left, aligned with the main logo, in order to create visual harmony between all elements.

02 Logo / Color Variations

The color variations presented on this chapter are only some examples, plus the black and white version.

There is a big room for creativity on working with this logo so, to know what not to do, go to the "Don'ts" chapter of this "02 Logo" section.

ICECREAM

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ICECREAM

02 Logo / Minimum Sizes

The values presented in cm are for printing purposes and the ones presented in px are for digital purposes.

The values displayed are also valid for the other versions with slogan, respectively.

ICECREAM

3 cm

ICECREAM

100 px

ICECREAM

4 cm

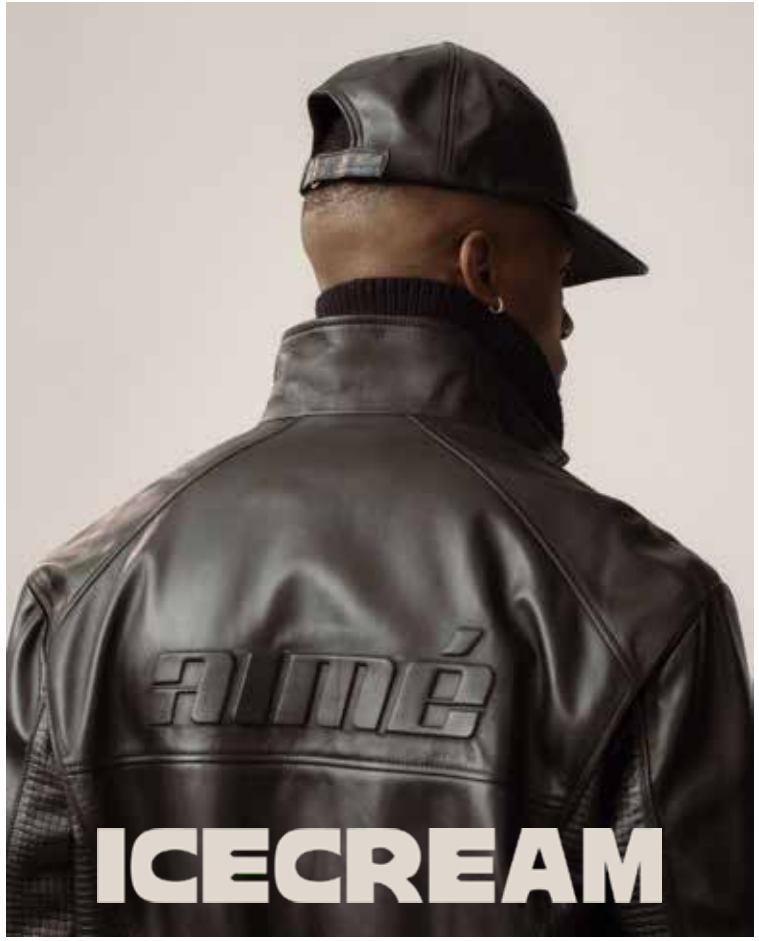
ICECREAM

140 px

02 Logo / Backgrounds

The logos behave in different ways, depending on their background.

If the background is an image, the logo should be either in white or black, or, in some cases, it should use one of the colors from the image.



02 Logo / Backgrounds

If the background is a color, you might use the black and white version, or one of the colors from the main color palette of the brand.

02 Logo / Don’ts

It’s important to maintain the integrity of the brand’s design by using the logo correctly and in a consistent manner.

The examples on this page illustrate some of the potential misuses of the logo.

These rules apply to all versions of the logo.

Don’t align the slogan to any other side.

Don’t add drop shadow or any other effects.

Don’t tilt the logo.

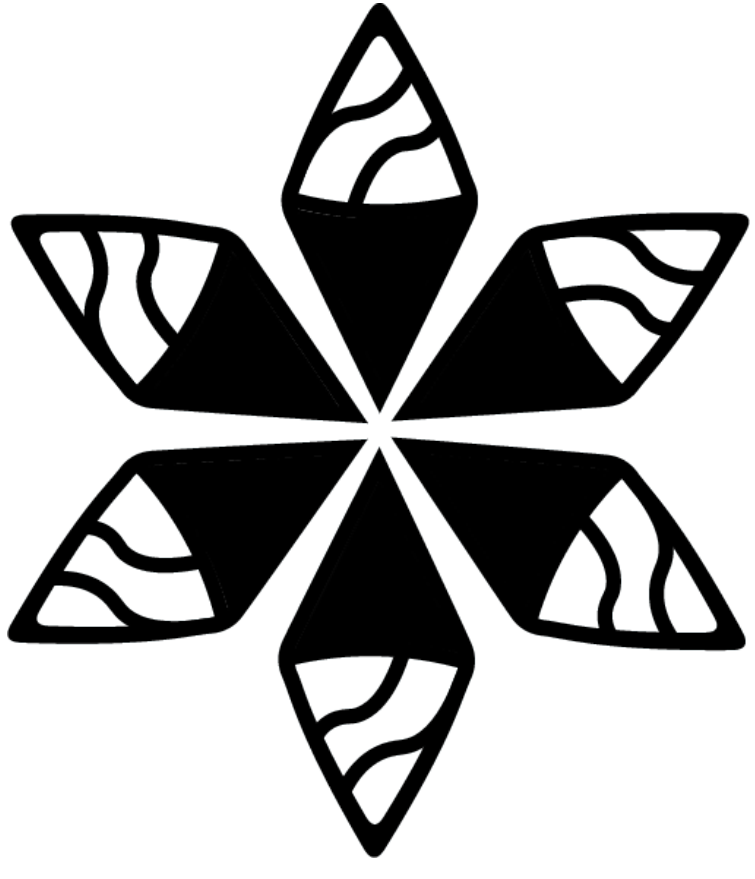
Don’t use color gradients on the logo.

Don’t use color gradients on the background.

Don’t combine these two colors if it affects legibility.

