

# **BRAND IDENTITY**

## **LOGO & COMPANY BRANDING SHEET**

## LOGO DESIGN



- Traditionally shaped emblem logo to invoke a feeling of nostalgia
- Cross hatch design to display two distinct flavors even when the logo is a single color
- Striped border inspired by swirls in the product
- Custom "R" for an extra sweet feel
- Leaves to represent natural ingredients traditionally used in sherbet

B/W LOGO



COLOR LOGO



# PRIMARY COLORS

CMYK 0 0 0 0 | RGB 255 255 255 | HEX #ffffff  
CMYK 69 89 45 49 | RGB 266 32 63 | HEX #42203f

- Dark purple used as a replacement for black for additional fun and quirkiness
- All patterns are lined with primary color

## SECONDARY COLORS

CMYK 28 49 15 0 | RGB 185 141 171 | HEX #b98dab

CMYK 0 29 63 0 | RGB 251 188 113 | HEX #fbbc71

CMYK 4 3 51 0 | RGB 247 235 151 | HEX #f7eb97

CMYK 7 64 17 0 | RGB 277 123 155 | HEX #e37b9b

- Color tone taken from the pastel nature of sherbet
- Colors meant to represent fruit colors

## PRIMARY FONTS

NEW HERMAN REGULAR

**NEW HERMAN BOLD**

**NEW HERMAN ExtraBold**

{ *ONLY USED AS UPPERCASE* }  
{ *TYPE IN LOGO & TITLES* }



## SECONDARY FONTS

NEW HERMAN REGULAR

NEW HERMAN BOLD

NEW HERMAN ExtraBold

{ ONLY USED AS UPPERCASE  
TYPE IN LOGO & TITLES }

Avenir Next Condensed Regular

Avenir Next Condensed Medium

*Avenir Next Condensed Medium Italic*

Avenir Next Condensed Demi Bold

*Avenir Next Condensed Demi Bold Italic*

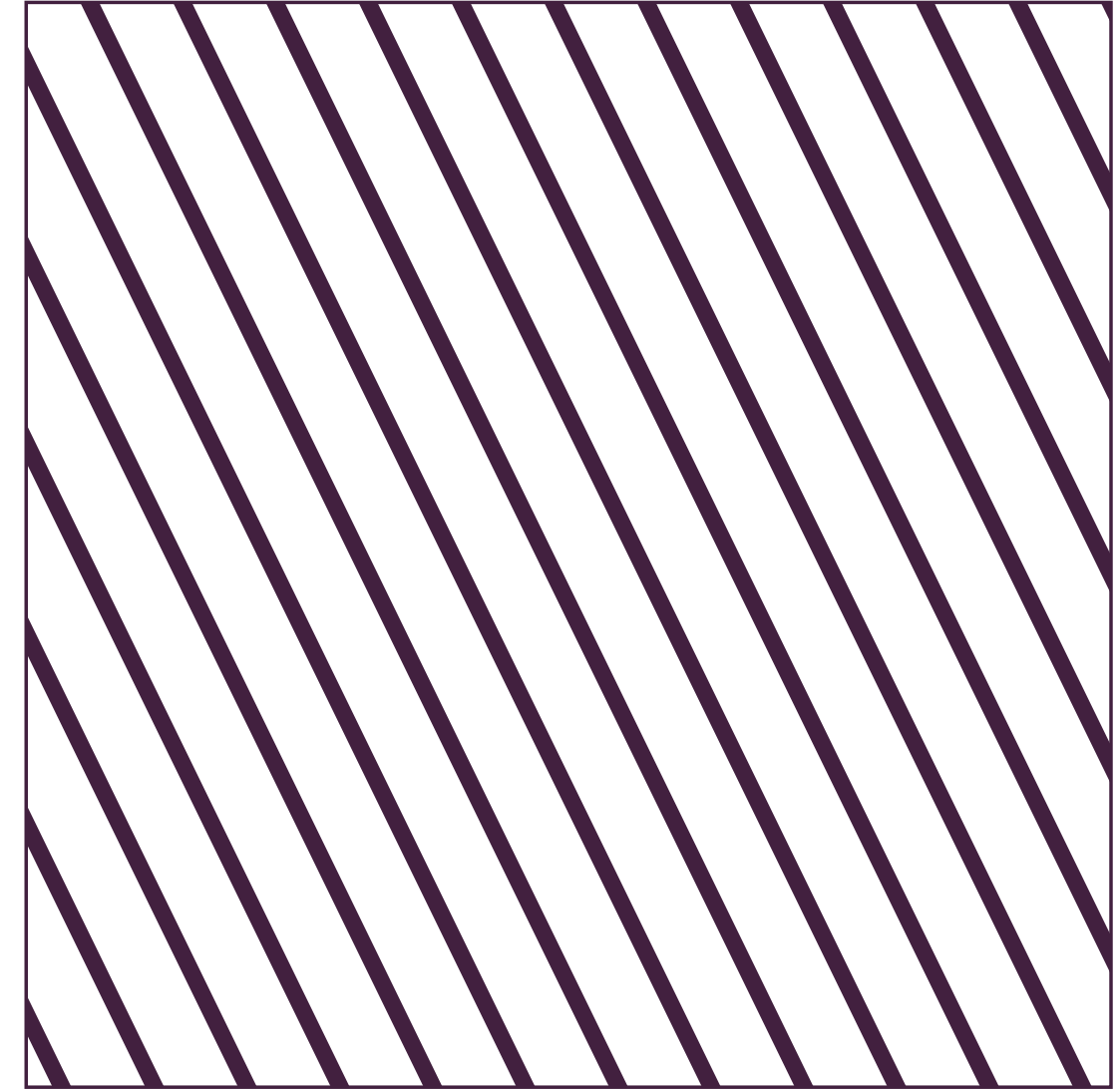
Avenir Next Condensed Bold

*Avenir Next Condensed Bold Italic*

**Avenir Next Condensed Heavy**

***Avenir Next Condensed Heavy Italic***

# PATTERNS







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**Avenir Next Condensed Bold**

*Avenir Next Condensed Bold Italic*

**Avenir Next Condensed Heavy**

***Avenir Next Condensed Heavy Italic***

