

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



Pb