03 Icon

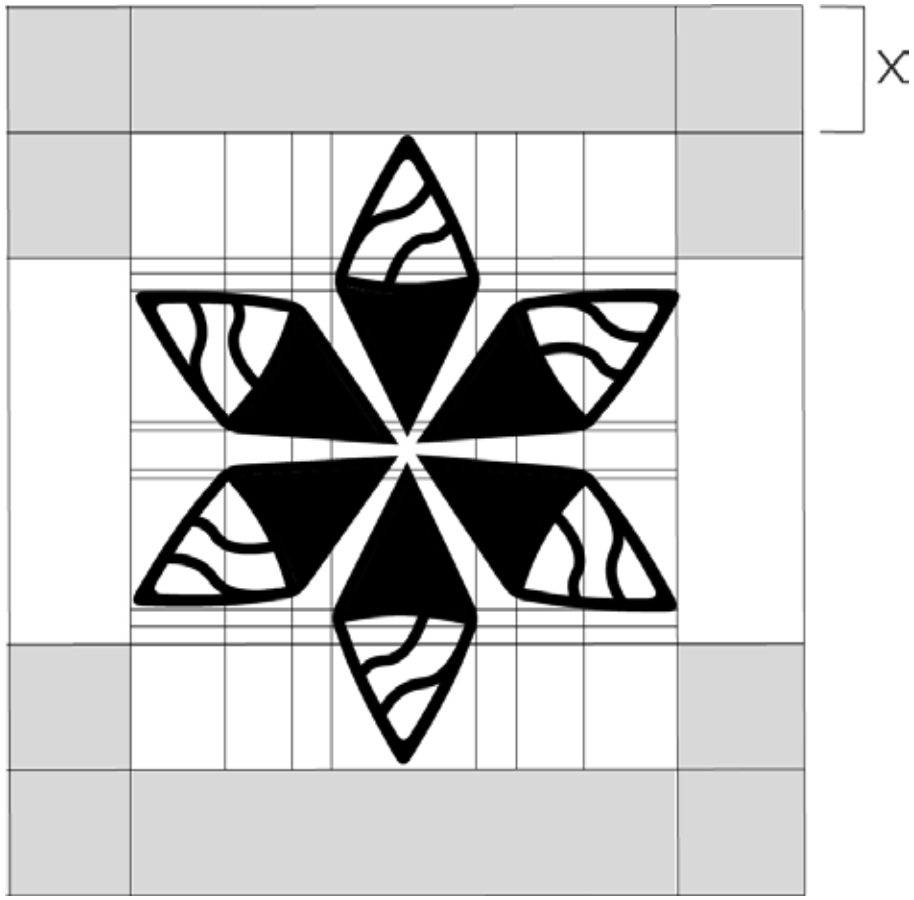
03 Icon / Icon



03 Icon / Icon

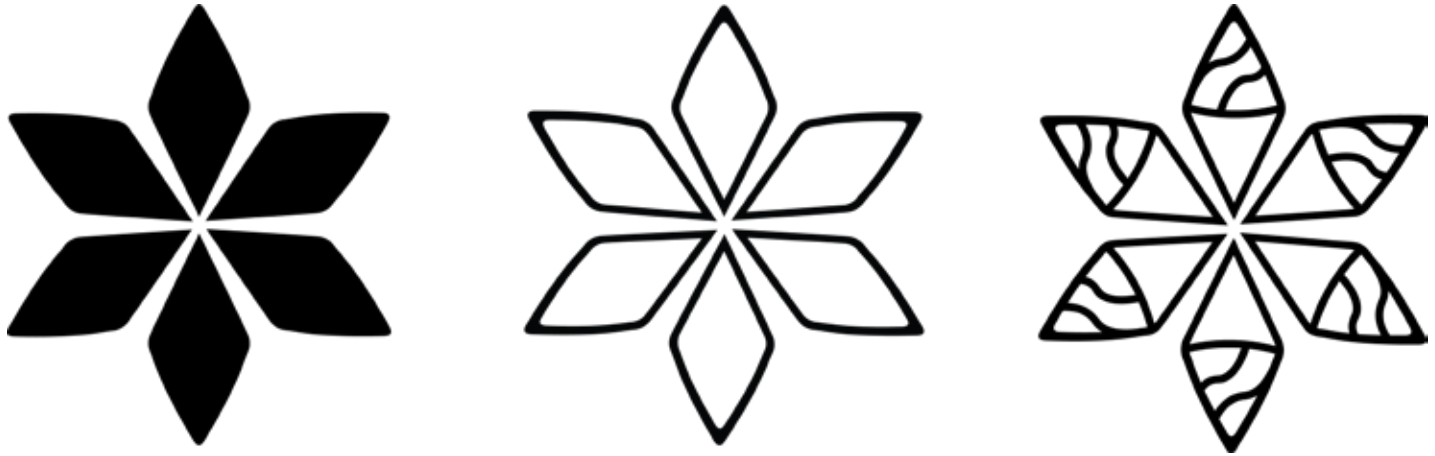
This logo was designed to portrait the values of sneakerwear and streetwear, with it's simplicity and simetric design.

It represents both a snowflake and six ice creams that circle around a center point, making a direct association with the brand's name "Icecream".



03 Icon / Design Variations

These variations were developed to provide versatility to the brand's visual identity, developed with the purpose of having room for creativity to play with the brand's color palette and design in diferent formats and contexts.



03 Icon / Color Variations

The color variations presented on this chapter are only some examples.

There is a big room for creativity on working with this icon so, to know what not to do, go to the "Don'ts" chapter of this "03 Icon" section.

03 Icon / Minimum Sizes

The values presented in cm are for printing purposes and the ones presented in px are for digital purposes.

The values of the second icon also apply to the missing version, without fill.

4 cm

140 px

2 cm

100 px

03 Icon / Backgrounds

The icons behave in different ways, depending on their background.

If the background is an image, the icon should be either in white or black, or, in some cases, it should use one of the colors from the image.

03 Icon / Backgrounds

If the background is a color, you should use the black and white version, or one of the colors from the color palette of the brand.

03 Icon / Don’ts

It’s important to maintain the integrity of the brand’s design by using the icon correctly and in a consistent manner.

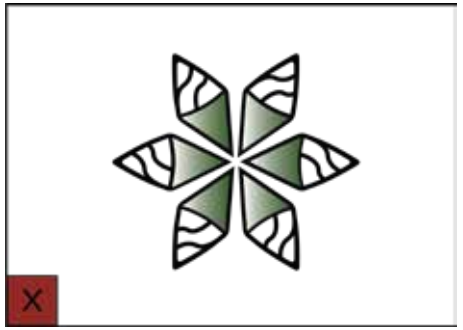
The examples on this page illustrate some of the potential misuses of the icon.

These rules apply to all versions of the icon.

Don’t change the icons orientation in a 90° angle.

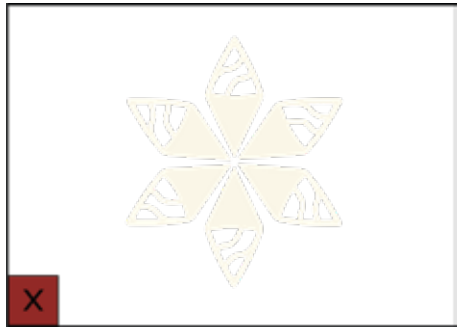
Don’t add drop shadow or any other effects.

Don’t disrespect the safety margins.



Don’t use color gradients on the icon.

Don’t use color gradients on the background.



Don’t use this color in a light background.

04 Typography

04 Typography / Slogan

Auto Pro was the chosen typeface to represent the slogan of the logo.

This typeface mixes very well with the strong letters of the logo, toning down a little bit the impact of its image, while balancing a strong and aesthetically pleasing composition.

AUTO PRO

TYPEFACE

REGULAR SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#$%^&*()_+-=

05 Colors

05 Colors / Main Colors

The main colors that represent this brand are two tones of green, a light pastel one and a more intense and dark one.

To complement this color palette, two other colors were added: a less intense tone of white and a softer tone of black.

British Racing Green
#144329
R:20 G:67 B:41
C:70 M:0 Y:39 K:74

Asparagus
#7B995E
R:123 G:153 B:94
C:20 M:20 Y:39 K:40

Cosmic Latte
#FAF4E3
R:250 G:244 B:227
C:0 M:2 Y:9 K:2

Eerie Black
#212121
R:33 G:33 B:33
C:0 M:0 Y:0 K:87

05 Colors / Secondary Colors

The secondary colors of this brand were created in order to provide more creative freedom when working with this visual identity.

