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# BRAND GUIDELINES

# MISSION STATEMENT



At MooScoop, our mission is to delight ice cream lovers with the most extraordinary, mouthwatering, and unforgettable frozen treats. We believe in creating moments of pure joy and indulgence, where every scoop of our handcrafted ice cream transports you to a world of delectable flavors and creamy perfection.

We are dedicated to using only the finest, high-quality ingredients, sourced sustainably and ethically, to ensure that every spoonful of MooScoop ice cream is a pure delight for the senses. We strive to innovate and push the boundaries of traditional ice cream flavors, constantly surprising and captivating our customers with unique, whimsical, and delicious creations.

Our commitment to craftsmanship is unwavering. Each batch of MooScoop ice cream is made with love and care, using traditional techniques and modern expertise to achieve the perfect texture, richness, and balance of flavors. We take pride in our attention to detail, ensuring that every pint or cone we serve reflects our passion for the art of ice cream making.

We aim to foster a sense of community and happiness through our ice cream. From family gatherings to celebrations with friends, we want MooScoop to be a part of those special moments that bring people together. We value the smiles on our customers' faces, knowing that we have played a small role in creating memories and spreading joy.

As a responsible brand, we are committed to sustainability and minimizing our environmental impact. From sourcing eco-friendly packaging to supporting local farmers, we strive to make choices that benefit both our planet and our customers. We believe in giving back to our communities and actively participating in initiatives that promote social and environmental well-being.

At MooScoop, our mission is to be the ultimate destination for ice cream lovers, delivering unparalleled taste experiences that inspire happiness, connection, and pure delight. Join us on this delicious journey as we create extraordinary moments, one scoop at a time.

# BRAND VALUES

## 1. QUALITY:

We are committed to delivering the highest quality ice cream, made with premium ingredients and crafted with expertise. Our dedication to quality ensures that every scoop of MooScoop is a delightful and indulgent experience.

## 2. CREATIVITY:

We embrace innovation and creativity in our flavors and creations. We constantly push boundaries, experimenting with unique combinations and imaginative concepts to offer our customers new and exciting taste sensations.

## 3. JOY:

We believe in the power of ice cream to bring joy and happiness. From the first lick to the last bite, MooScoop aims to create moments of pure delight and celebration, adding a touch of sweetness to people's lives.

## 4. COMMUNITY:

We believe in fostering a sense of community and connection. MooScoop strives to create an inclusive and welcoming environment where ice cream lovers can gather, share experiences, and create lasting memories together.

## 5. SUSTAINABILITY:

We are dedicated to sustainable practices and reducing

our environmental impact. From responsibly sourced ingredients to eco-friendly packaging, we prioritize choices that support the well-being of our planet and future generations.

## 6. CUSTOMER DELIGHT:

We prioritize our customers' happiness and satisfaction. Through exceptional customer service, personalized experiences, and consistently delicious ice cream, we aim to exceed expectations and create loyal fans of MooScoop.

## 7. INTEGRITY:

We operate with integrity in all aspects of our business. We value transparency, honesty, and ethical practices, ensuring that our customers can trust the quality and origin of our ingredients and the values we stand for.

## 8. FUN AND WHIMSY:

We embrace a spirit of fun and playfulness in everything we do. MooScoop's ice cream experience is characterized by its whimsical flavors, joyful branding, and the ability to transport our customers to a world of imagination and delight.

These brand values guide our actions and decisions, shaping the essence of MooScoop and ensuring that our ice cream brand stands for excellence, creativity, joy, and community.



# LOGOS



# PRIMARY



## **SECONDARY VARIATIONS**



## **BRANDMARK**



## **WORDMARK**



# LOGO USAGE DON'TS

1. Change the logo's orientation.
2. Alter the logo's attributes or colors.
3. Crop the logo.
4. Add unnecessary glow effect to the logo.
5. Outline the logo with no fill.
6. Stretch or distort the logo.
7. Add unnecessary drop shadows to logo.
8. Place an outline box around logo.
9. Change overall transparency of log
10. Change typeface of logo.



