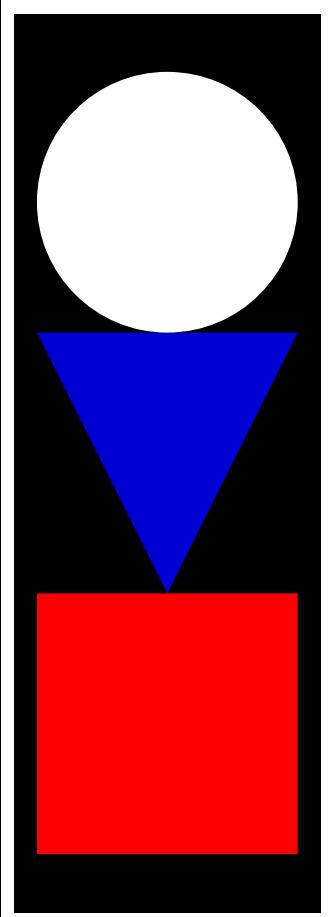


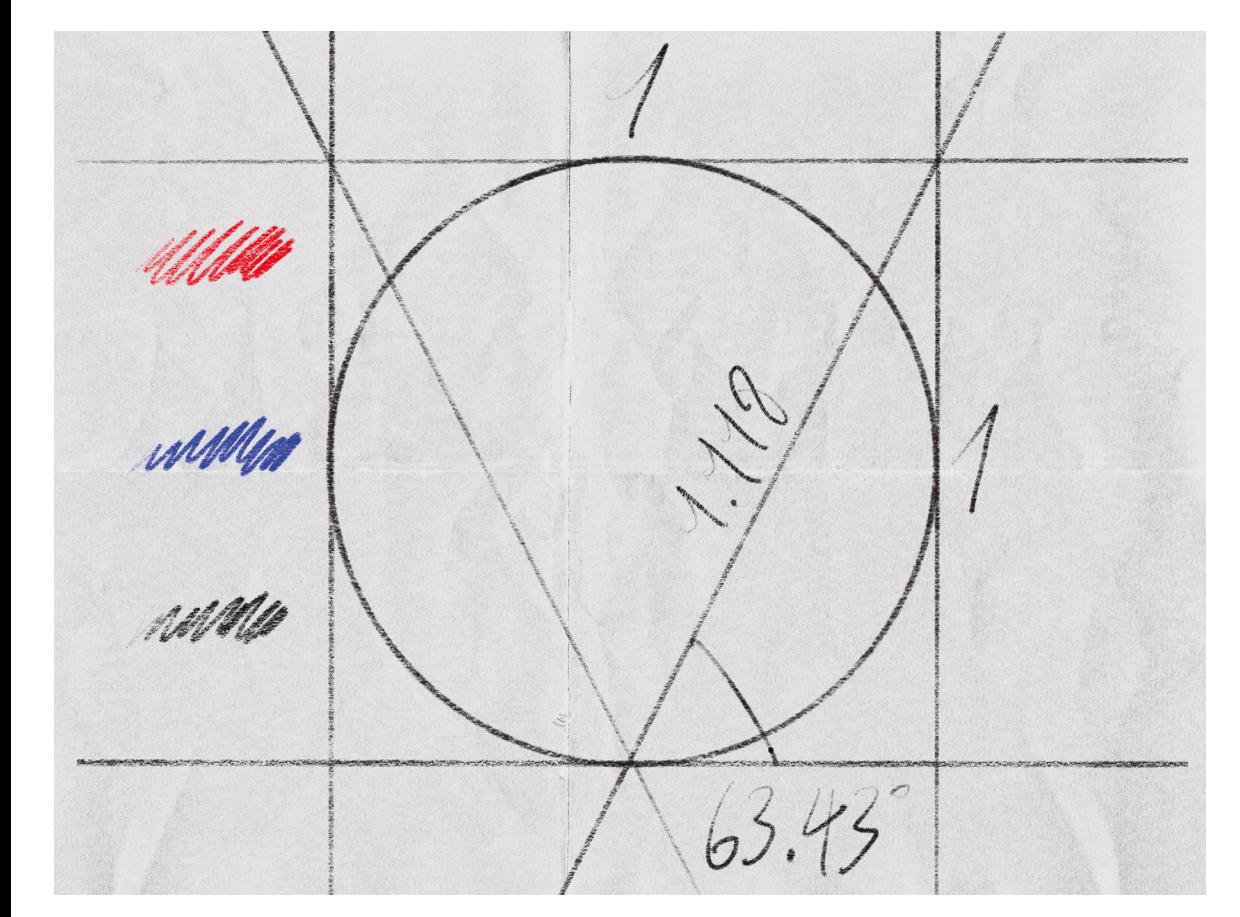
THE SIMPLICE COMPANY

**Brand Strategy and
Lookbook**

Yik Cheung



*Brand Logo
First Draft
(January 2023)*

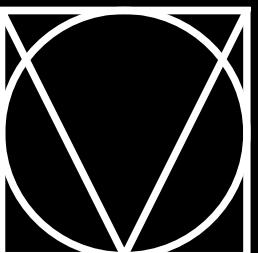
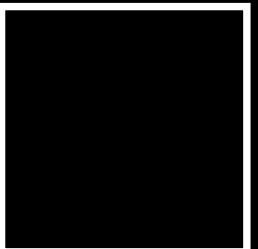
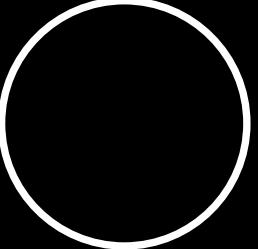
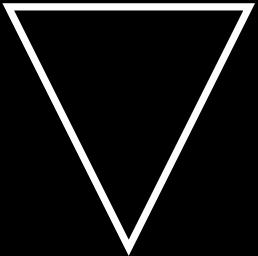


Brand Logo Final Draft (February 2023)

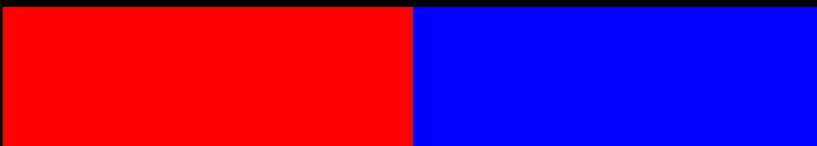
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About the Brand



Brand Colours:



#FF0000

#0000FF



#FFFFFF

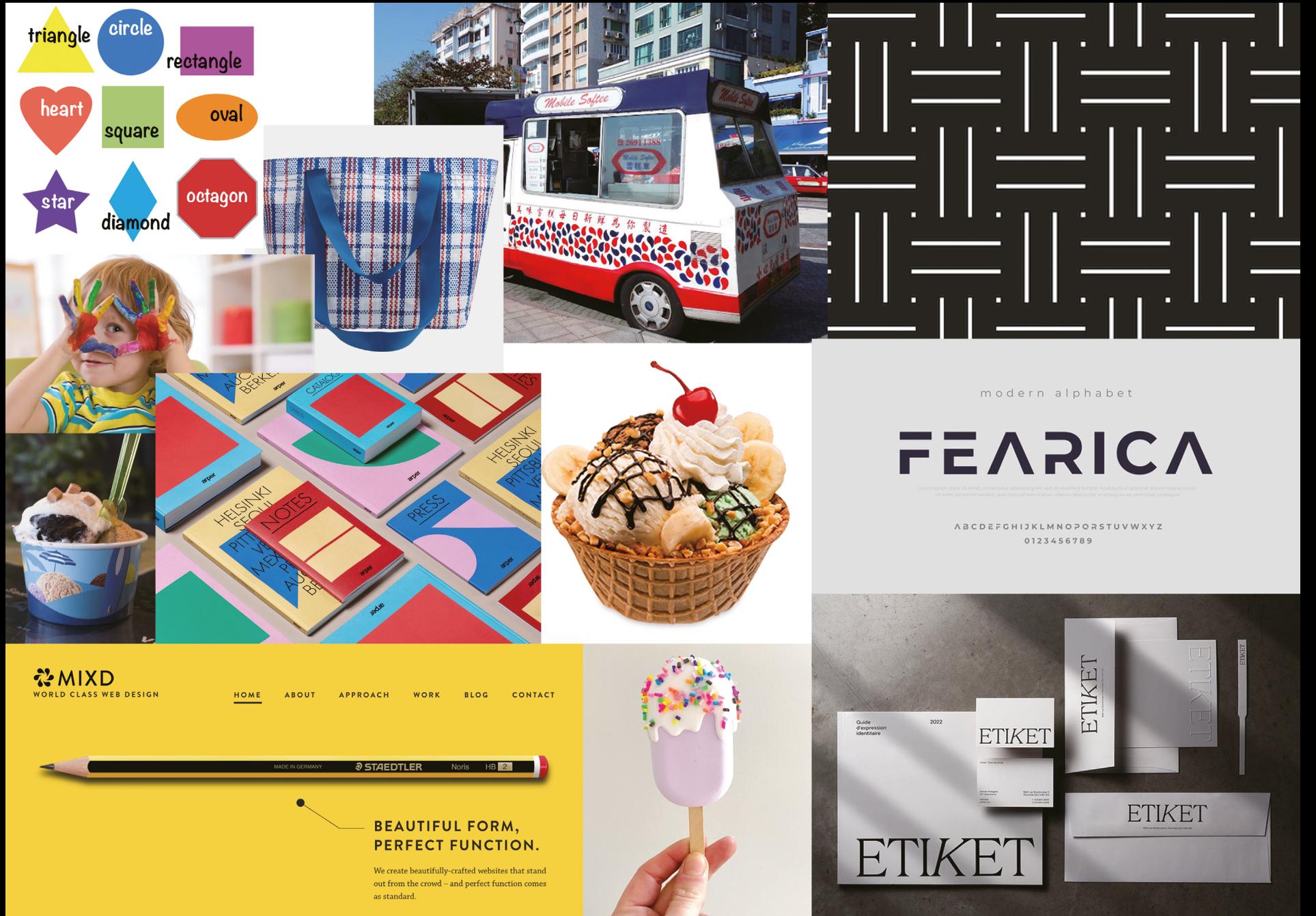
#000000

The name **Simplice** is the combination of the words “simple” and “ice”. We believe to create the best products possible, we must use the simplest, purest integrants.

The design language of the brand is simplistic while keeping a sense of playfulness. The logo consists of shapes representing our three product types: ice cream scoops, ice cream cones, and ice cream pints. While combined, it can be easily printed on different products and promotional materials with high recognisability.

Just like our products, the logo's elements are simple and most likely the first things we learn as a child. We wish to bring that feeling of eating ice cream as a child back in a sleeker, more stylish form.

Moodboard

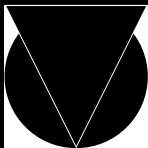
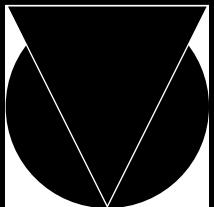


Logo and Logotype

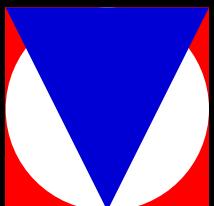
Logo (Colour):



Logo (Monochrome):

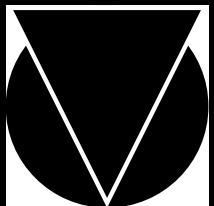


Logo with Logotype (Colour):



THE SIMPLICE COMPANY

Logo with Logotype (Monochrome):



THE SIMPLICE COMPANY

Logotype:

THE SIMPLICE COMPANY

Tagline (Multiline):

*Simply at its best,
ice cold by nature.*

Tagline (Singleline):

Simply at its best, ice cold by nature.

The logotype and tagline were modified from the Apolline Std typeface. The brand can be presented with either the logo, the logotype, or both. When displayed in a smaller space, the logotype can be omitted and a “small” version of the monochrome logo will be used with thicker borders on the triangle.

Other texts (like social media username and product descriptions) uses the Acumin Pro typeface.

