



Ch!LL
ice cream

BRANDING + STYLE GUIDE



THE COMPANY

INTRODUCTION..... 4
MISSION STATEMENT..... 5

THE MARK

THE LOGO..... 7
SIZE + SPACING 8
USAGE 9
VARIATIONS 10

LOOK + FEEL

TYPOGRAPHY 12
COLOR..... 13
PHOTOGRAPHY..... 14

APPLICATIONS

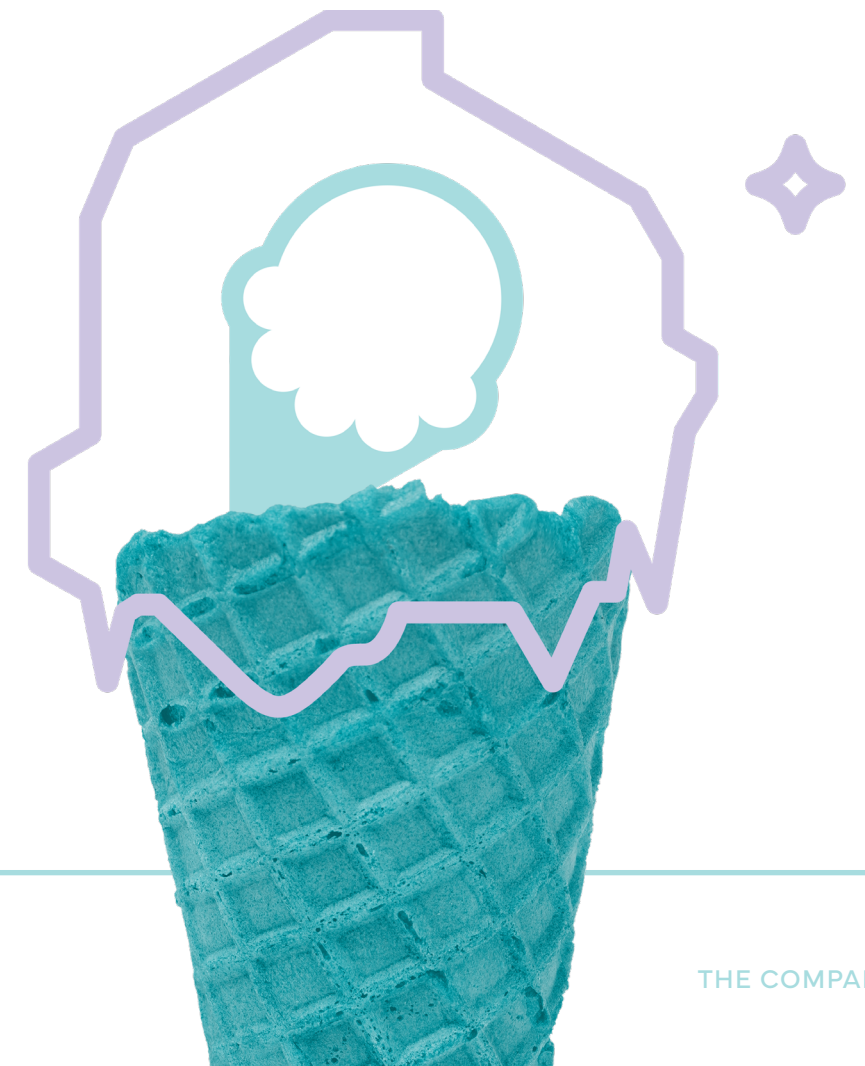
STATIONERY..... 17
WEBSITE 18
MARKETING 19
SIGNAGE..... 22
EXPERIENCE 23
PRODUCT..... 24
MERCHANDISE 26



THE COMPANY

LOCALLY-MADE ARTISAN ICE CREAM

Chill Ice Cream Co. was founded by three Northeast Ohio Brothers that have a passion for ice cream. Each day, we make small batches of unique and seasonal flavors on-site in Akron and in Medina. While we have a few favorites that we keep in constant supply, you're guaranteed something new and unique is always being created.