These colors should be used as a complement to the main ones, not a replacement.

Light Sky Blue #8EC1E8 R:142 G:193 B:232 C:39 M:17 Y:0 K:9	Sunglow #FFCD42 R:255 G:205 B:66 C:0 M:20 Y:74 K:0	Pumpkin #E67733 R:230 G:119 B:51 C:0 M:48 Y:78 K:10
Peach #F5BF8F R:245 G:191 B:143 C:0 M:22 Y:42 K:4	Brown Sugar #AA6641 R:170 G:102 B:65 C:0 M:40 Y:62 K:33	Bister #3F2319 R:63 G:35 B:25 C:0 M:44 Y:60 K:75

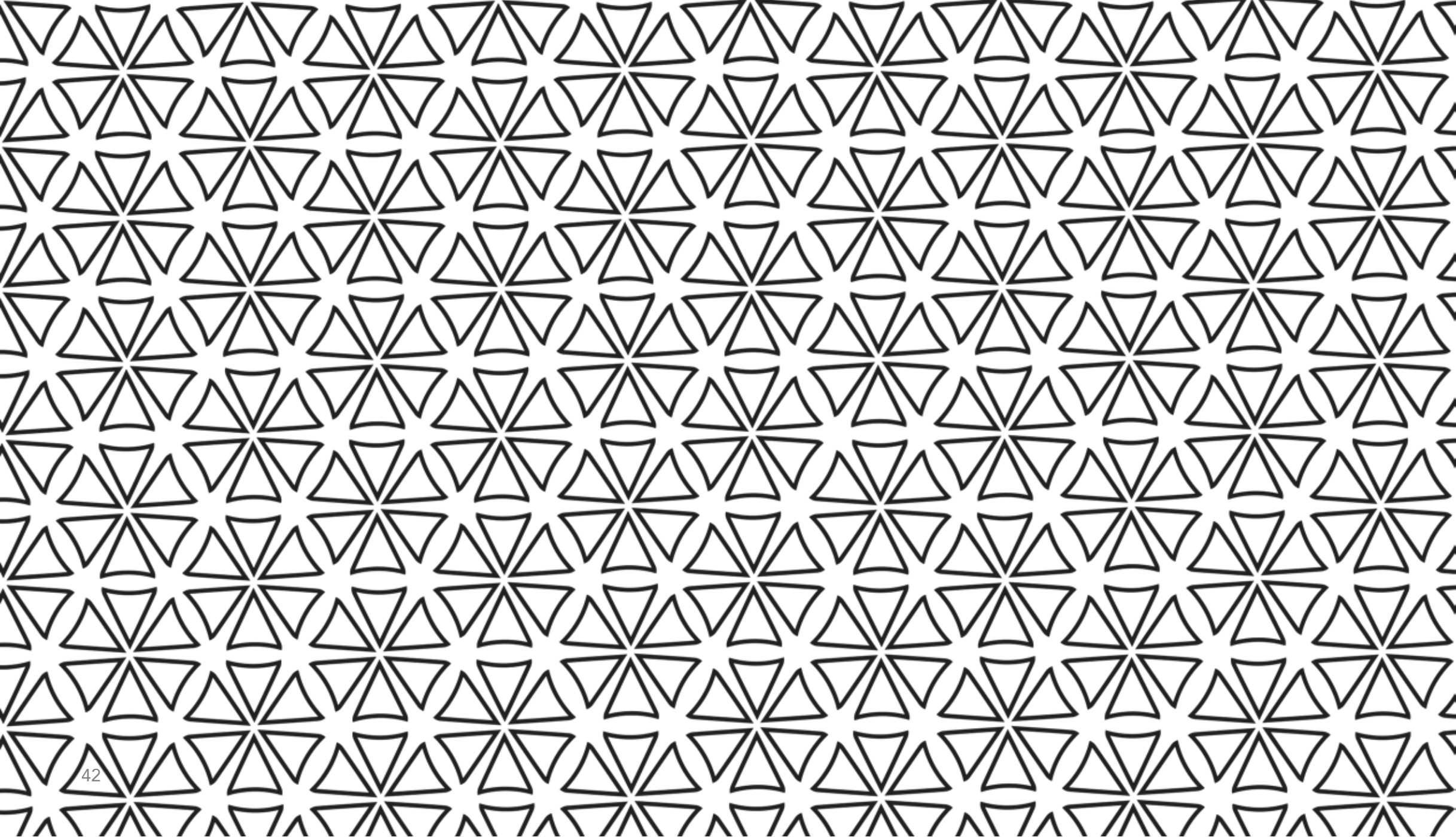