# COLOR PALETTE

MOO MOO BLUE  
MOO MOO BLUE  
MOO MOO BLUE

**MOO MOO BLUE**

**HEX: #6FABDA**

**RGB: 111, 171, 218**

**CMYK: 49, 22, 0, 15**

RASPBERRY! RED  
RASPBERRY! RED  
RASPBERRY! RED

**RASPBERRY! RED**

**HEX: #A14A60**

**RGB: 161, 74, 96**

**CMYK: 0, 54, 40, 37**

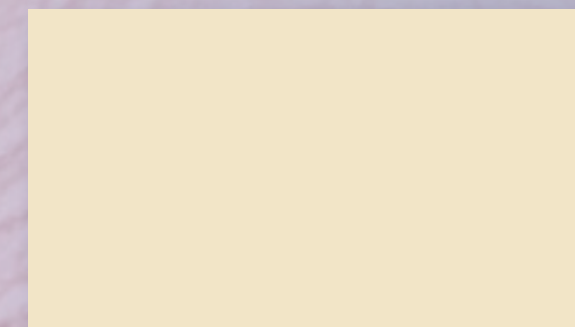


**TUTTI FROOTIE**

**HEX: #DE8AAD**

**RGB: 222, 138, 173**

**CMYK: 0, 38, 22, 13**



**BUTTERMILK**

**HEX: #F2E5C7**

**RGB: 242, 229, 199**

**CMYK: 0, 5, 18, 5**



**BUTTERFLY PEA**

**HEX: #23238C**

**RGB: 35, 35, 140**

**CMYK: 75, 75, 0, 45**



**BERRY TARTE**

**HEX: #101A3B**

**RGB: 16, 26, 59**

**CMYK: 73, 56, 0, 77**

# TYPEFACES

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*Bello Script Pro*

*Regular*

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**REGULAR**

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**Marion**

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**Marion**

**Regular**

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**Marion**

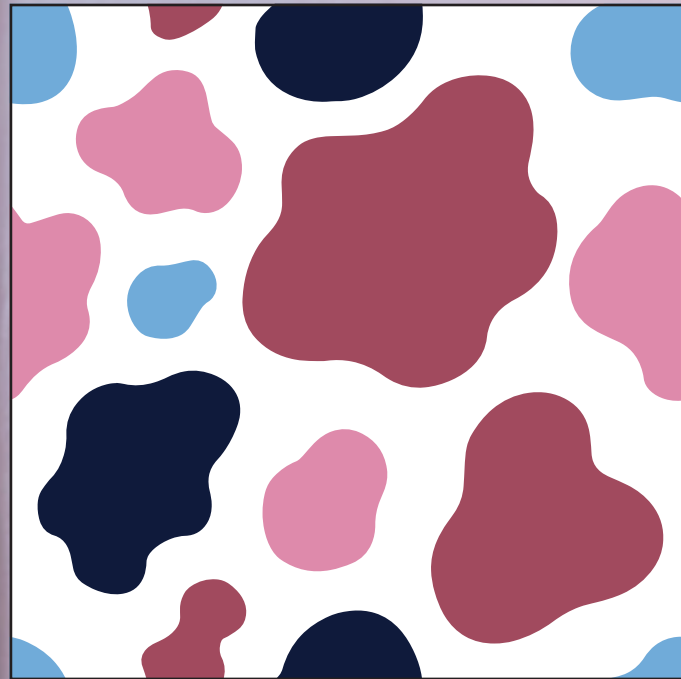
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# ***PATTERNS***