CRAFTED WITH UNIQUE, HIGH-QUALITY INGREDIENTS

Chill Ice Cream uses as many local and fresh ingredients from many fantastic farms and businesses across Ohio to obtain the highest quality fruit, nuts and dairy for our ice cream. We certainly are not afraid to experiment with unique offerings.



Our goal is to take Ohio by Storm, one legendary flavor at a time. We have set the bar high to offer only the finest ice cream to satisfy the palates of adults as well as children alike.



THE MARK



ch!LL
ice cream

THE LOGO

The logo mark is central to the identity of Chill Ice Cream's Branding. As the primary visual identifier representing the company, the correct usage of the mark is vital in establishing a unified brand system reflective of Chill Ice Cream's unique product and mission. The Chill Ice Cream logo, consisting of custom type and graphic elements, takes its form from the company's name and product. The custom typography is designed to be playful and inviting to customers both young and old, a reflection of the company's mission to deliver unique flavors that satisfy the palate of all ages. The icon, Glacial Cone, depicts a fresh-scooped cone encased in ice symbolic of our devotion to serving high-quality, small-batch artisan ice cream made daily that we will always stand behind.

REPRODUCTION OF THE CHILL ICE CREAM LOGO MAY ONLY BE COMPLETED PERMISSION FROM CHILL ICE CREAM AND MUST ALWAYS USE APPROVED VECTOR-BASED (ADOBE ILLUSTRATOR .EPS) ELECTRONIC FILE ART. NEVER ATTEMPT TO REPRODUCE THE CHILL ICE CREAM LOGO FROM PHOTOCOPIES OR LOW RESOLUTION JPEG FILES TAKEN FROM THE CHILL ICE CREAM WEBSITE. PERMISSIONS AND ELECTRONIC FILES CAN BE OBTAINED BY CONTACTING CHILL ICE CREAM VIA EMAIL AT INFO@CHILL-ICECREAM.COM.

SIZE + SPACING



CLEAR SPACE

When using the primary Chill Ice Cream logo, a minimum clear space must be maintained. The clear space is shown in the demonstration. Use of the clear space ensures the mark will be properly staged and legible in all media. Minimum clear space can be measured using the small 'i' at the same size as it appears in the mark, and must be maintained on all sides.

SIZE

When using the primary Chill Ice Cream logo, one must use a minimum height of 1" in printed applications and a minimum height of 100px in digital applications.



100px MINIMUM
WEB SIZE



1" MINIMUM
PRINT SIZE

CORRECT USAGE



FULL- OR TWO-COLOR LOGO ON WHITE



WHITE LOGO ON SOLID COLOR



WHITE LOGO ON COLOR PHOTOGRAPHY

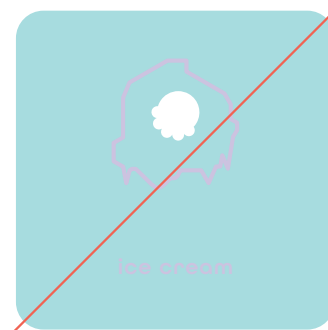
USAGE + MISUSES

The examples shown indicate proper and improper use of the Chill Ice Cream mark. Should an application call for a usage outside of the primary mark, these modifications may be made. Any alterations must be appropriately scaled to maintain the established clear space and size minimums. While the mark is designed to be flexible across various platforms and mediums, certain modifications are unacceptable. Misuse of the mark includes changing the proportions, use of unrelated colors, and/or placing the mark over colors, patterns, or imagery that would negatively impact legibility.