06 Patterns

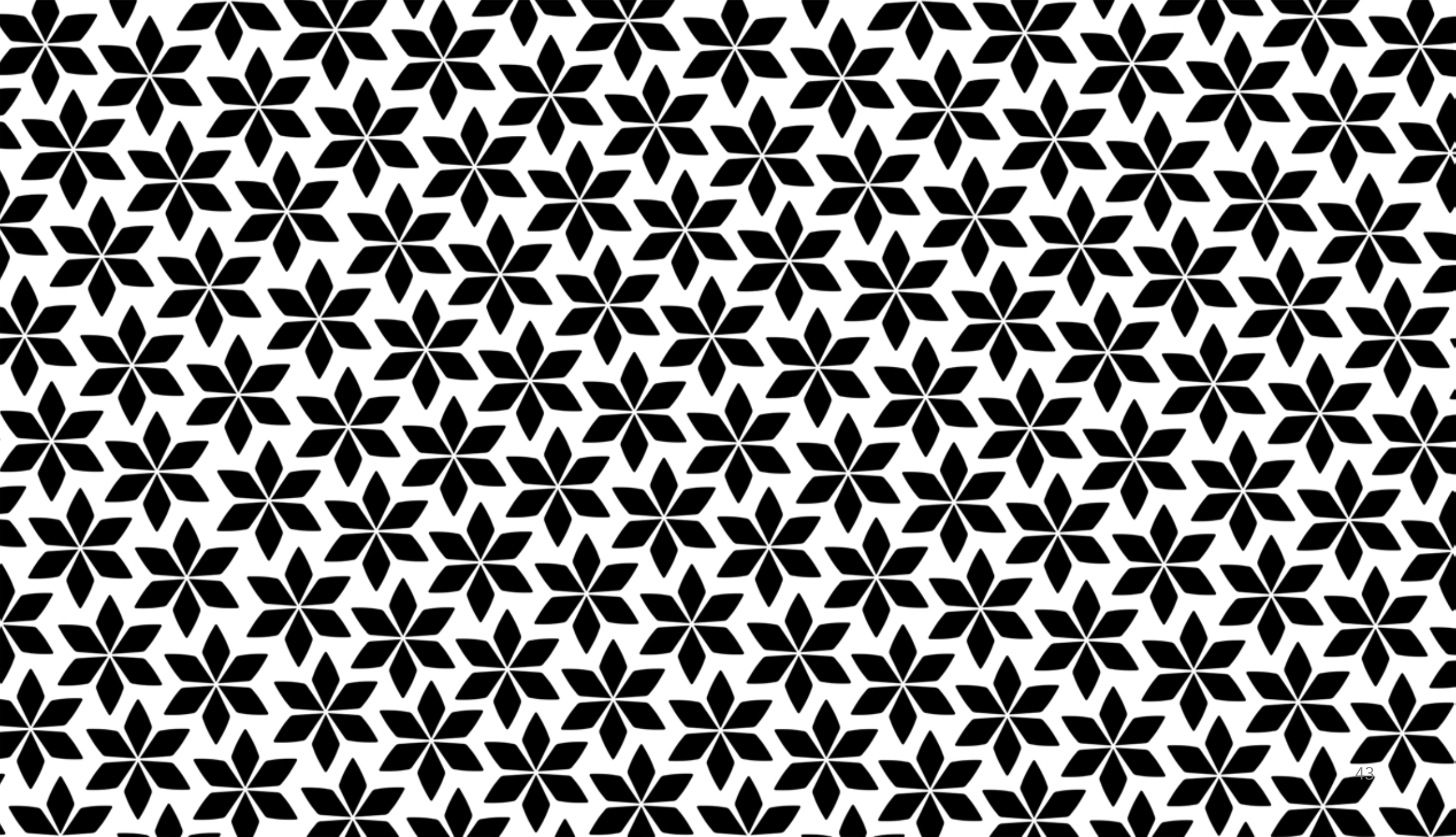
06 Patterns / Design Variations

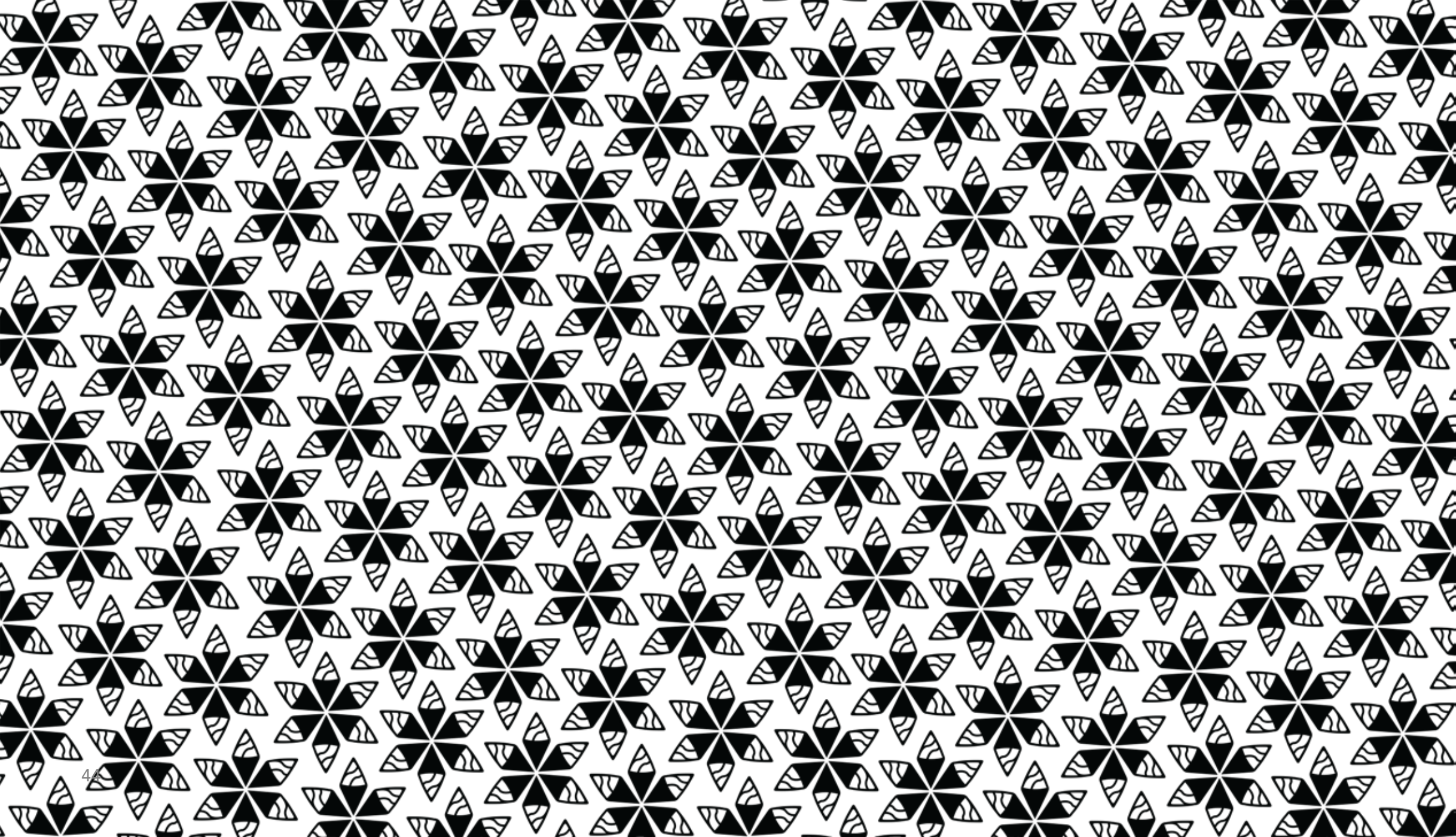
The visual identity of this brand counts with a set of pattern designs that can be used in various formats.

All of these patterns were developed using the entire icon or some graphic parts of it.

The elemnts displayed on this page are the ones used in the different pattern designs.