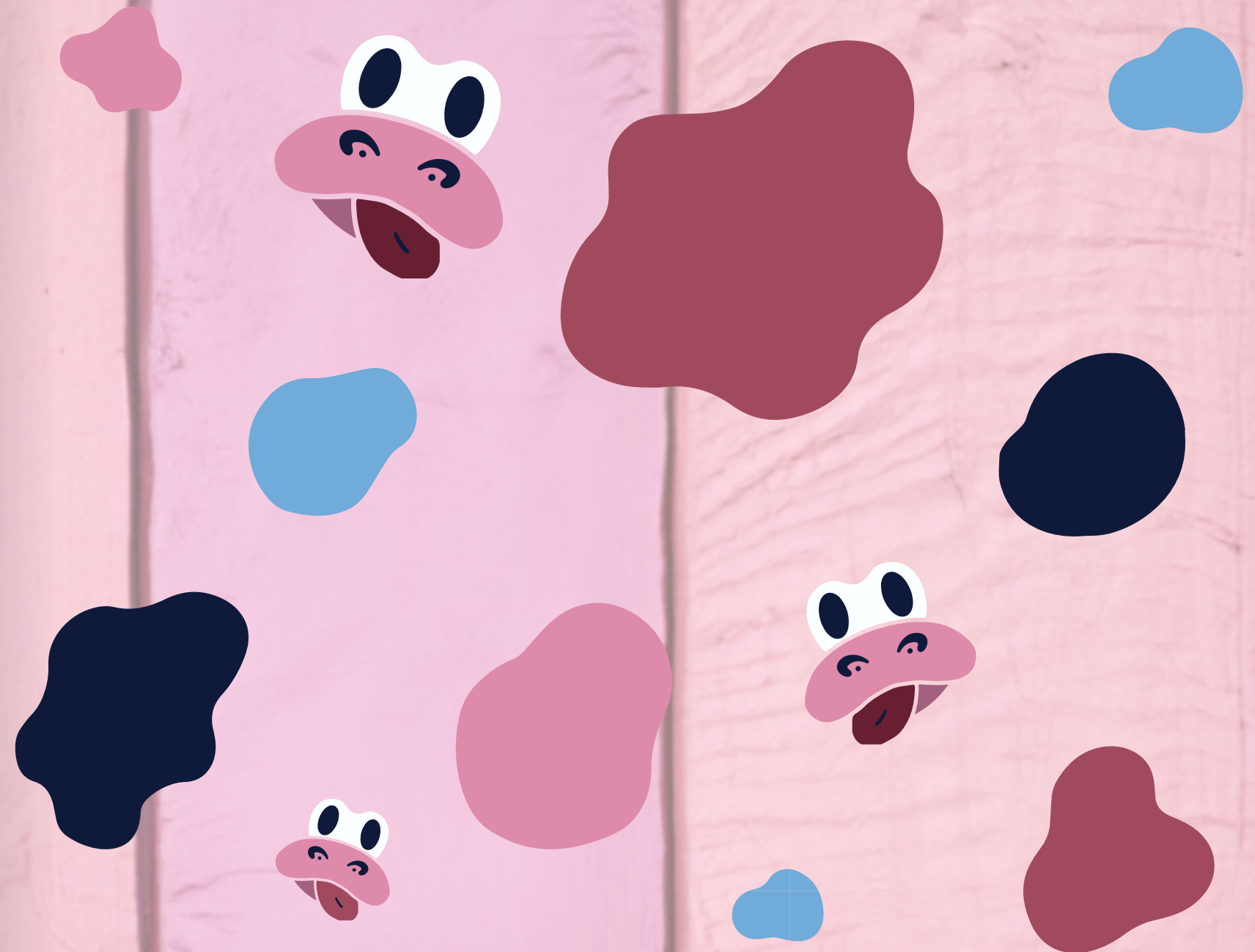
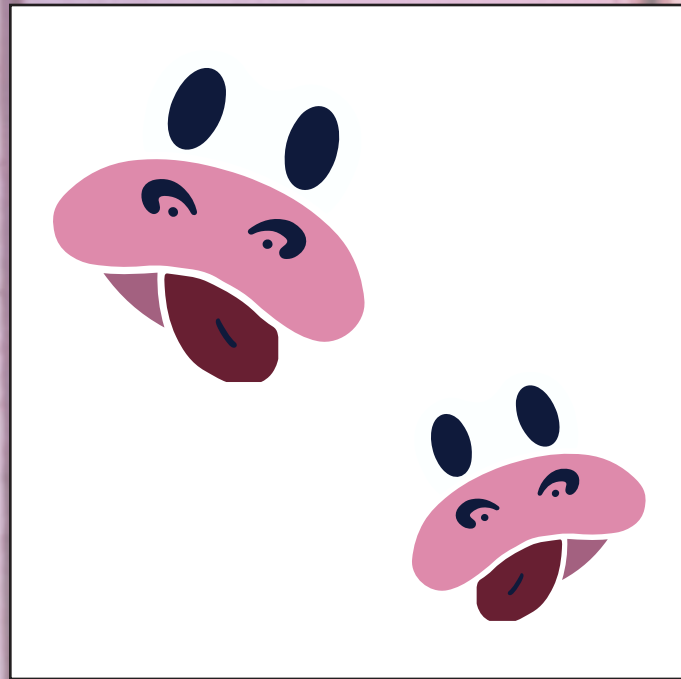
***COW PRINT***

...