MISUSE



DO NOT CHANGE LOGO PROPORTIONS



DO NOT USE FULL- OR TWO-COLOR LOGO ON SOLID COLOR



DO NOT COMBINE ELEMENTS FROM DIFFERENT COLORWAYS



DO NOT USE FULL- OR TWO COLOR LOGO ON COLOR PHOTOGRAPHY



Ch:LL
ice cream

PRIMARY MARK



Ch:LL
ice cream

PRIMARY VARIANT

Ch:LL
ice cream

CHILL WORD MARK



'GLACIAL CONE' ICON

LOGO VARIATIONS

The Chill Ice Cream signature is a combination word- and icon-mark that can be applied either in full or in parts. In most applications, the primary mark should be used in full to represent the brand. If a variation is required, the word mark or icon may be applied as detailed in the following sections. The primary mark and primary variant may be used interchangeably so long as established size and spacing minimums are maintained.

WORD MARK

The word mark is best used in applications where vertical space is more limited than horizontal space. Minimum size is for the word mark to be measured horizontally. For examples of word mark use, see applications sections for email, stationery, website.

ICON

Chill Ice Cream's icon, *Glacial Cone*, is best used in applications where overall space is limited. It may also be used as graphic element. For examples of icon use, see application sections for merchandise, marketing, stationery.



LOOK + FEEL

TYPE SAMPLE

HEADLINE
A. R. GOTHIC
BOLD
36pt/42pt

LOCALLY-MADE ARTISAN ICE CREAM

BODY COPY
MUNDIAL
REGULAR
12pt/18pt

Chill Ice Cream Co. was founded by three Northeast Ohio Brothers that have a passion for ice cream. Each day, we make small batches of unique and seasonal flavors on-site in Akron and in Medina. While we have a few favorites that we keep in constant supply, you're guaranteed something new and unique is always being created.

SUBHEAD
MUNDIAL
DEMIBOLD
14pt/20pt

CRAFTED WITH UNIQUE, HIGH-QUALITY INGREDIENTS

Chill Ice Cream uses as many local and fresh ingredients from many fantastic farms and businesses across Ohio to obtain the highest quality fruit, nuts and dairy for our ice cream. We certainly are not afraid to experiment with unique offerings.

CALL-OUT
A. R. GOTHIC
BOLD
18pt/24pt

Our goal is to take Ohio by Storm, one legendary flavor at a time. We have set the bar high to offer only the finest ice cream to satisfy the palates of adults as well as children alike.

TYPOGRAPHY

Typography plays an important role the Chill Ice Cream brand. All Round Gothic and Mundial have been chosen to represent the brand as a pair to create a system that is both expressive and maintains strong legibility across both print and digital media.

All Round Gothic, which can be seen in the logo mark, may be used in applications that have room for more expressive headlines, call-outs and/or stand-alone type elements such as mailing addresses and stationery footers. All Round Gothic should NOT be used for body copy.

Mundial must be used for all body copy, subheads, and caption text. Headlines may also be set in Mundial.



LAVENDER

PANTONE P 96-1 C

C 18 R 204
M 21 G 196
Y 0 B 225
K 0



MINT

PANTONE P 124-3 C

C 33 R 167
M 0 G 220
Y 13 B 223
K 0



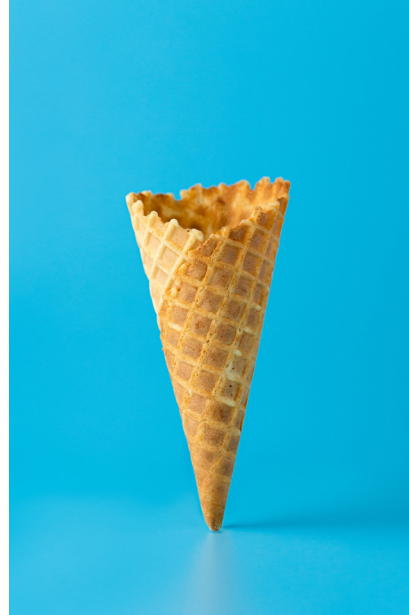
ICE

PANTONE P 124-1 C

C 10 R 227
M 0 G 243
Y 4 B 243
K 0

COLOR

The Chill Ice Cream brand colors are intentionally light, playful, and nostalgic, a reflection of the brand's mission and company culture. Inspired by flavors from Chill Ice Cream's signature line, the colors Lavender and Mint have been chosen to be the primary representation for the brand. Ice—the brand's secondary color—only appears in the full-color version of the primary logo, but may be applied as an accent or background color.



