



ICED-OUT
ICE CREAM

COMPANY BRANDING

LOGOS

LOGO 1



LOGOS 2



FONTS

ARTISTE STD

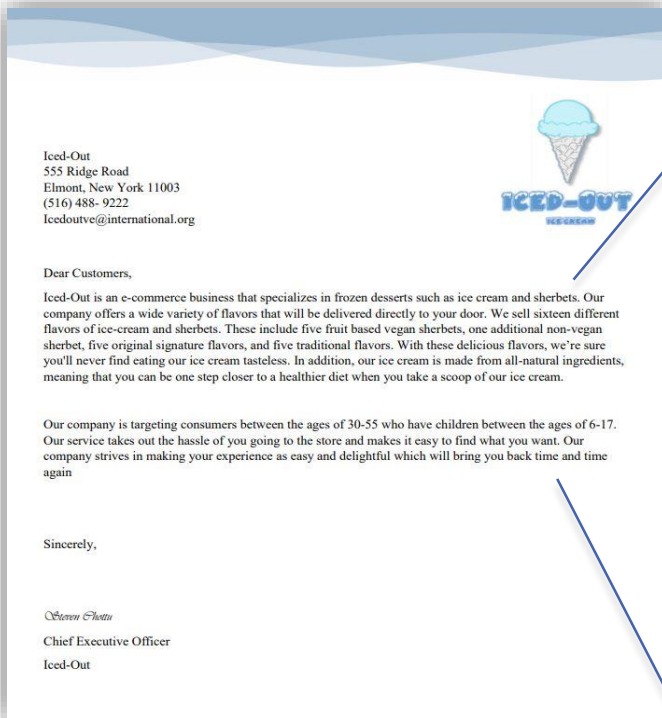
BLACK SANTA

ARTISTE STD CAN BE FOUND IN OUR SECOND LOGO. ITS CARTOONISH DESIGN APPEALS TO BLACK SANTA IS A BOLDDED FONT THAT IS EASY TO READ AND GOES WITH OUR BRAND.

COLOR PALETTE



LETTERHEAD & COMPANY DESCRIPTION



Dear Customers,

Iced-Out is an e-commerce business that specializes in frozen desserts such as ice cream and sherbets. Our company offers a wide variety of flavors that will be delivered directly to your door. We sell sixteen different flavors of ice-cream and sherbets. These include five fruit based vegan sherbets, one additional non-vegan sherbet, five original signature flavors, and five traditional flavors. With these delicious flavors, we're sure you'll never find eating our ice cream tasteless. In addition, our ice cream is made from all-natural ingredients, meaning that you can be one step closer to a healthier diet when you take a scoop of our ice cream.

Our company is targeting consumers between the ages of 30-55 who have children between the ages of 6-17. Our service takes out the hassle of you going to the store and makes it easy to find what you want. Our company strives in making your experience as easy and delightful which will bring you back time and time again

BUSINESS CARD

FRONT

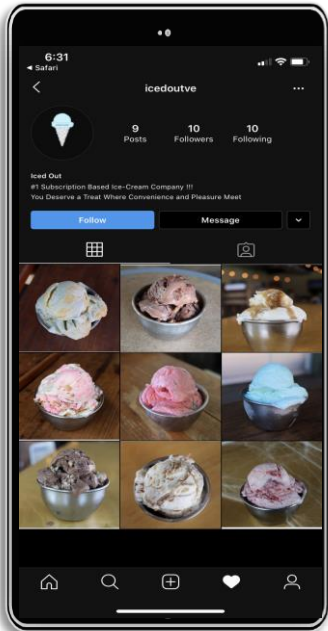


BACK



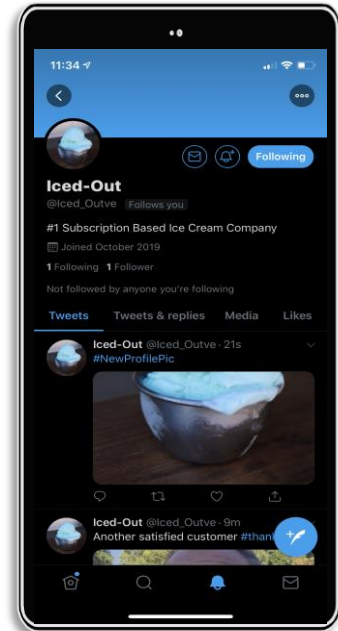
SOCIAL MEDIA

INSTAGRAM



WE USE SOCIAL MEDIA
TO CONNECT AND
INTERACT WITH OUR
CUSTOMERS ON A
MORE PERSONAL
LEVEL.

TWITTER



APPAREAL AND MERCHANDISE



TEE-SHIRT



POP-SOCKET



WATER BOTTLE



TOTE BAG



TRUCKER HAT