Strategy

users / internal and external

Needs / goals of website for owner and users

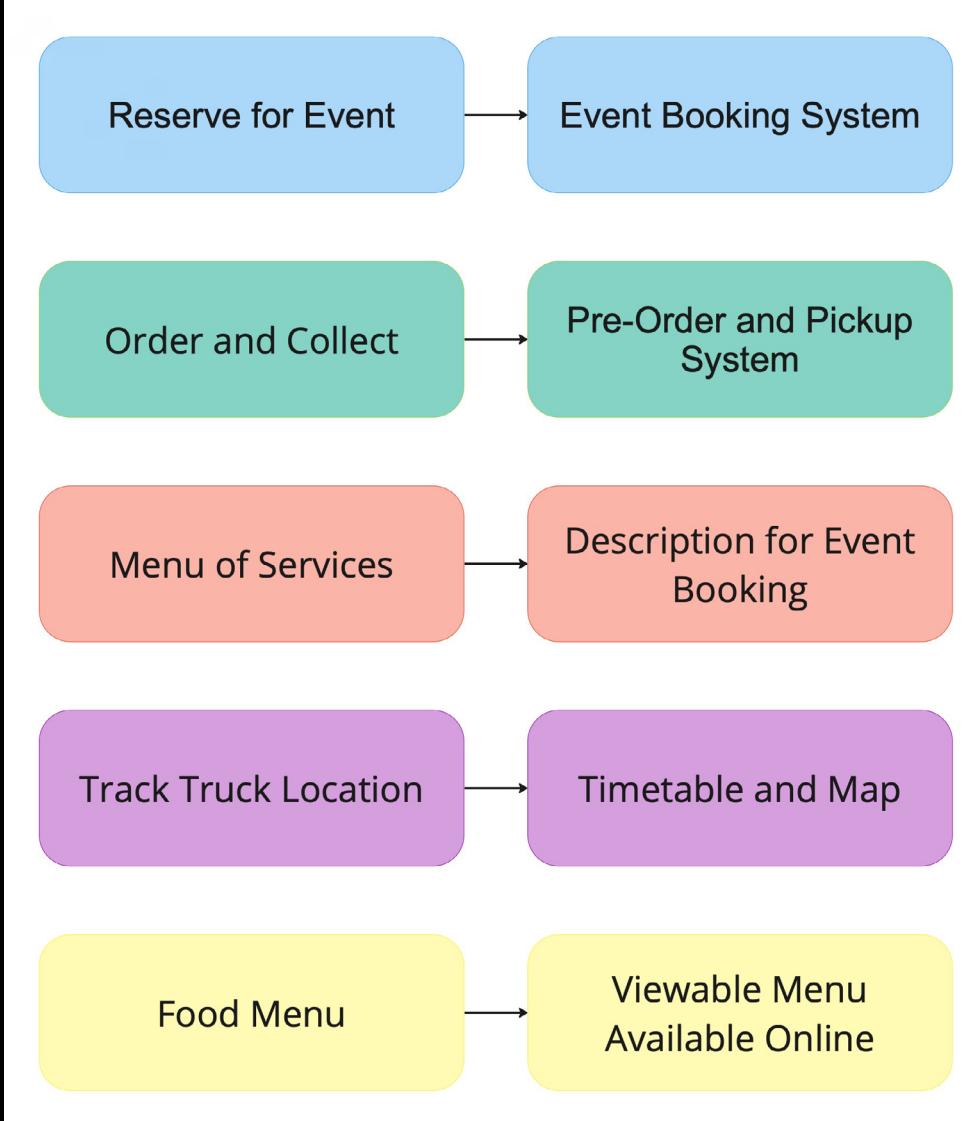
	Reserve for Events	Order and Collect	Menu of Services	Track Truck Location	Food menu
Owner	X	X	X	X	X
Families	X	X		X	X
Children		X		X	X
Tourist		X		X	X
Worker in truck	X	X	X	X	X
Event organisers	X		X		X
People who need a food truck	X		X		X
Potential customers (Seen ad on the street/socials)			X	X	X
Food Lover		X	X	X	X

The main goal and purpose of the website is to have a place for anyone to get to know us.

Our target audiences are families with small children, teenagers, people looking for event catering options and anyone interested.

The website needs to have a place to hold our menu, a way to get to know us, as well as systems for pre-ordering and event booking.

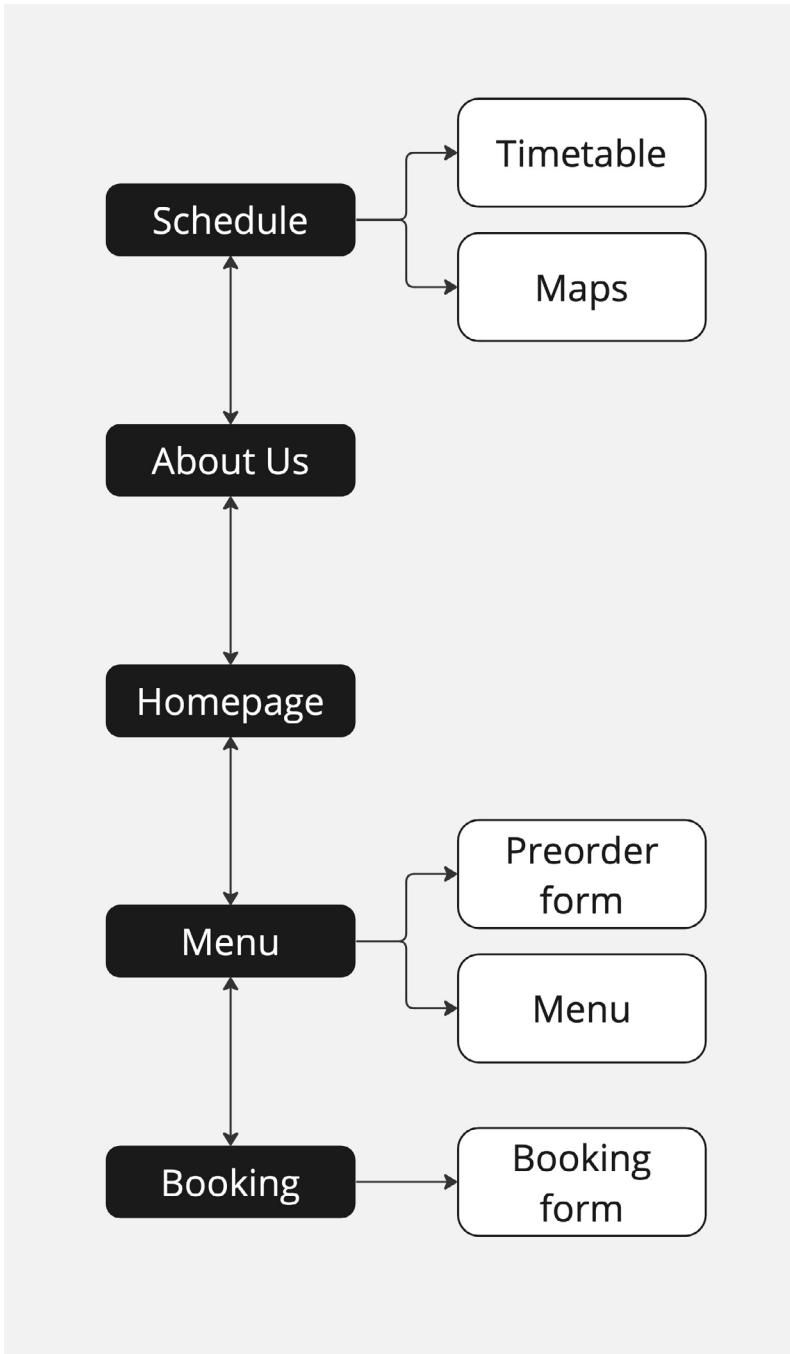
Scope



To achieve the goals, the website needs to have the following:

- **Event Booking System:** A form that event organisers can request from our service. It should be able to collect their name, contact info, event type, as well as any special requirements they may have.
- **Pre-Order and Pickup System:** Similar to the booking system, customers can place their orders in advance and collect them at a specific time. They should enter their name, contact info, order of choice, and pick time.
- **Description of Event Booking:** The text should be above the booking form telling customers what we can do with our service and how they can purchase it.
- **Timetable and Map:** A timetable needs to be available for customers, listing our future stops and opening times. A remarks column should also be added for dates like private events or other circumstances.
- **Online Menu:** An easily readable, visually pleasing menu so customers can see what we have to offer. Images will be added to increase the appeal and consumer sentiment.

Structure



The website is separated into five main pages:

- **Homepage:** Where visitors land and get to explore our site
- **About Us:** A brief introduction into who we are and what makes us stand out from the others
- **Menu:** Where visitors can view our menu and place pickup orders
- **Schedule:** With a timetable and map, visitors can view where we are going next as well as opening times
- **Booking:** Where event organisers or anyone with the need of an ice cream truck at their event to book our service

All pages are interconnected in a webbed structure, with a navigation bar on top for easy access between pages.

Skeleton

| Navigation Bar |
|----------------|----------------|----------------|----------------|----------------|
| Banner Image |
About Us	Text			
Menu	Image	Menu	Timetable	Text
Schedule	Text	Pre-order form	Map	Booking form
Booking	Image			
Footer	Footer	Footer	Footer	Footer

Homepage

About Us

Menu

Schedule

Booking

The navigation bar will have our logo on the left with all the pages listed, it will be collapsed into a navigation menu when the screen is not wide enough to incorporate all the content.

The footer will contain our tagline, along with logo and copyright information, hyperlinks to every page, as well as icons for each of our social media accounts.

Every page will have a banner image on top, it can indicate which page the user is on and present visuals that correspond with that page's content.

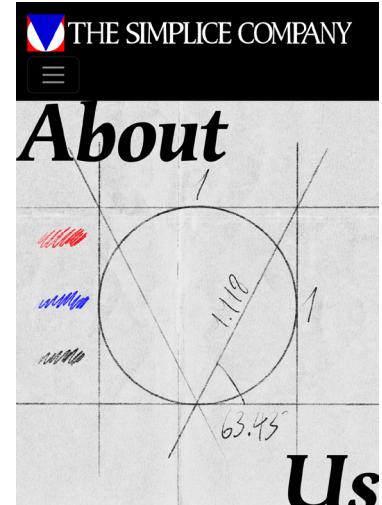


Surface:
Bootstrap Website



Homepage

index.html



 THE SIMPLICE COMPANY

Founded in 2023, we strive to create the best ice cream using all-natural ingredients, bringing happiness to people one scoop at a time.

All of our products are free of artificial colouring, preservatives, and any flavouring agents. Humans, just like anything on this

About Us

about.html



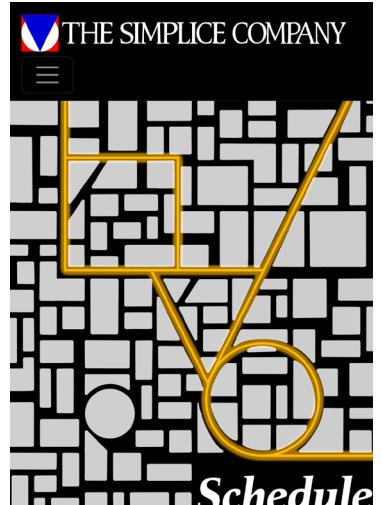
 THE SIMPLICE COMPANY

Menu



Menu

menu.html



 THE SIMPLICE COMPANY

Schedule

View our schedule below to see our upcoming stops and opening hours.

Information may change from time to time without updating this page, check our social media posts for the latest updates.

Date	Location	Opening Time	Remarks

Schedule

schedule.html



All that tastefulness, all for yourself.

Our products and your special moments are perfect matches. From birthday parties to corporate events, our catering service is the best way to lift up any situation, bringing happiness to more people.

Book at least two weeks in advance with the booking form below, our staff member will contact you as soon as possible and discuss the details.

