



*Mom Mom's
Ice Cream Shop*



Branding Guide
2021

Color

Secondary

#da7b55

#f3aa7e

Primary

#8b548d

#fcfcfo

#f6eecb

#683248

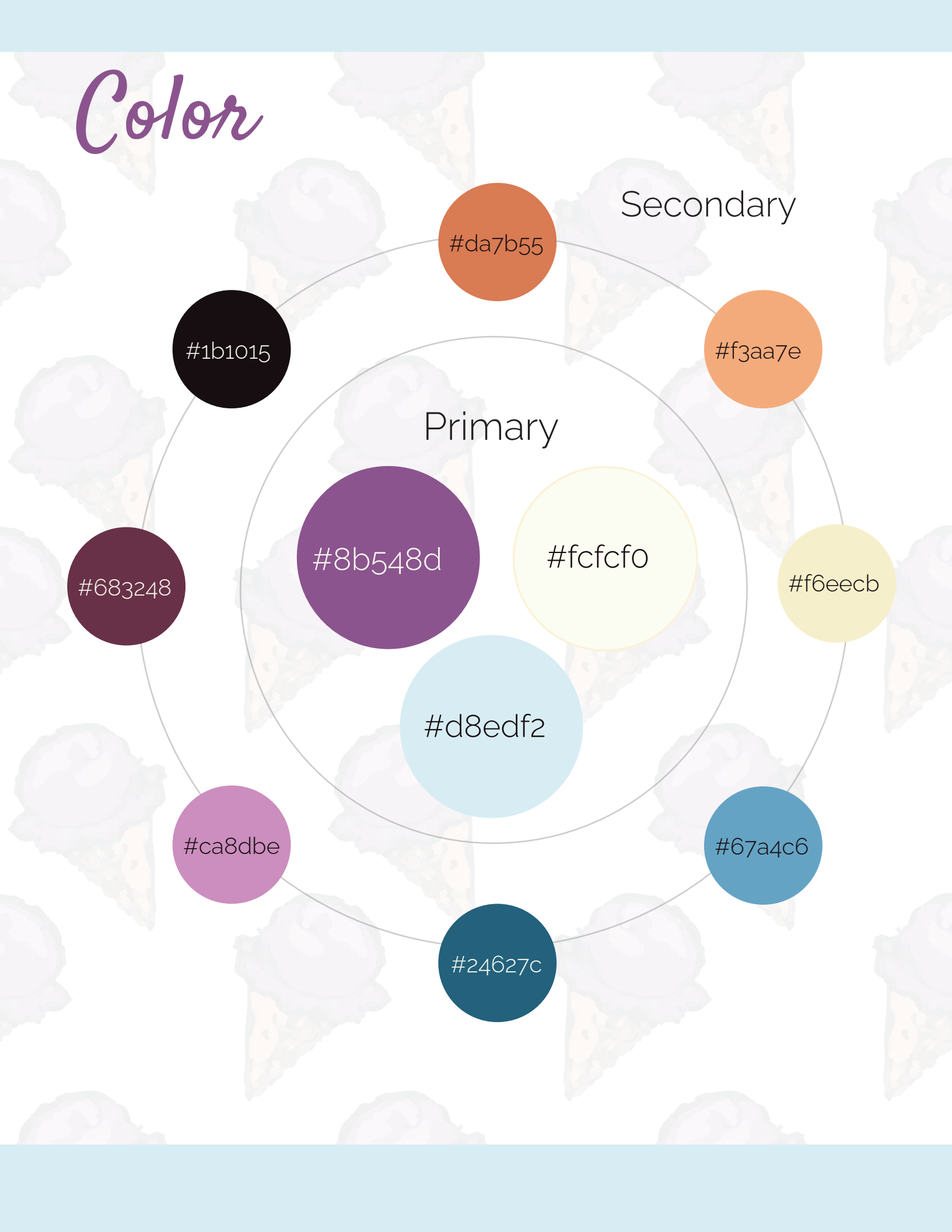
#d8edf2

#ca8dbe

#67a4c6

#1b1015

#24627c



Textures

- Colorful patterns that speak to ice cream aesthetics
- Components that nod to existing storefront aesthetics
- Vintage, handmade, & local components such as chalkboard, paper, checkered tile, rolled paint

Primary



Secondary

Fonts

Headings

Satisfy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Body

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Raleway Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Variations

Raleway Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?

Raleway Extra Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?*

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?

Raleway Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?*

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?

Raleway Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?*

Raleway Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?

Raleway Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?*

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?

Raleway Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()?*

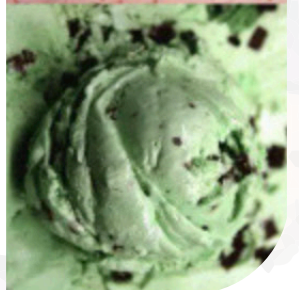
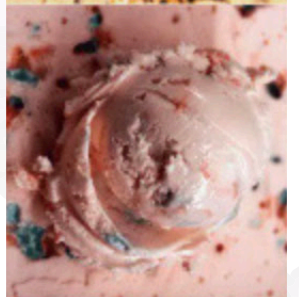
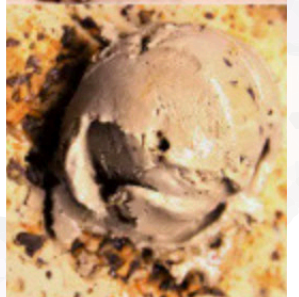
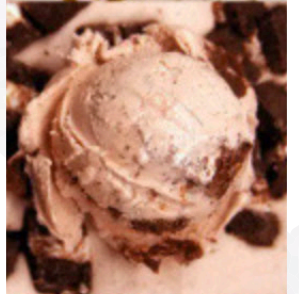
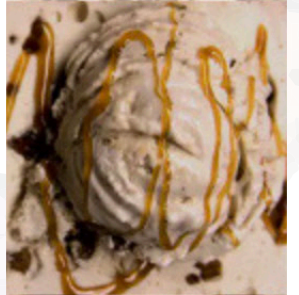
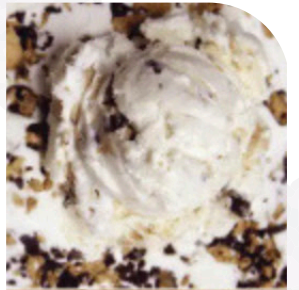
Imagery

Ice Cream



- Side lit or heavy accent light for modeling/halo
- High Key (BRIGHT)
- Colorful/Saturated
- Action shot or Lots of movement generated by composition/ingredients
- Focus on unique ingredients, flavors, and toppings
- Maintain a slight old-fashioned feel to match the MomMom's brand





Imagery

Portraits



- Follow the same lighting, color, and composition rules as for ice cream photos
- Keep faces anonymous (Shallow Depth of Field and/or creative cropping)
- Happy & smiling
- Focus on the treats
- Social - community feel
- Dressed in brand Colors
- No distracting graphics on clothing





Shapes



- Organic
- Ornate
- Old-Fashioned
- Handmade
- Curly
- Friendly



Descriptions

- handmade
- unique
- local
- sweet
- friendly
- quaint
- old-fashioned
- organic
- rustic

Mission Statement

"Our mission is to provide homemade ice creams and hand crafted desserts to our friends and local families and become their favorite dessert shop with a personal touch. It is our goal to establish relationships with customers who want homemade ice cream made within miles of their home and eventually become a fixture in the community."



Mom Mom's Ice Cream Shop



