

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 the realm of premium product.

Photoshop | Illustrator | Firefly



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MENU

CUP OR GONE

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

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

CLASSIC FAVORITES

Vanilla
Cocolate
Strawberry
Mint Bark
Lemon Sorbet
Coconut Sorbet
Mango Sorbet

MONSTROUS CREATIONS

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

MIXINS

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

FRANKEN-SUNDAES \$12

Pineapple Foster
Pineapple, Cinnamon, Waffles,
Butter, Bacon Bits

S'mored Alaska
Hot Fudge, Espresso Beans,
Toasted Mallow, Granola

Turtle Creek
Hot Caramel & Fudge,
Sticky Toffee, Pecans, Coconut

REAL INGREDIENTS, IMPOSSIBLE FLAVORS, SINCE 2015