Booking

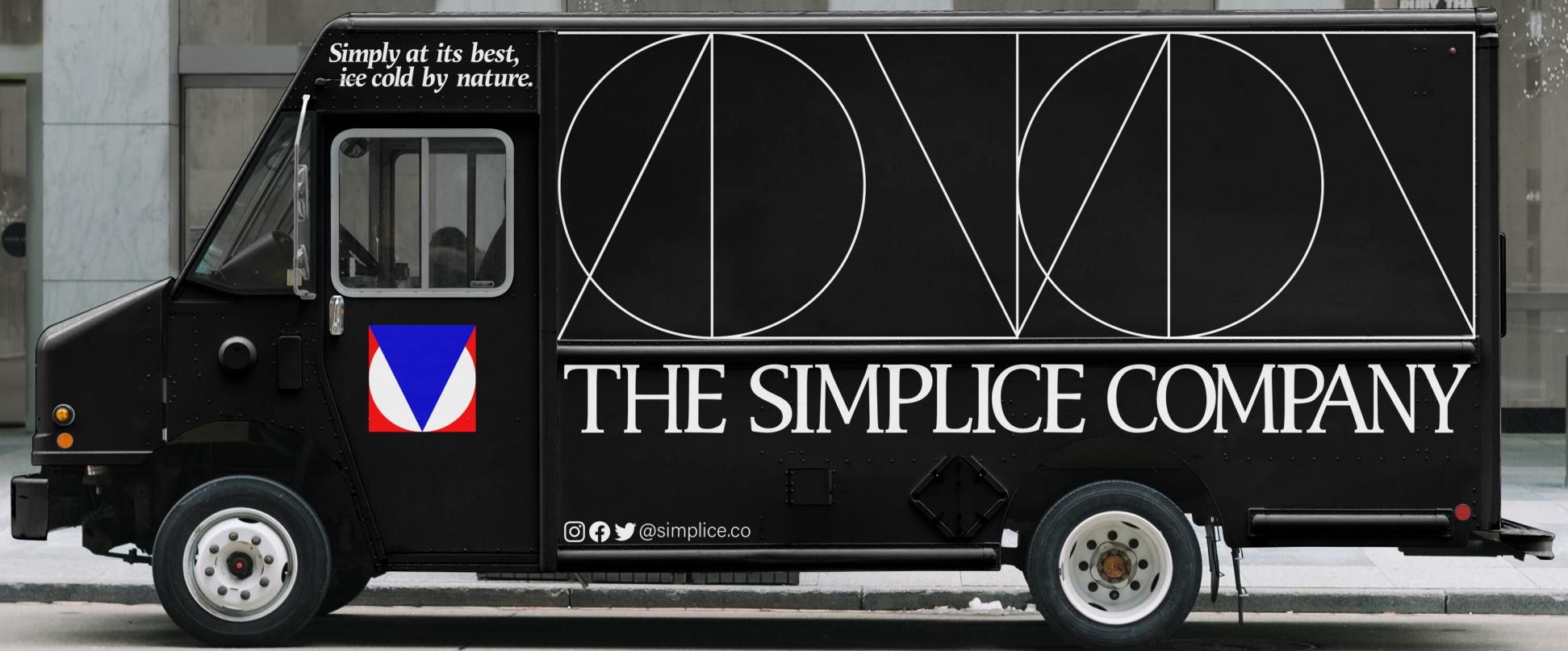
book.html

The website is at the forefront of our online presence, customers can learn more about our story, and view our menu and schedule. It also incorporates an online pre-order system and booking system for our catering service.

Created with the Bootstrap toolkit, the website easily flexes and resizes to accommodate different screen types.

Website Link: http://yik3cheung.github.io/gawds_sem2_final/index.html

Repository Link: https://github.com/yik3cheung/gawds_sem2_final

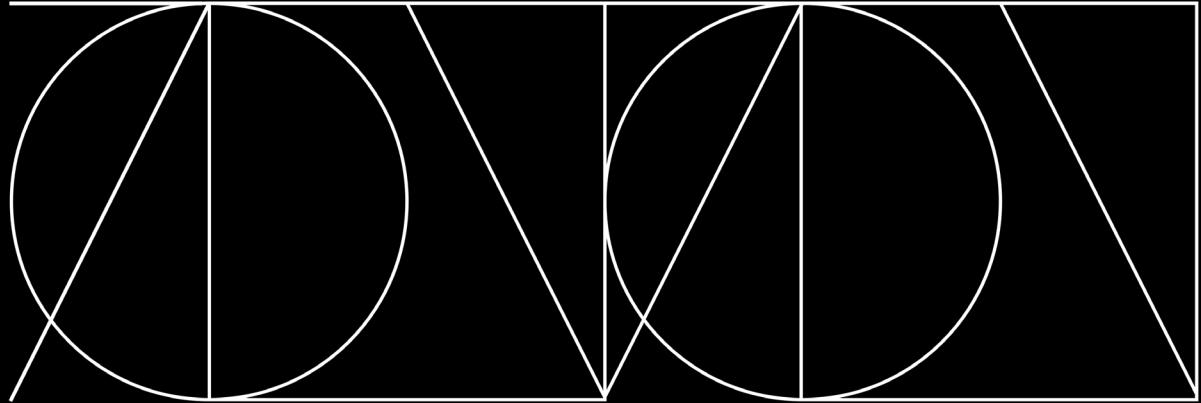


Food Truck



THE SIMPLICE COMPANY

*Simply at its best,
ice cold by nature.*



THE SIMPLICE COMPANY

Instagram Facebook Twitter @simplice.co

Except for the logo, the entire food truck uses a black-and-white colour palette. Emphasising the brand's simplistic branding and dedication to creating the best products with the purest, simplest integrants.

The main graphic of the design consists of outlines of our three element shapes overlapping, which clearly indicates where the door is going to open when during operating hours.

Our social media username and app icons are printed on the lower left corner of the main truck body, inviting customers to follow us.

Menu

Q Creams our signature ice creams with all-natural ingredients.

Creams the classic one, top our speciality waffle cones with flavourful ice creams.

Cones specially formulated recipes for that same quality taste at home.

Pints Additional pints for £7

Available flavours:

- Blueberries
- Bubble Gum
- Black Sesame
- Lavender
- Hazelnut
- Sky Blue Vanilla
- Chocolate
- Strawberries
- Matcha

Simply at its best.
ice cold by nature.

One scoop £3
Two scoops £5
Three scoops £7
One pint £13
Two pints £20

MENU

THE SIMPLE COMPANY
@simplice.co

MENU

○ Creams our signature ice creams with all-natural ingredients.

One scoop
£3

Two scoops
£5

Three scoops
£7

▽ Cones the classic one. top our speciality waffle cones with flavourful ice creams.

One scoop
£5

Two scoops
£7

Three scoops
£9

□ Pints specially formulated recipes for that same quality taste at home.

One pint
£13

Two pints
£20

Additional pints for
£7

Available flavours:



Bubble Gum *Black Sesame* *Hazelnut* *Lemon* *Strawberries*



Blueberries *Lavender* *Sky Blue Vanilla* *Chocolate* *Matcha*

*Simply at its best,
ice cold by nature.*

The menu is separated into five main parts. The three product categories, the flavours and the footer. Each product was isolated with a border with its corresponding shape and colour, making it clear to customers.

A footer with the tagline, logo and social media username so they know where to find us online.

Outdoor Posters

Never compromises quality, ever.

From the cream base to the waffle batter, we only source the best integrants possible. Monthly check with our supply chain partners ensures our products are always in pristine quality.

We do all this because we believe the best way to attract customers is to create the best products possible.



Simply at its best, ice cold by nature.

@simplice.co

Giving the word “crunch” a new meaning.

Using our specially made recipe, our specialty waffle cones are the best complement to our ice creams. With resistance from melted cream and a satisfying crunch to the bite, you've never tasted anything like this before.

Simply at its best, ice cold by nature.

@simplice.co

The happiness that you can bring home.