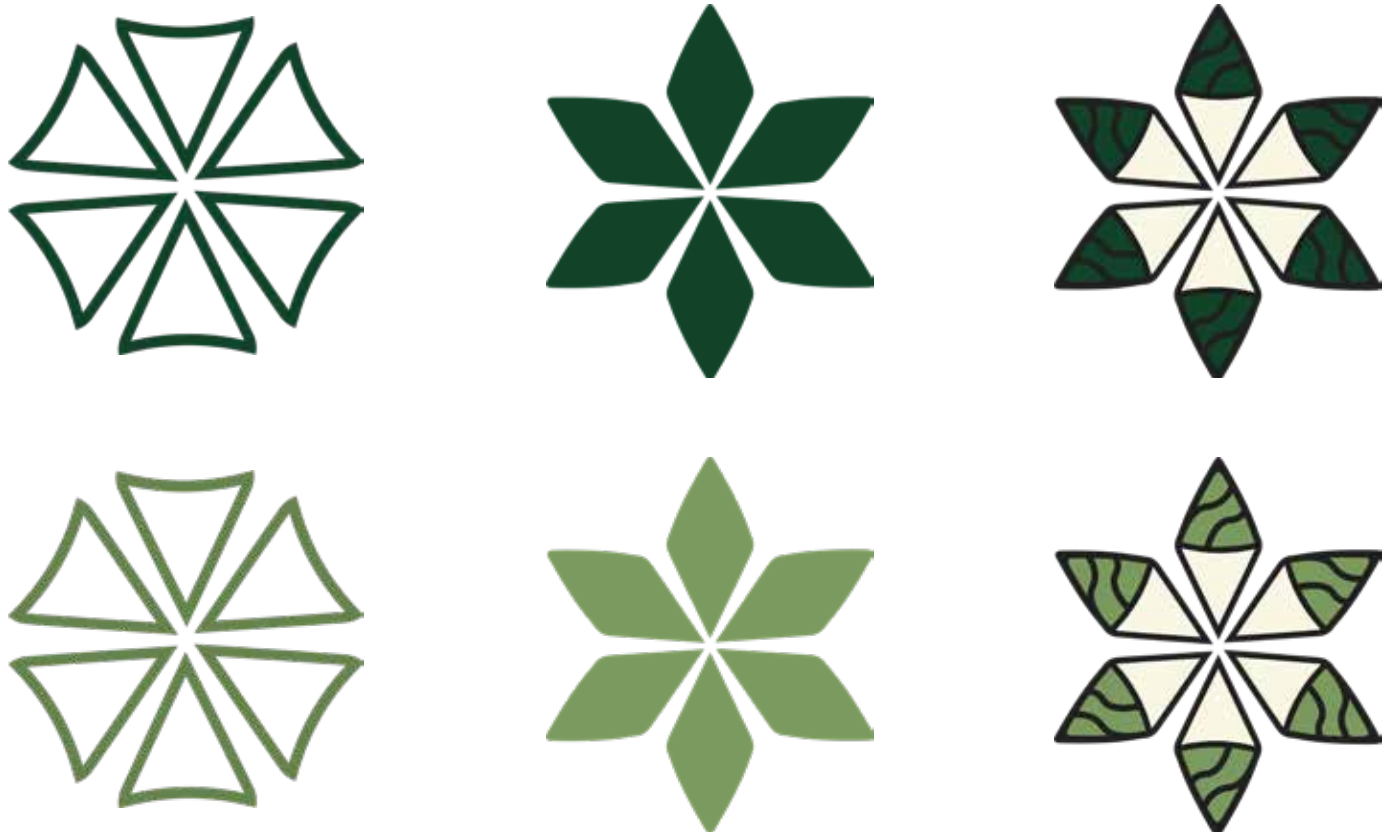


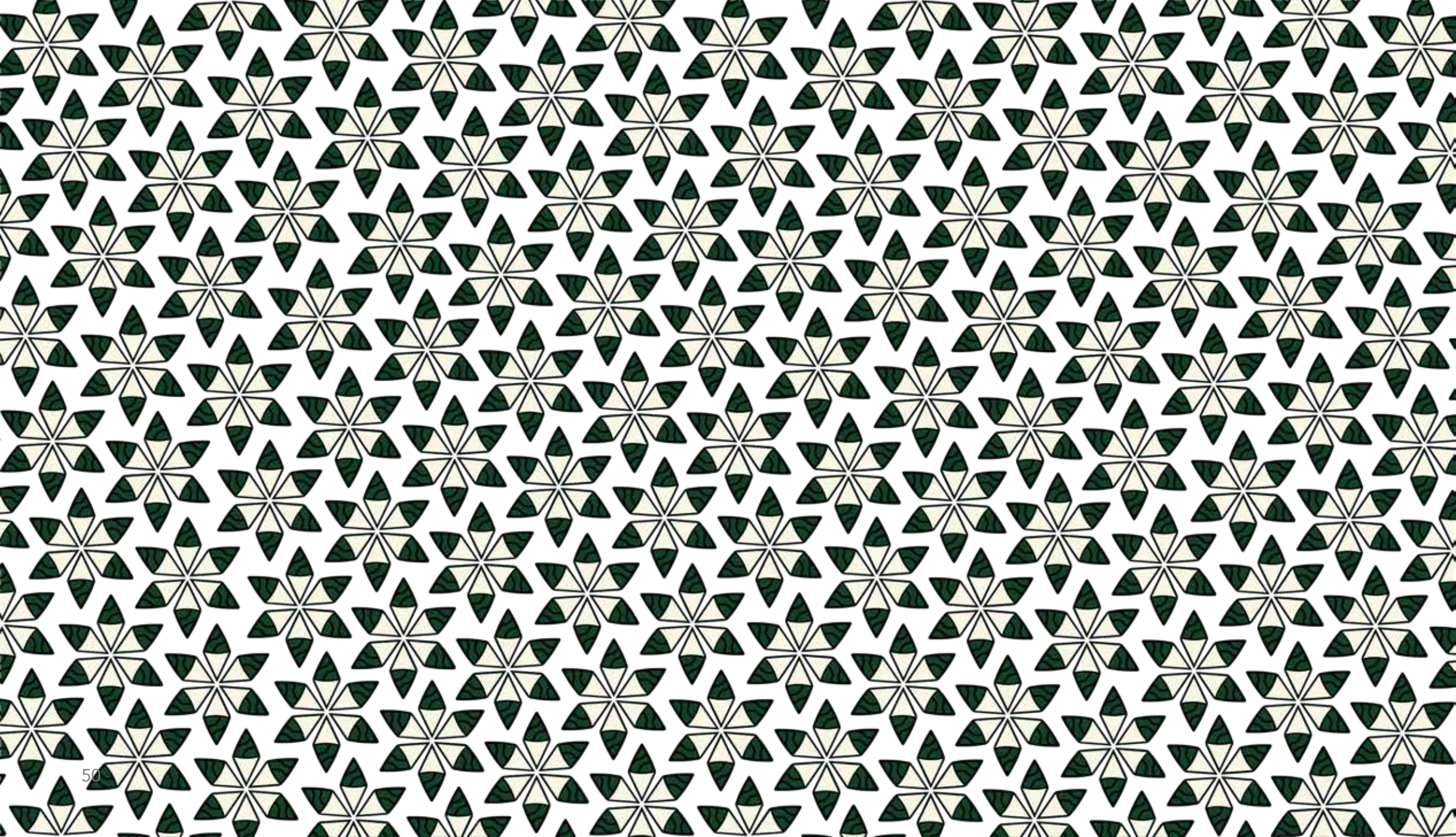


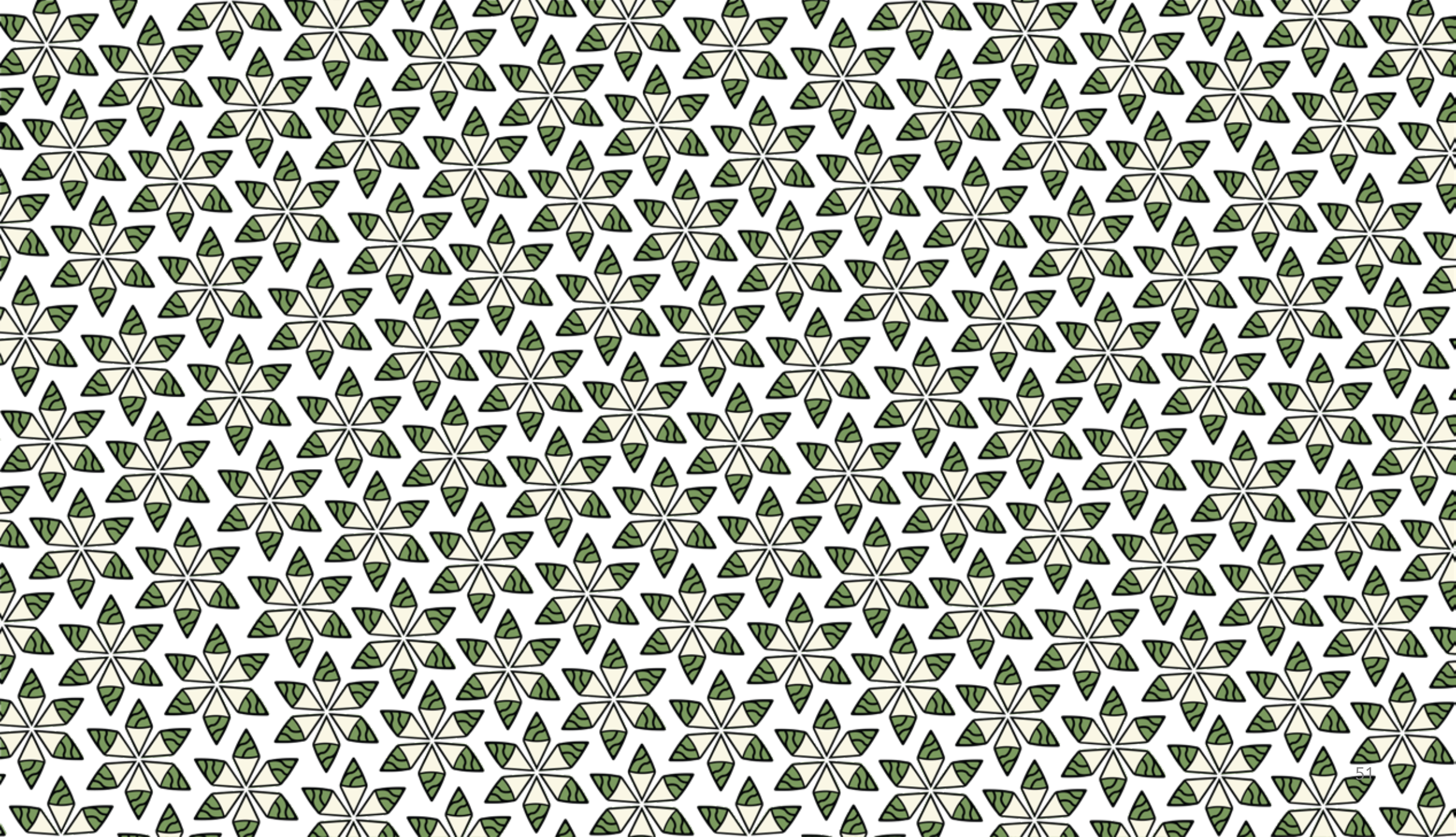


06 Patterns / Color Variations

The color variations of these patterns should be done only with the two main colors of the brand's main color palette.





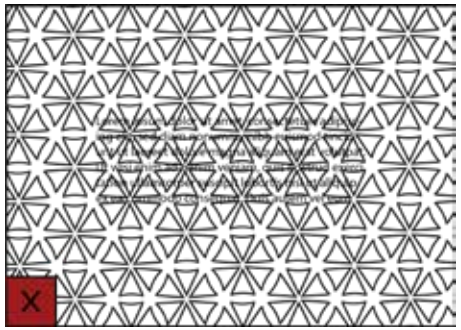


06 Patterns / Don’ts

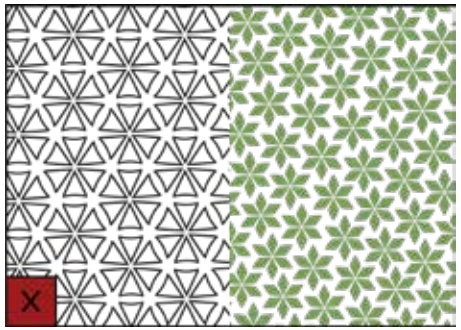
It’s important to maintain the integrity of the brand’s design by using the patterns correctly and in a consistent manner.

The examples on this page illustrate some of the potential misuses of the patterns.

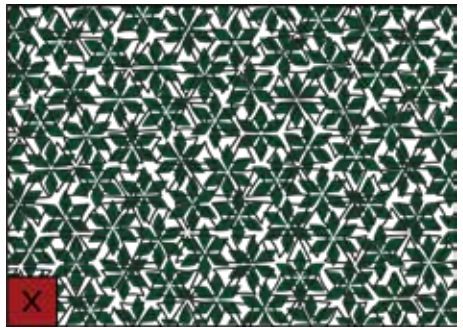
These rules apply to all versions of the patterns.



Don’t put text on top of the patterns.

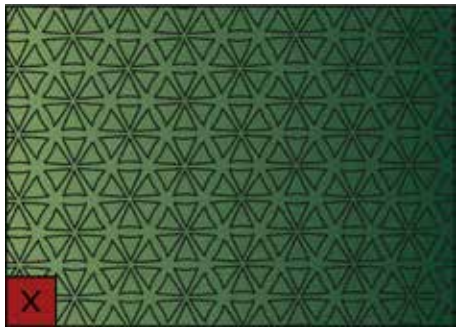


Don’t use different patterns side by side.

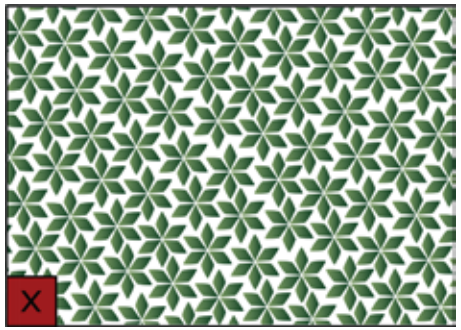


Don’t overlap patterns.

Don’t place the logo on top of a pattern with full opacity.



Don’t use color gradients on the background.



Don’t use this color gradients on the pattern’s icons.

07 Photography

07 Photography / Sneakerwear

The phtotgraphy related to the sneakerwear sold by this brand should be clear, free from distractions and with a main camera focus on the product.

The photography method should also represent the texture of the shoe and display it in different positions, so the customer gets as familiar as possible with the product.

