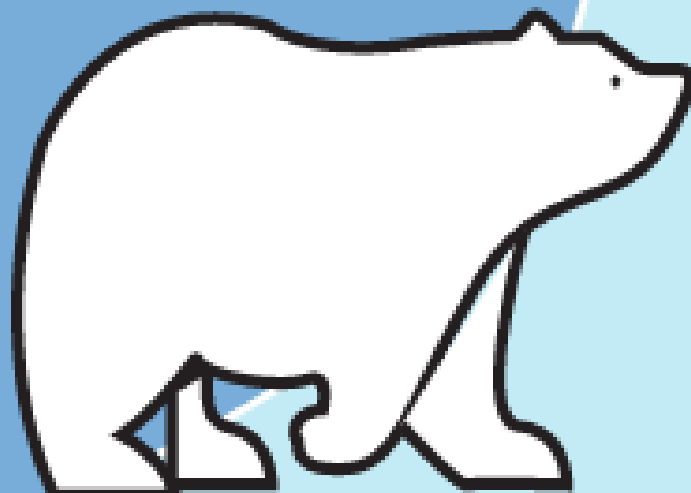


**ICE FOR ICE**

*Company Branding*



# Logo



# Color Palette

C: 100  
M: 92  
Y: 19  
K: 06

C: 52  
M: 20  
Y: 03  
K: 00

C: 21  
M: 00  
Y: 03  
K: 00

C: 00  
M: 00  
Y: 00  
K: 00

# Fonts

Microsoft Himalaya

**IGLOOCAPS**

*Brush Script Std Medium*

Microsoft Himalaya, Brush Script Std Medium, along with IglooCaps, are open-source free fonts- easily available for download and distribution free of charge. Brush Script Std Medium should be used in titles, headers, and call-outs and Igloocaps is the preferred font for larger bodies of text.

# Business Card

## FRONT



## BACK



# Letterhead



**ICE FOR ICE**

(973) 664-2200

[iceforice.nj@veinternational.org](mailto:iceforice.nj@veinternational.org)

50 Knoll Drive

Rockaway, NJ 07866

*Ice Cream made right.* Our company will provide high quality, unique ice cream flavors that will also help to combat climate change. We have developed three great product lines and are continuing to build our brand.

*The frozen treat that beats the heat* Ice for Ice will donate 10% of our profit to various causes supporting research and climate change initiatives. From our product packaging or the ingredients in our ice cream we are conscious of our carbon footprint and work tirelessly to create high quality products with a low impact on the environment.

# Social Media

Twitter- Ice For Ice

Instagram- Ice\_For\_Ice\_

[iceforice.nj@veinternational.org](mailto:iceforice.nj@veinternational.org)