Specifically formulated for at-home enjoyment, our ice cream pints make sure you get that same quality and taste up to 72 hours after the time of purchase.

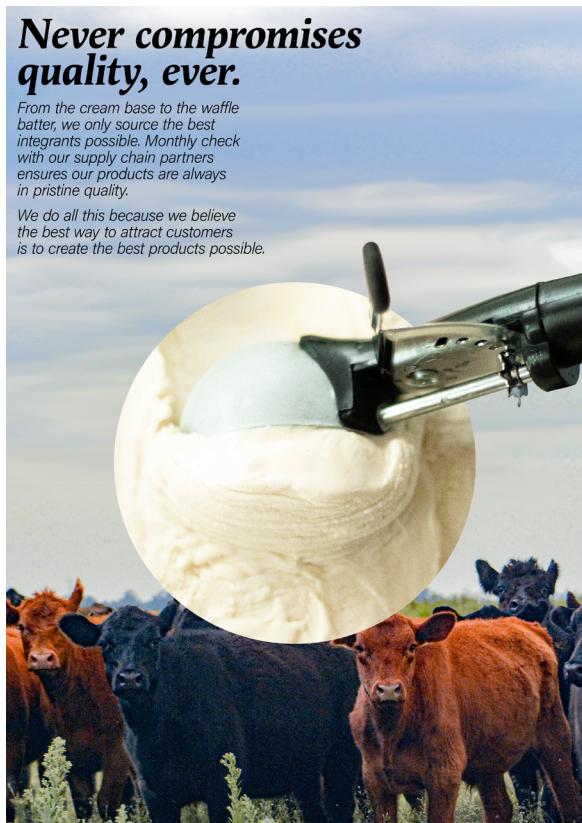
So you could enjoy your ice cream even not seeing our truck.



Simply at its best, ice cold by nature.

@simplice.co





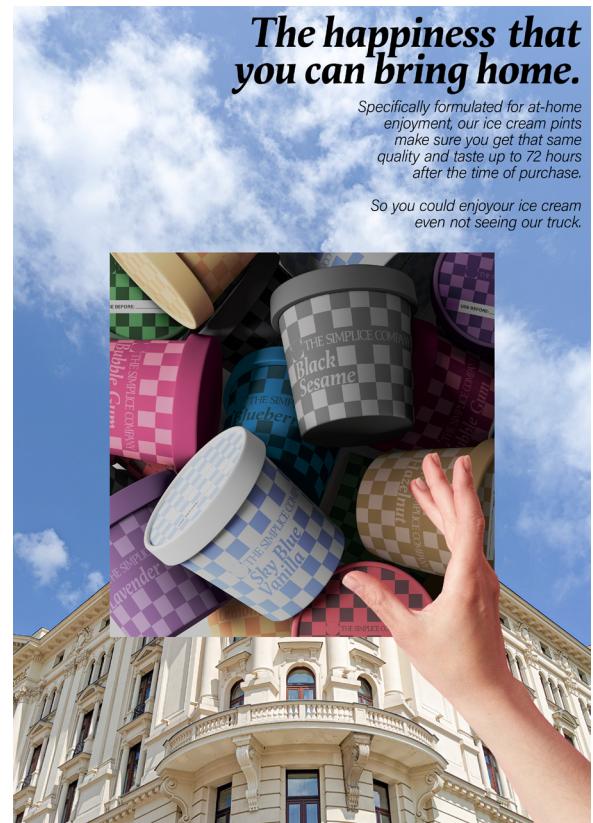
 Simply at its best, ice cold by nature.

[@simplice.co](#)



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[@simplice.co](#)



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[@simplice.co](#)

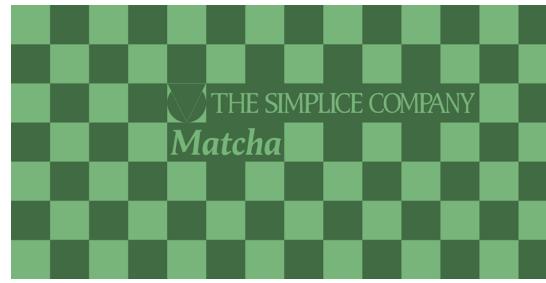
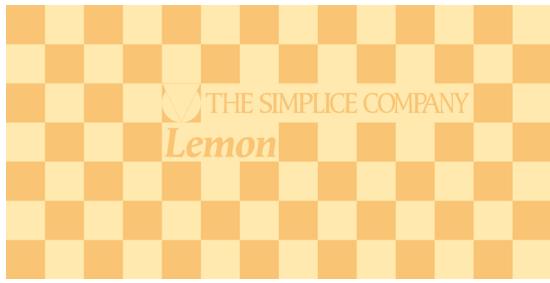
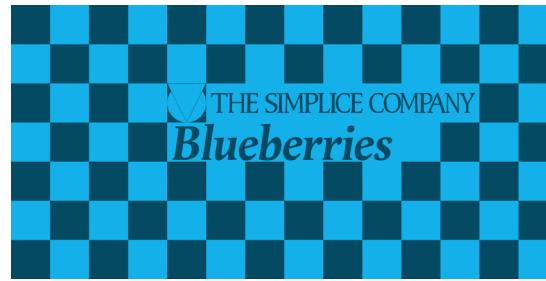
This set consists of three individual posters, each representing one product category of the brand. Promoting the brand's emphasis on quality and putting the consumers' experiences first.

The posters visually represent purity and simplicity, with the shapes acting as windows peeking into the products, alongside items that reach into them. The footer includes our brand logo, tagline, and social media username so people walking by can follow us.

When being viewed together, potential customers understand our products, brand philosophy, and where to find us at the same time.

Pint Packaging





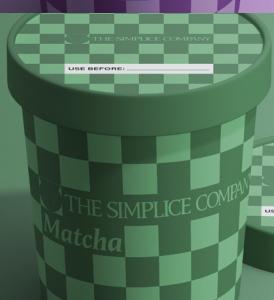
Using the square that represents ice cream pints, the packaging design embraces that element. With a grid design and colours that match the corresponding flavours. The logo can also be easily incorporated as it is also a square.

This was designed with the intention of being the first thing that catches consumers' eyeballs when they first open their fridge and easily recognisable from a distance.