07 Photography / Streetwear

The phtotgraphy related to the streetwear sold by this brand should have either a colorful background that is matching some part of the piece, or a plain white background.

It might also have some extra elements that make the composition richer, and a main focus on the piece being advertised.

08 Applications

ICECREAM
TUDO MENOS GELADO

ICE
CREAM
TUDO MENOS GELADO
"AIR"

ICECREAM
TUDO MENOS GELADO
"AIR"
ICECREAM
TUDO MENOS GELADO

ICE
CREAM
TUDO MENOS GELADO

ICE
CREAM
TUDO MENOS GELADO

ICECREAM
TUDO MENOS GELADO

ABOUT US AND OUR MISSION

ICECREAM, is a Portuguese sneakerwear and streetwear brand, created by Jair Ribeiro in 2021.

It resells sneakers from the most well-knwon brands all over the world, such as Nike, Adidas and New Balance.
In Portugal, it's difficult to find the most recent designs from these brands, specially at a decent price, but ICECREAM is able to provide the best sneakers for the best price, to its customers.
This brand is also working on its own streetwear line with pieces such as t-shirts and hoodies. Besides, an original line of accessories and other items is in order.

This magazine portraits the life style associated with ICECREAM, while giving you an insight on current pieces and some upcoming products. Here you can also find works of some local artists this brand has partnerships with.