***MOO MOO'S FACE***

...





# MARKETING

# MASCOT

**MOO MOO!**



**FRONT**



**BACK**



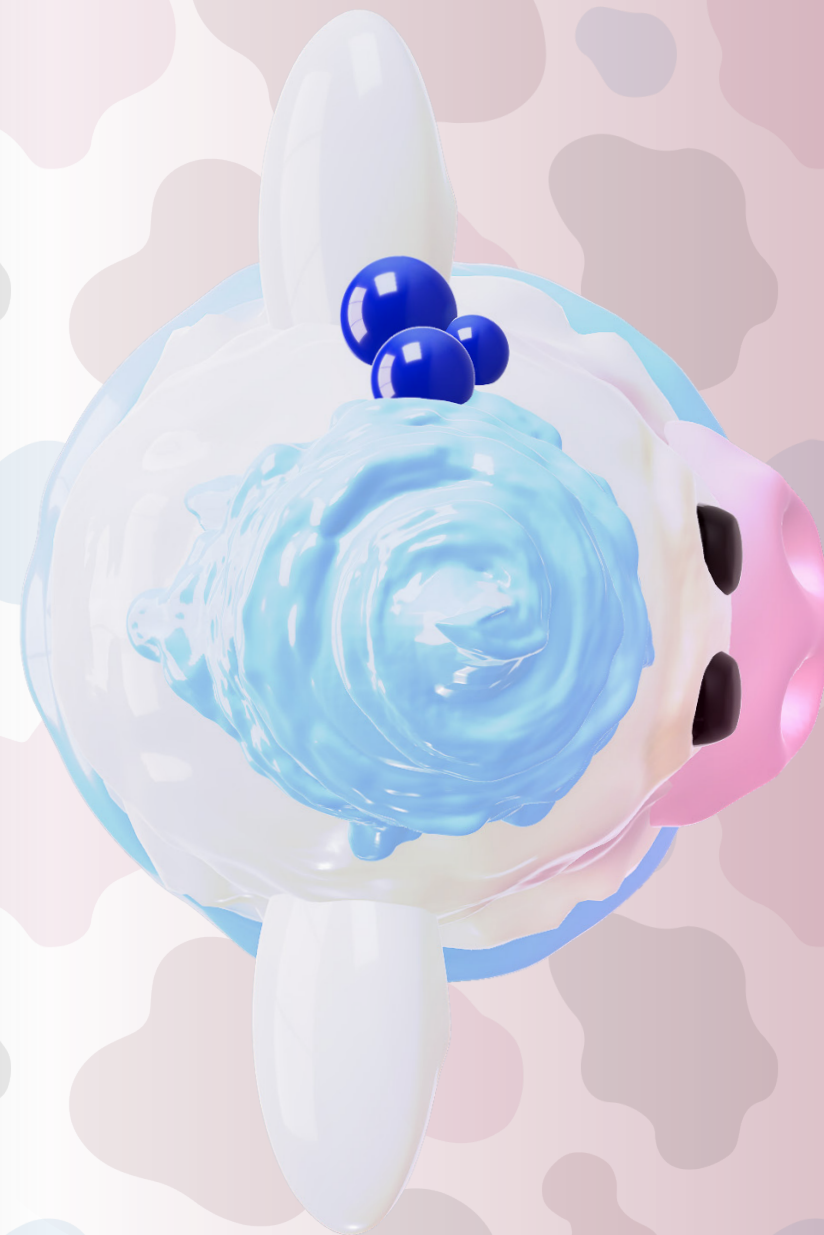
**LEFT**



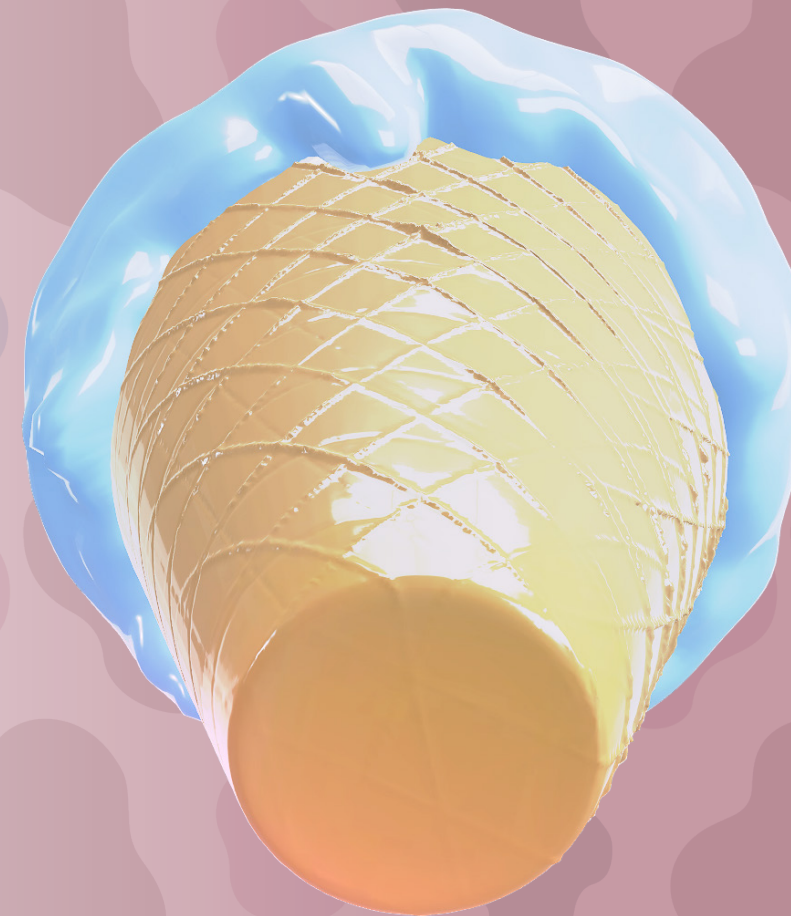
**RIGHT**



**TOP**



**BOTTOM**



# PRINT



# LETTERHEAD



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MooScoop



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MooScoop

ENVELOPE



BUSINESS CARDS



# SHIPPING

## BOXES



## BOX TRUCK





# ICE CREAM



**QUART**



**FRUITSCOOP**



**POPS**



**MACARONS**

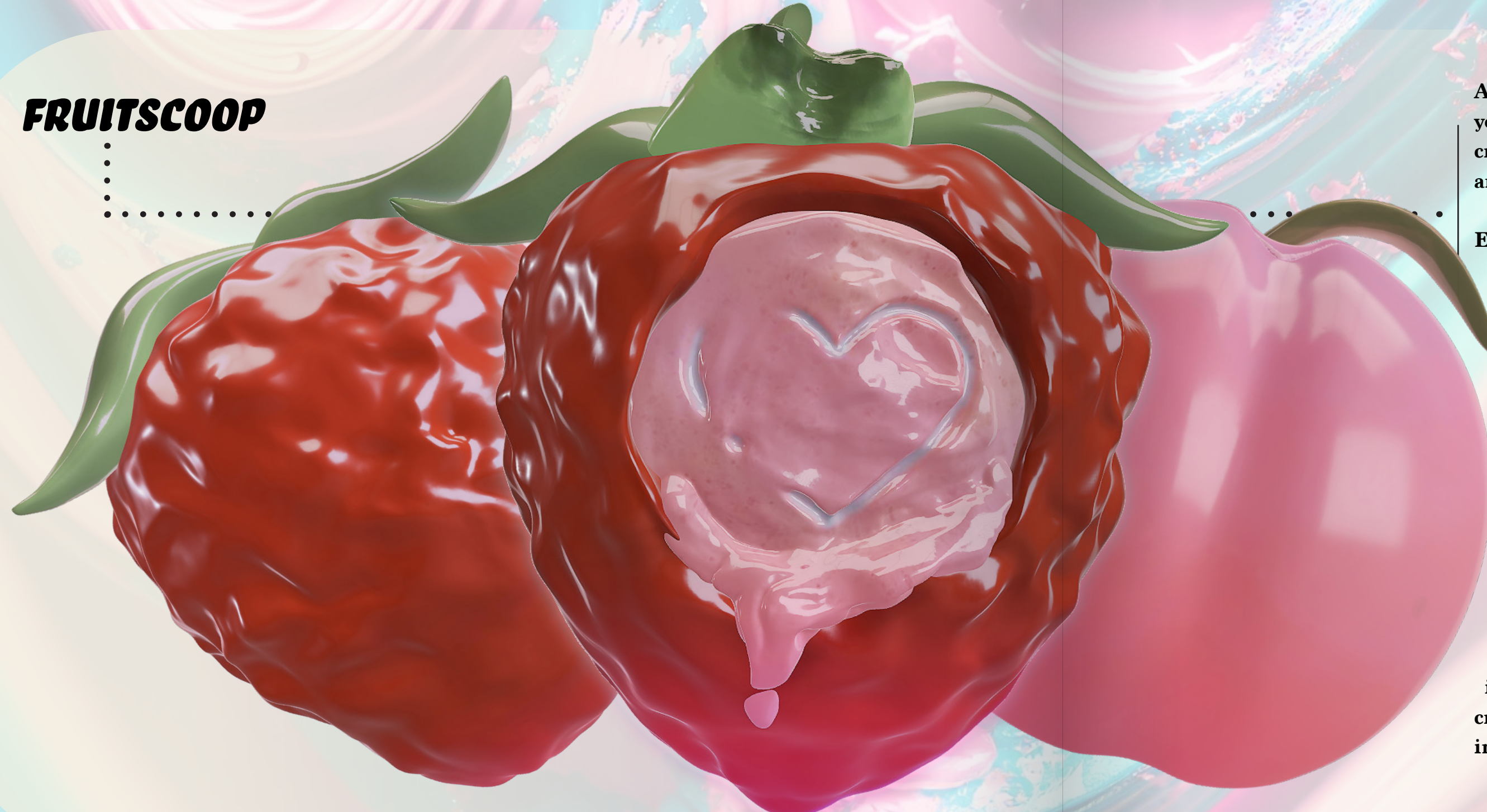
# STANDARD QUART



A generous serving of pure indulgence crafted with the finest ingredients. Made with a commitment to using only natural flavors and ingredients, our quart-sized ice cream delivers a rich and creamy experience that will satisfy even the most discerning ice cream enthusiasts.