PHOTOGRAPHY

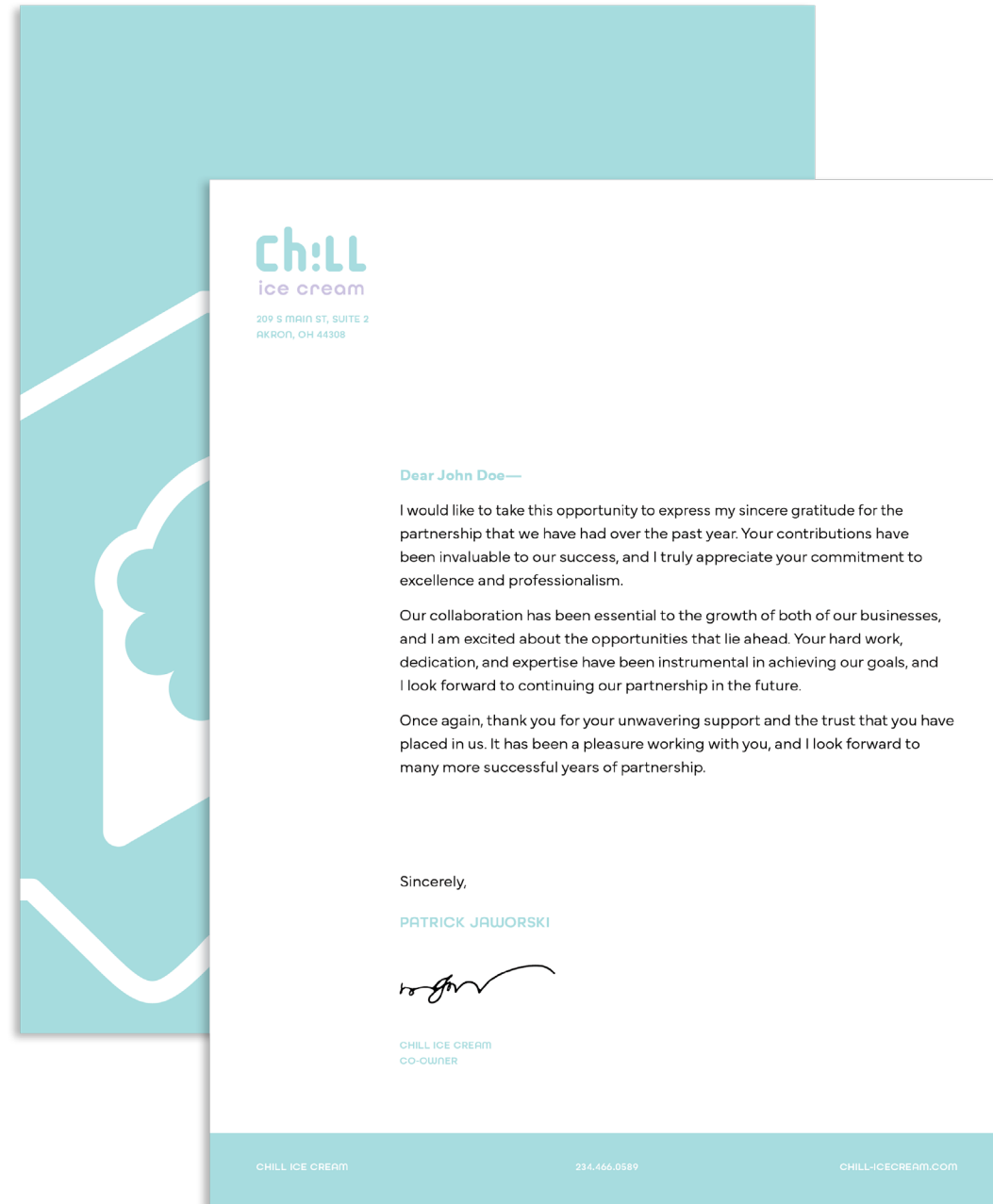
Photographic elements may be used as part of the Chill Ice Cream brand in both print and digital applications. All imagery must have a playful and inviting feel, aligning with Chill Ice Cream's mission and established brand visuals.

