



Brand Guidelines

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A gathering place for our community that incorporates fun with family & friends . This two part business will have an ice cream shoppe serving a variety of coffee and lite fare in the front and private event space located in the rear of the property with outdoor space for both. Whether it be a birthday party, shower, holiday party or just a quick stop for ice cream our staff would love to host you!



04 Logo











PRIMARY COLORS

-  RGB: 37 19 129
CMYK: 100 100 0 17
HEX: #251381
-  RGB: 106 197 211
CMYK: 56 2 13 0
HEX: #6AC5D3
-  RGB: 246 58 168
CMYK: 0 88 0 0
HEX: #F63AA8
-  RGB: 252 193 124
CMYK: 0 26 57 0
HEX: #FCC17C

PRIMARY LOGO

ADDITIONAL COLORS

-  RGB: 210 232 236
CMYK: 17 2 4 0
HEX: #D2E8EC
-  RGB: 252 124 188
CMYK: 0 59 0 0
HEX: #FC7CBC
-  RGB: 250 158 207
CMYK: 0 47 0 0
HEX: #FA9ECF
-  RGB: 213 170 185
CMYK: 15 35 14 0
HEX: #D5AAB9
-  RGB: 235 215 220
CMYK: 6 16 7 0
HEX: #EBD7DC
-  RGB: 220 112 115
CMYK: 10 65 42 0
HEX: #DC7073
-  RGB: 248 182 169
CMYK: 0 35 28 0
HEX: #F8B6A9
-  RGB: 253 213 163
CMYK: 0 17 40 0
HEX: #FDD5A3

05 Logo



RGB: 37 19 129
CMYK: 100 100 0 17
HEX: #251381

PRIMARY LOGO



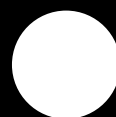
06 Logo



RGB: 20 20 20
CMYK: 0 0 0 100
HEX: #141414

PRIMARY LOGO

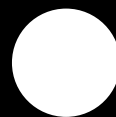




RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #ffffff

PRIMARY LOGO





RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #ffffff

PRIMARY LOGO





PRIMARY COLORS

- RGB: 37 19 129
CMYK: 100 100 0 17
HEX: #251381
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CMYK: 56 2 13 0
HEX: #6AC5D3
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HEX: #DC7073
- RGB: 248 182 169
CMYK: 0 35 28 0
HEX: #F8B6A9
- RGB: 253 213 163
CMYK: 0 17 40 0
HEX: #FDD5A3

ADDITIONAL VERSION



RGB: 37 19 129
CMYK: 100 100 0 17
HEX: #251381

ADDITIONAL VERSION

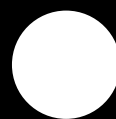




RGB: 20 20 20
CMYK: 0 0 0 100
HEX: #141414

ADDITIONAL VERSION





RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #ffffff

ADDITIONAL VERSION



13 Logo



RGB: 37 19 129
CMYK: 100 100 0 17
HEX: #251381

ADDITIONAL VERSION



ICE CREAM
The Post
& EVENTS



RGB: 20 20 20
CMYK: 0 0 0 100
HEX: #141414

ADDITIONAL VERSION

ICE CREAM
The Post
& EVENTS

ICE CREAM
The Post
& EVENTS



RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #ffffff

ADDITIONAL VERSION

ICE CREAM
The Post
& EVENTS



Damion

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?!"(%)#@\$^&()*

Averia Serif Libre

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890'?!"(%)#@\$^&*()



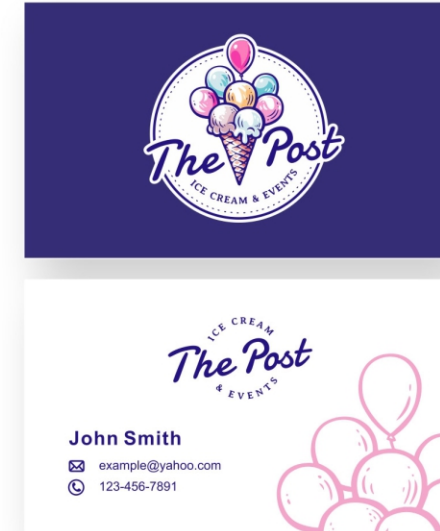
PLEASE ALLOW ADEQUATE
SPACING AT ALL TIMES.

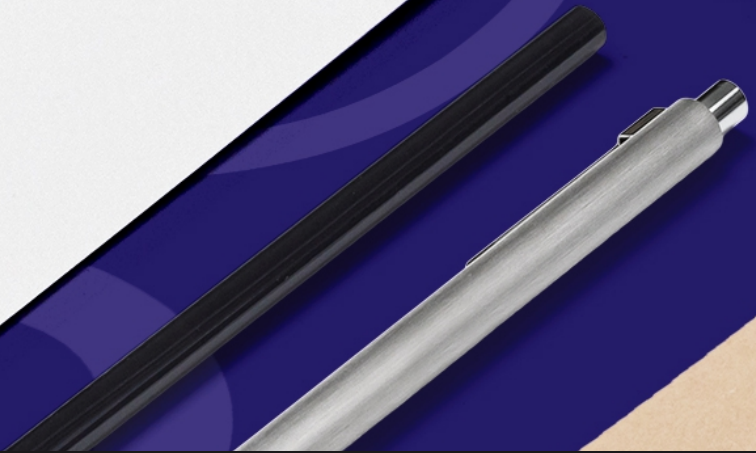


LETTERHEAD EXAMPLE

PHOTOGRAPHY EXAMPLE

BUSINESS CARD EXAMPLE









RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing),

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard,

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images.