Other Brand Assets

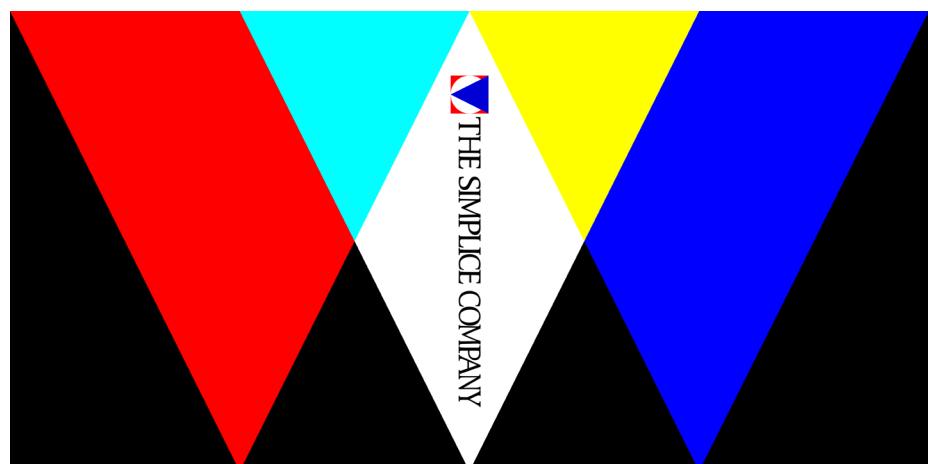
Pint Packaging (Indevidual)





Ice Cream Cone Sleeve

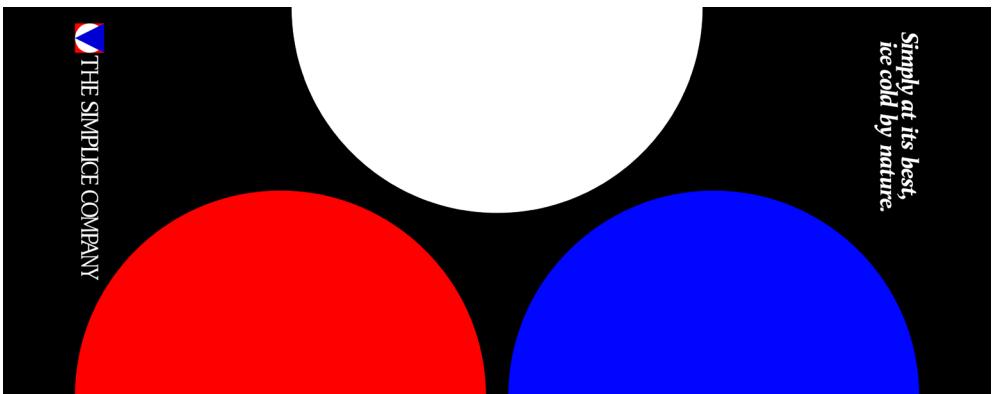
The cone sleeves have three triangles (which represent the product) in the brand colours printed on them. With the overlapping part in a different colours, the design echoes the brand's simplistic yet playful design language. The brand logo and logotype are printed vertically on the white triangle.





Ice Cream Scoop Cup

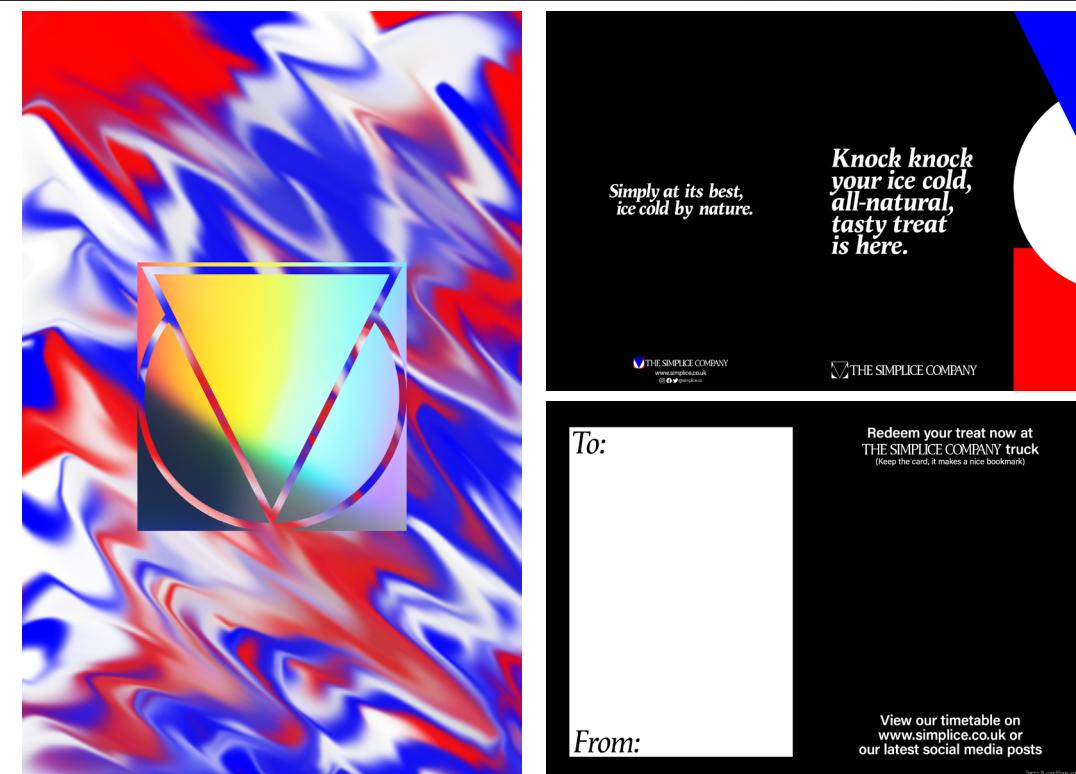
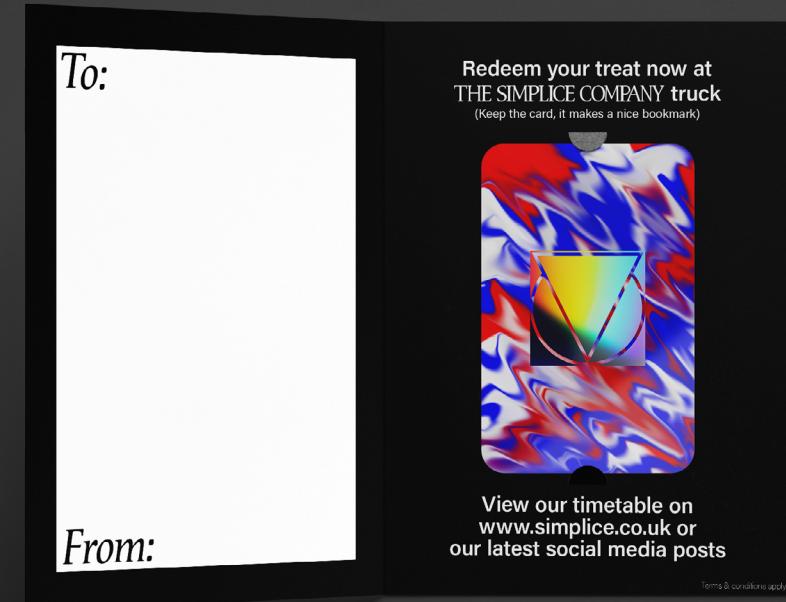
Like the previous two packagings, the cups use circles, the shape representing the product, as the main design element. With three circles in the brand's colours with the logo and tagline on each side, it is easily recognizable. The rings of the cups also use the brand colours for that special touch.

