



Logo

# Research

A screenshot of a Google search results page for the query "ice cream". The top navigation bar shows the search term "ice cream" and the URL "https://www.google.com.vn/search?q=cream+vector&source=lnms&tbo=isch&sa=X&ved=0ahUKEwj0\_bu2nJrTAhWlnZQKHSr2CMEQ\_AUICcgB&biw=1366&bih=614#tbo=isch". Below the search bar are several image search filters: "Tất cả" (All), "Hình ảnh" (Images) which is underlined, "Video", "Tin tức" (News), and "Thêm" (More). To the right are links for "Xem hình ảnh đã lưu" (View saved images) and "Tim kiếm an toàn" (Safe search). The main content area displays a grid of 12 images related to ice cream, including various flavors in cones and sundaes.

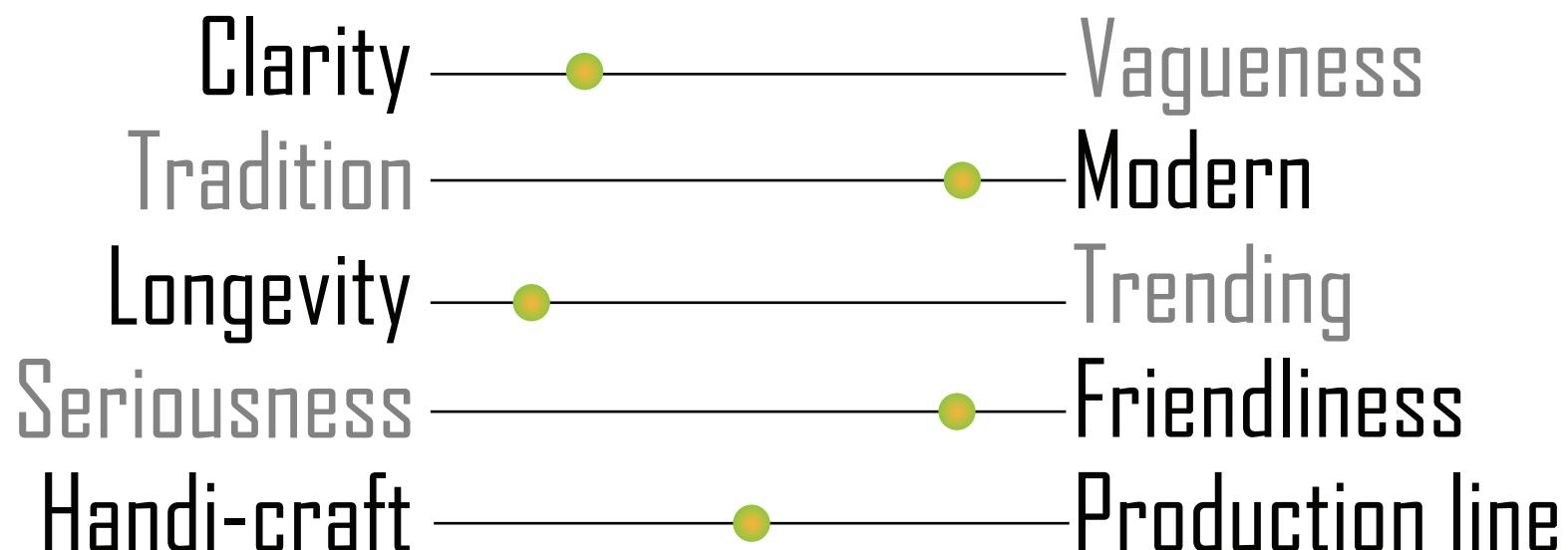
# Research

Brand name: Matcha Cream

Business type: Restaurant

Customer: Everyone

# Mindmapping



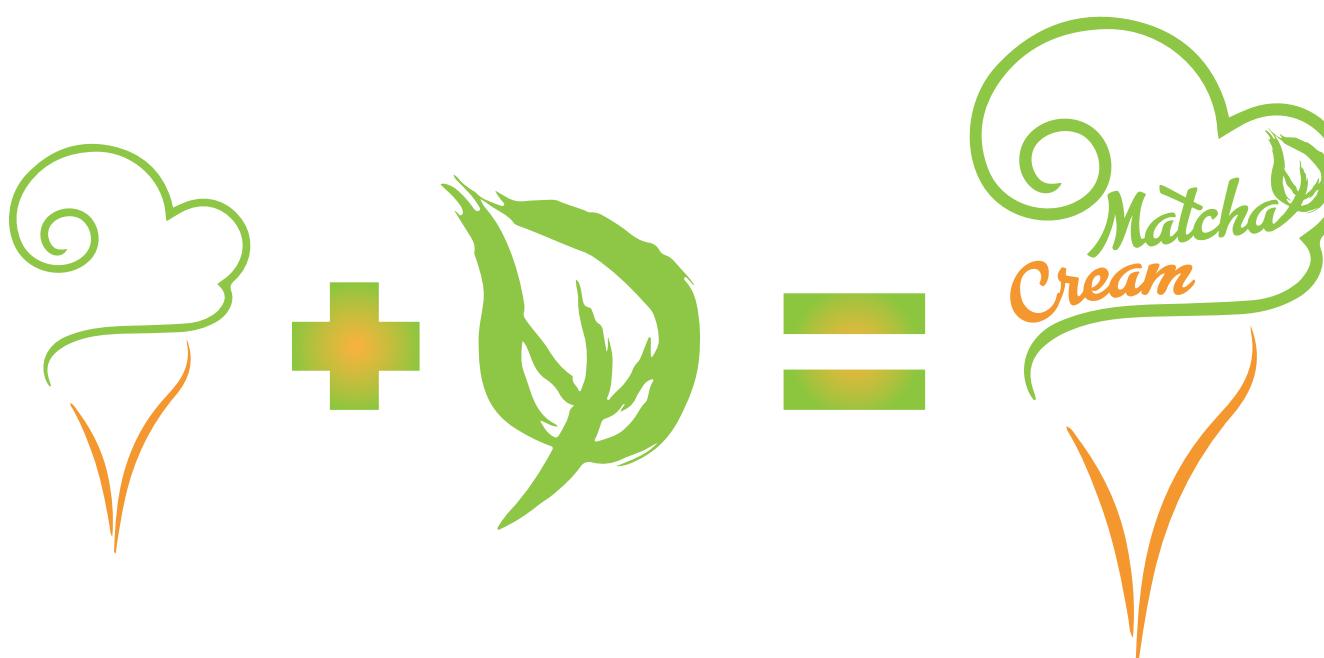
# Pitching



Cream



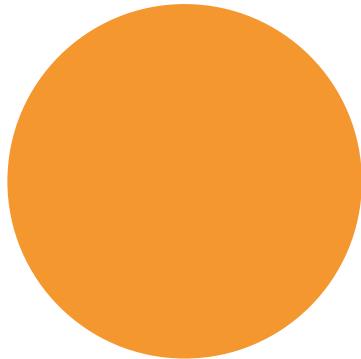
Matcha



# Image system



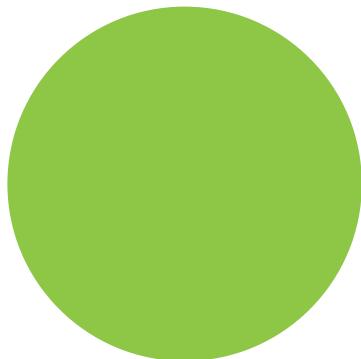
# Color



F39730

R:243 G:151 B:48

C:2 M:47 Y:92 K:0



8FC646

R:143 G:198 B:70

C:49 M:1 Y:95 K:0

# Color



*Advertising Script Bold*

*A B C D E F*

*a b c d e f*