## **FRUITSCOOP**



A whimsical and delicious collection of ice cream treats shaped like your favorite fruits. We've combined the joy of indulging in creamy ice cream with the fun and vibrant appearance of various fruits to create an irresistible experience.

Each FruitScoop is meticulously crafted to resemble a specific fruit, from luscious strawberries to refreshing watermelons and tropical pineapples. The attention to detail ensures that every FruitScoop not only tastes amazing but also looks visually enticing, making it a feast for the eyes as well as the taste buds.

Peel away the vibrant and colorful exterior to reveal the creamy ice cream within, perfectly capturing the essence of the fruit it represents. With each bite, you'll experience a burst of fruity flavors that blend harmoniously with the rich and creamy texture of our premium ice cream.

Whether you're a fan of classic flavors like strawberry or a lover of exotic tastes like mango or passion fruit, our FruitScoops offer a wide range of options to satisfy every palate. Each fruit-shaped ice cream treat is made with the same dedication to quality and craftsmanship that MooScoop is known for, ensuring a delightful and indulgent experience every time.

## YOGURT POPS

- CHOCOLATE
- VANILLA
- MATCHA
- STRAWBERRY
- BLUEBERRY



Irresistibly cute and creamy yogurt pops coated in smooth chocolate or vibrant candy. Indulge in the perfect blend of sweetness and tanginess with each delightful bite. Elevate your snacking experience with these adorable treats from MooScoop.

## ***CANDIED MACARON ICE CREAM SANDWICHES***



- BLUE MOON
- PINK VELVET
- LEMON
- KEY LIME
- ORANGE CREAMSICLE



**A delightful fusion of chewy macarons, creamy ice cream, and a vibrant candy coating. Indulge in the sweet and crunchy experience of these irresistible treats. Elevate your dessert enjoyment with MooScoop's delightful creation.**

