

# FROSTY FANG logo & branding

Combining whole, organic ingredients with fanciful & unique flavors, Frosty Fang aims to make premium ice cream fun again.

To that end, I used a hand-crafted style to design a logo that looks like a character cut out of construction paper. Textured, colorful fills & an uneven, chunky font drive the point home. The wordmark works on its own, too, transforming the character's tongue into an abstracted heart, symbolising the good feeling you get when sharing the treats.

Clean, uncluttered layouts & backgrounds help keep the brand from becoming juvenile or messy, keeping it in the realm of premium product.





**MENU**

**CUP OR CONE**

1 scoop (4oz) \$4  
2 scoop (8oz) \$6  
3 scoop (12 oz) \$8

**CLASSIC FAVORITES**

Vanilla  
Chocolate  
Strawberry  
Mint Bark  
Lemon Sorbet  
Coconut Sorbet  
Mango Sorbet

**FRANKEN-SUNDAES** \$12

Bananas Foster  
Bananas, Cinnamon, Waffles,  
Butter, Bacon Bits

**MONSTROUS CREATIONS**

Chili Peanut  
Miso & Roasted Strawberry  
Fig & Goat Cheese  
Spicy Pineapple  
Almond Joy  
Blue Moon

**SLUDGE CUP**  
Choose 1 Flavor and up to 3 mixins  
small (10oz) \$12  
large (16 oz) \$15

**PINT-TO-GO**

1/2 pint \$5  
1 pint \$8

**MIXINS**

Cookie Chunks,  
Rainbow Candy, Pretzels,  
Gummy Worms,  
Cheesecake, Ritz,  
PB Cups, Brownie Bites,  
Turkey Wing

**REAL INGREDIENTS, IMPOSSIBLE FLAVORS, SINCE 2015**





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