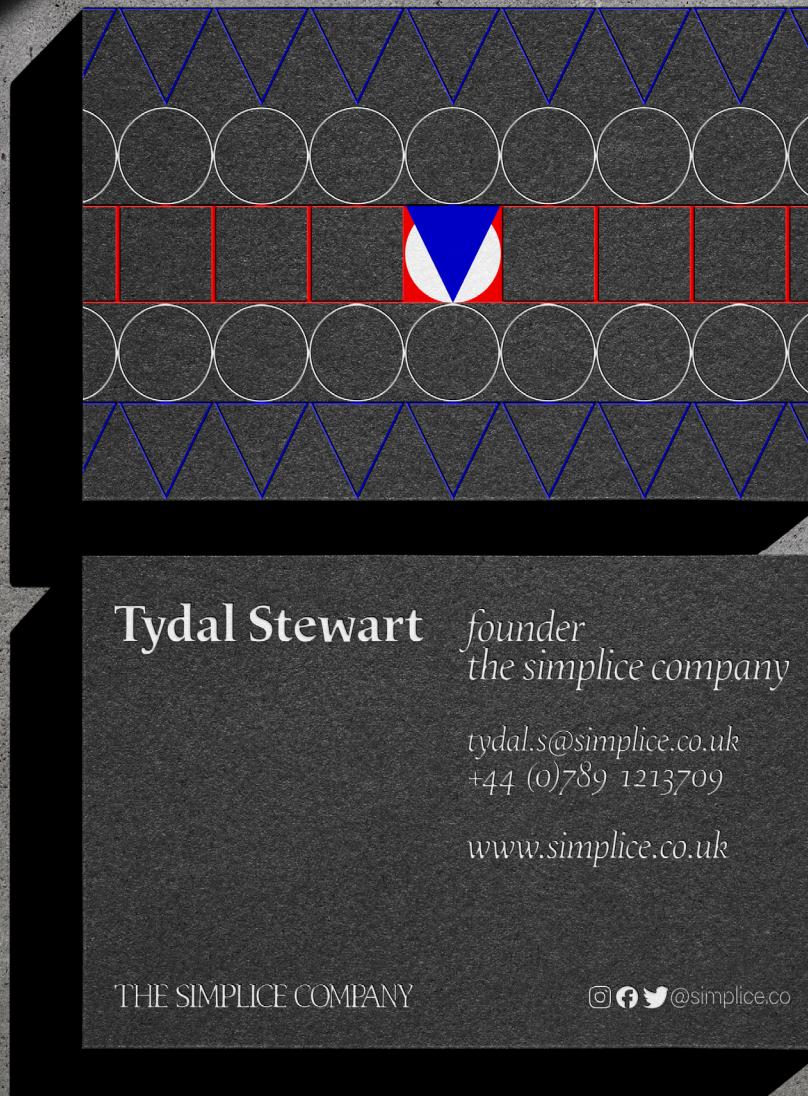


Gift Card

The outer card presents a classic look of the brand, with the front cover showing the three elements of the brand with a sentence hinting at a gift card inside, meanwhile, the back cover shows the tagline, logo with logotype and socials. While space was left inside for messages to be written by customers to their loved ones.

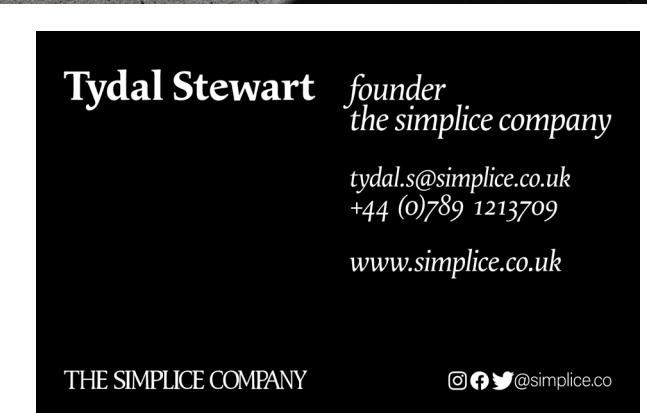
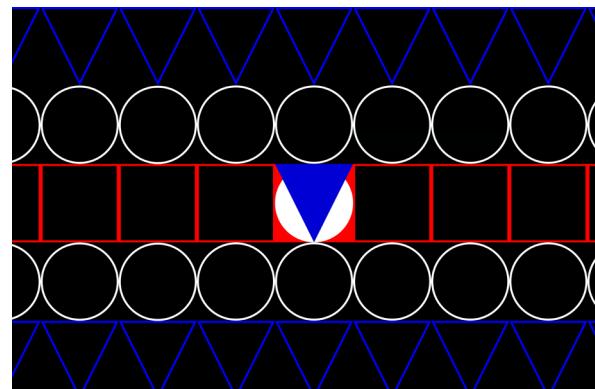
The gift card itself has a swirling design with the brand's three main colours. The logo was stamped on with holographic foil, giving it a distinct look in different lighting. The cards are made with 100% recycled plastic and are meant to be kept by customers as bookmarks.





Business Card

The front embodies a pattern that consists of outlines of the brand's elements, with the centre square being the logo. Following the branding, the back uses the Apolline Std typeface, with the person's name using the bigger bold font, while other info like position, contact and website uses the lighter italic font.



Simply at its best, ice cold by nature.



THE SIMPLICE COMPANY

www.simplice.co.uk

@simplice.co