ICECREAM
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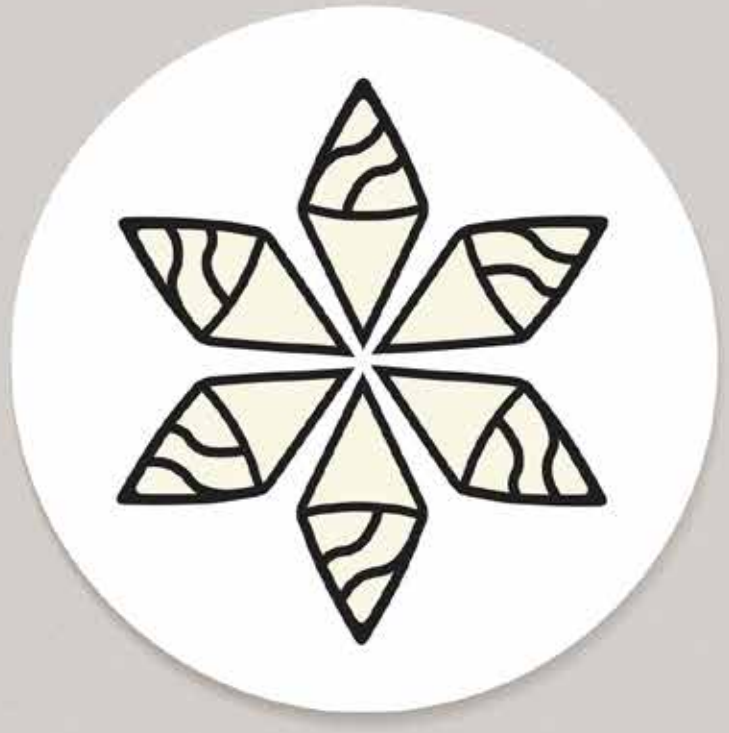
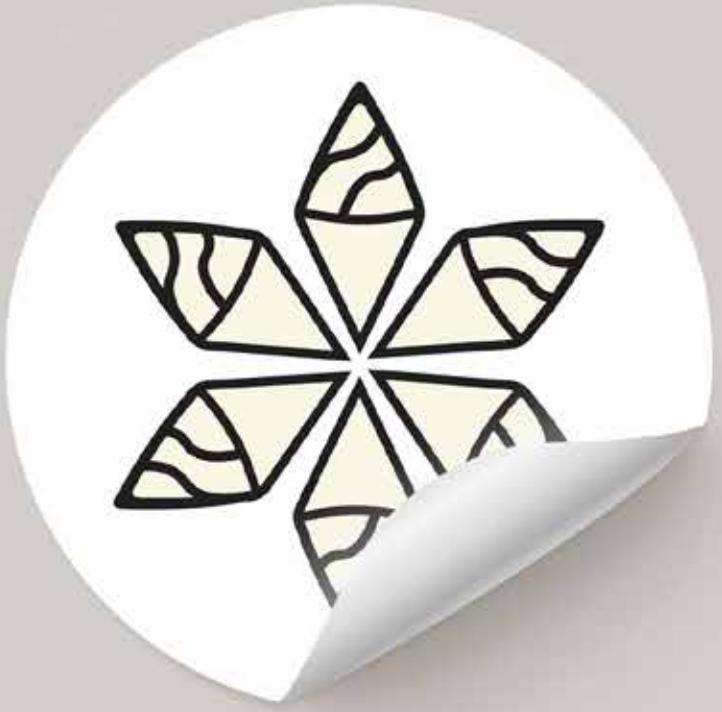
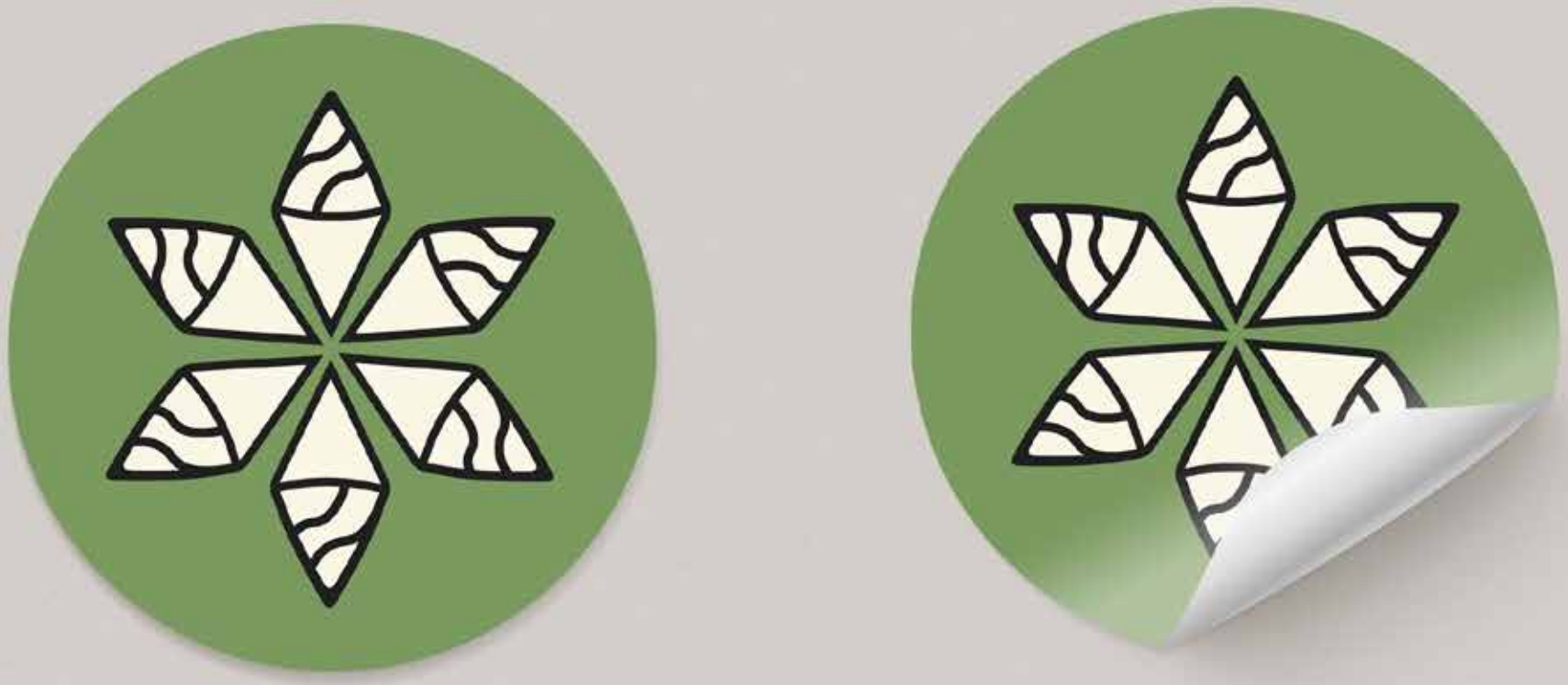
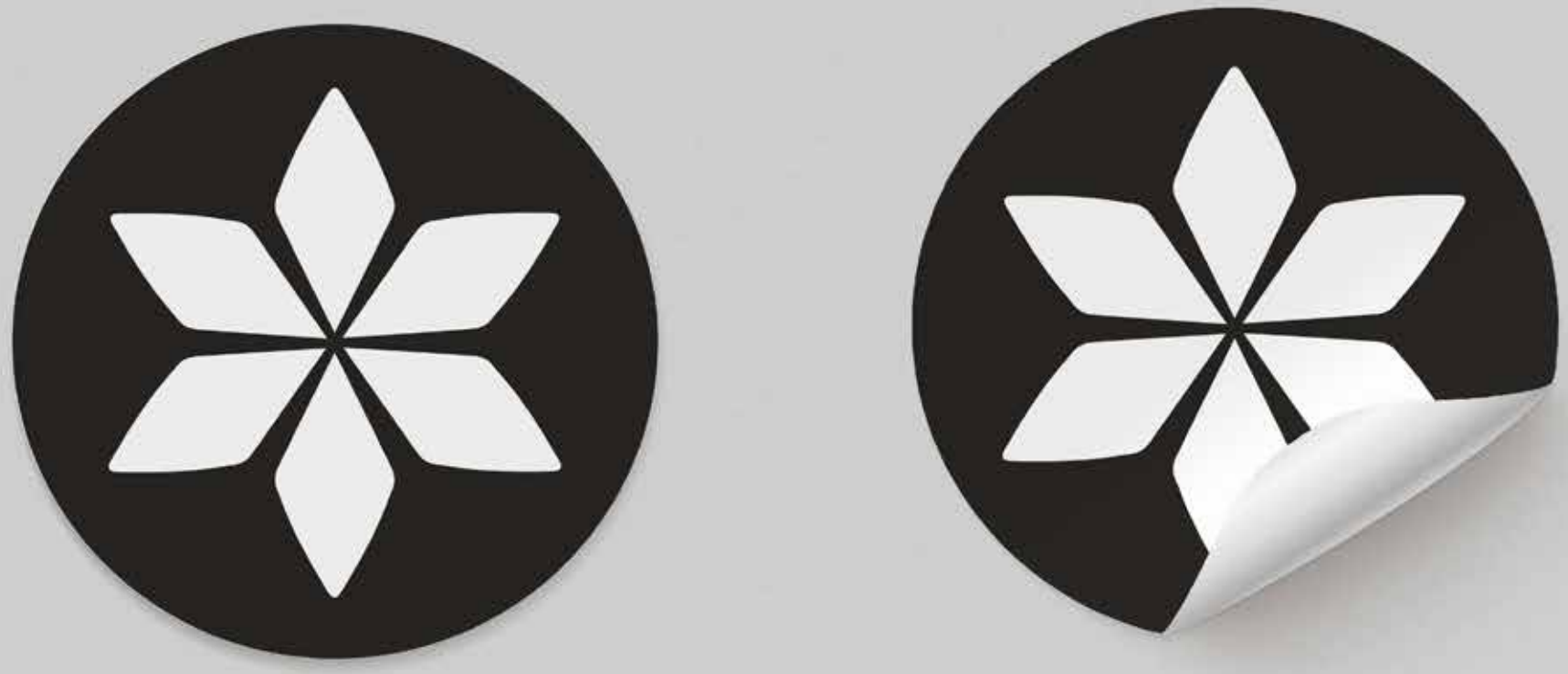
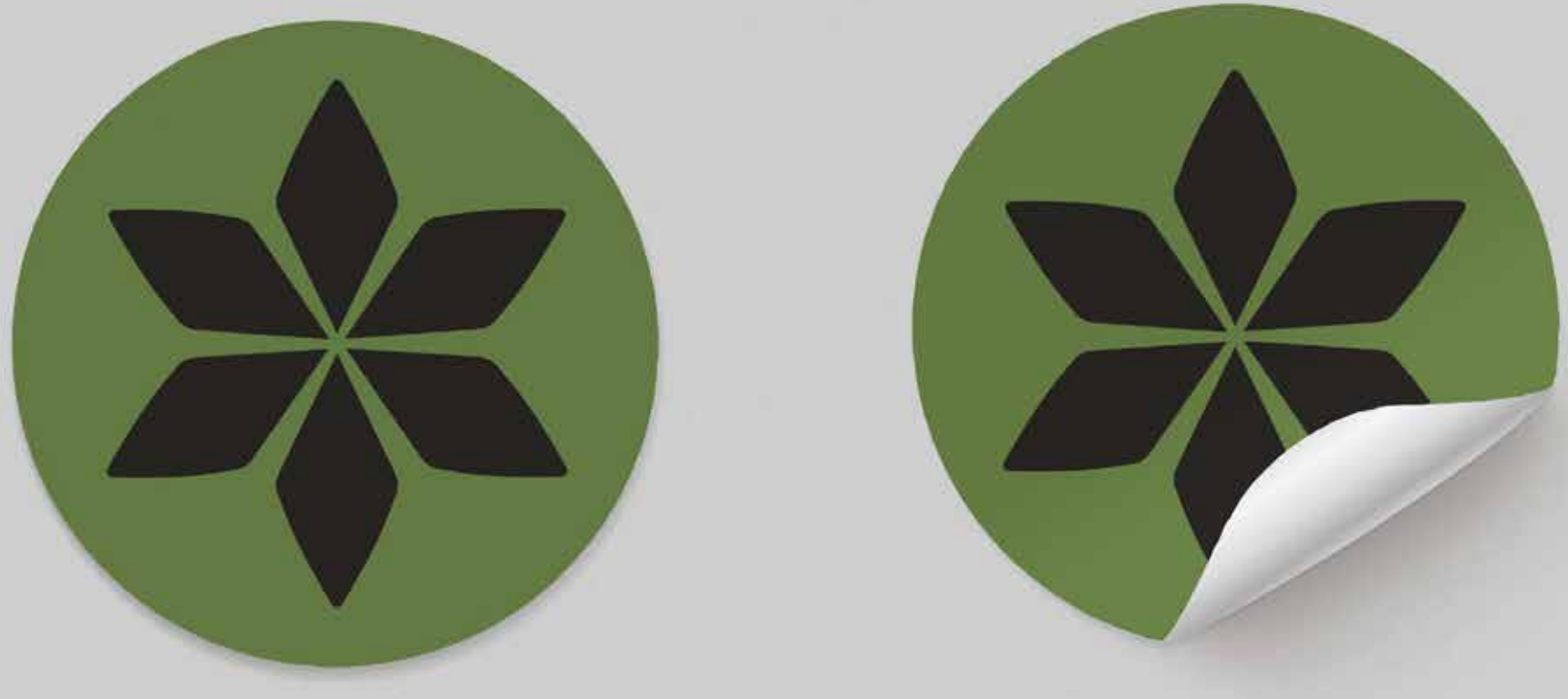
+351 965 234 789
ICECREAMTUDOMENOSG@GMAIL.COM
@ICECREAM_TMG
ICECREAMTUDOMENOSGELADO.PT











ICECREAM
STICKER
PACK

ICECREAM
TUDO MENOS GELADO

ICECREAM Tudo Menos Gelado
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icecreamtudomenosgelado.pt

The guidelines presented on this brandbook should be carefully followed.
Use the creativity gap of these rules and make incredible designs.