Photography must be full color and should primarily feature product and/or other brand elements. Examples shown demonstrate the brand's photographic style. Images should be brightly lit with colorful backgrounds that may be either solid or have light patterning/decoration. White or pastel backgrounds are also acceptable. Black and white images and color images with dark backgrounds and/or moody lighting directly conflict the brand's visual style and are not be used.



APPLICATIONS


LETTERHEAD



BUSINESS CARD



INVOICE



ch:LL
ice cream

INVOICE

Number#
30033121

BASIC INFO

Date: 10 Nov, 2021
Account No#: 5555 555 5555
Transaction Id#: ABC 5555 5555

INVOICE TO:


Catering Client A
Street Address Text, City 555555
Mobile: +55 5555 55555
Email: lorem@example.com

Total Due:

\$2750.00


Item Description	Unit Price	Quantity	Price
Vanilla Cloud <small>catering serv. 250</small>	\$500.00	1	\$500.00
Lavender Cloud <small>catering serv. 500</small>	\$750.00	1	\$750.00
Salty Caramel <small>catering serv. 250</small>	\$500.00	2	\$1000.00
Chocolate Milk + Cookies <small>catering serv. 250</small>	\$500.00	1	\$500.00
Total:			\$2750.00

Payment Terms:
Tis ra volupti to ipsunt lum nes por nerumque magnimet eosopisi

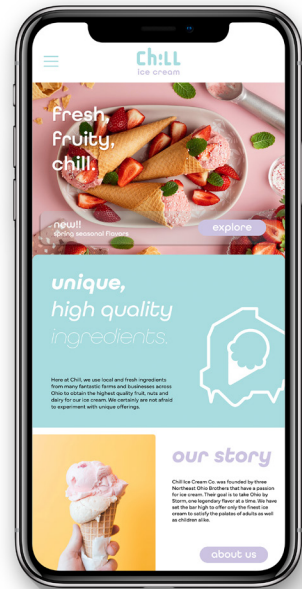

PATRICK JAWORSKI
Co-Owner

ENVELOPE

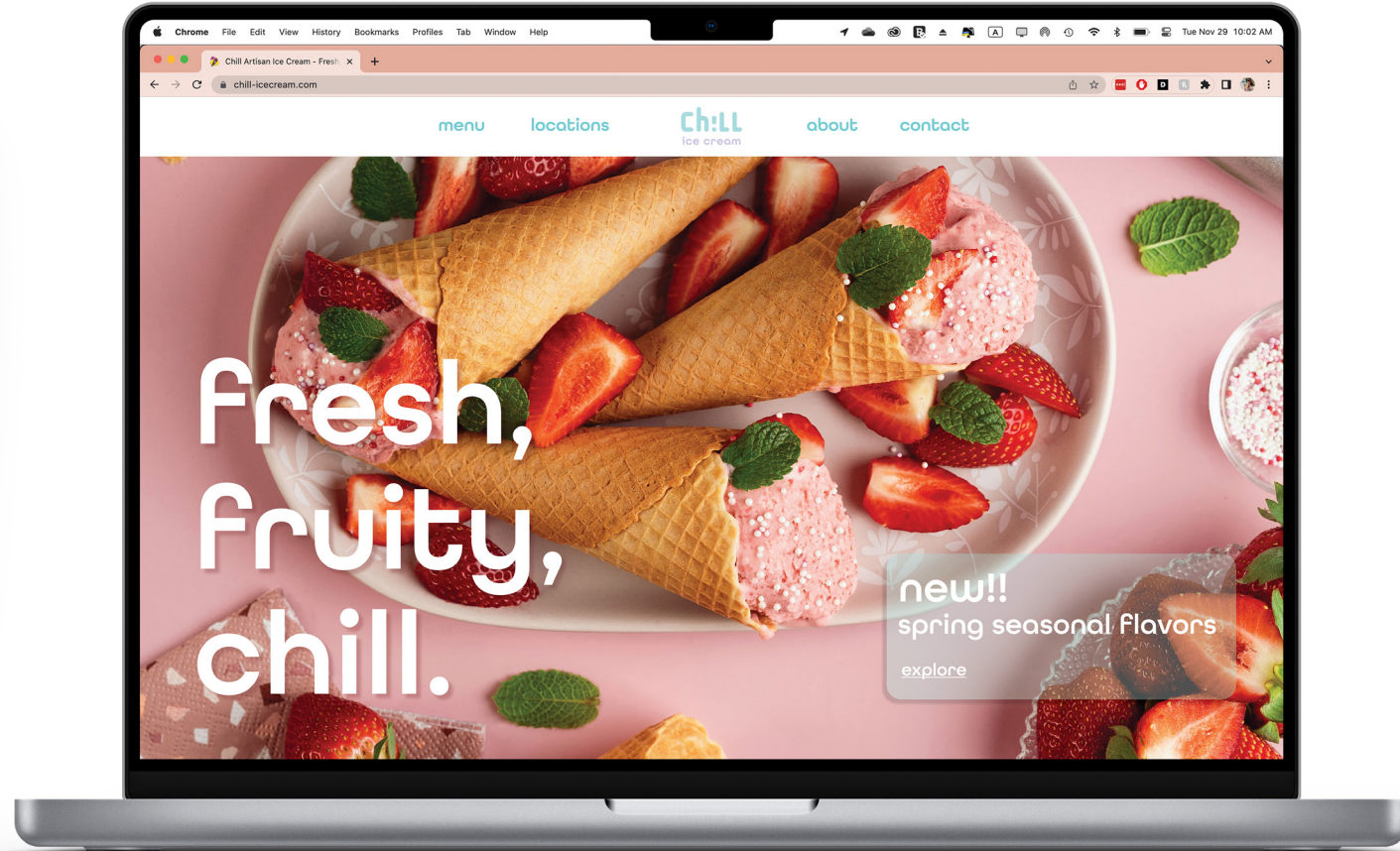
ch:LL 209 S Main St
Akron, OH 44308



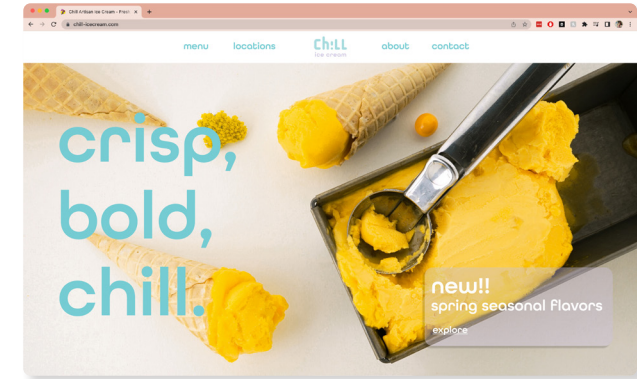
MOBILE SITE



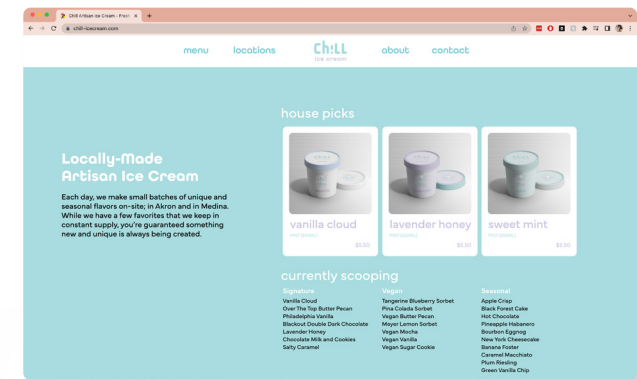
DESKTOP HOMEPAGE



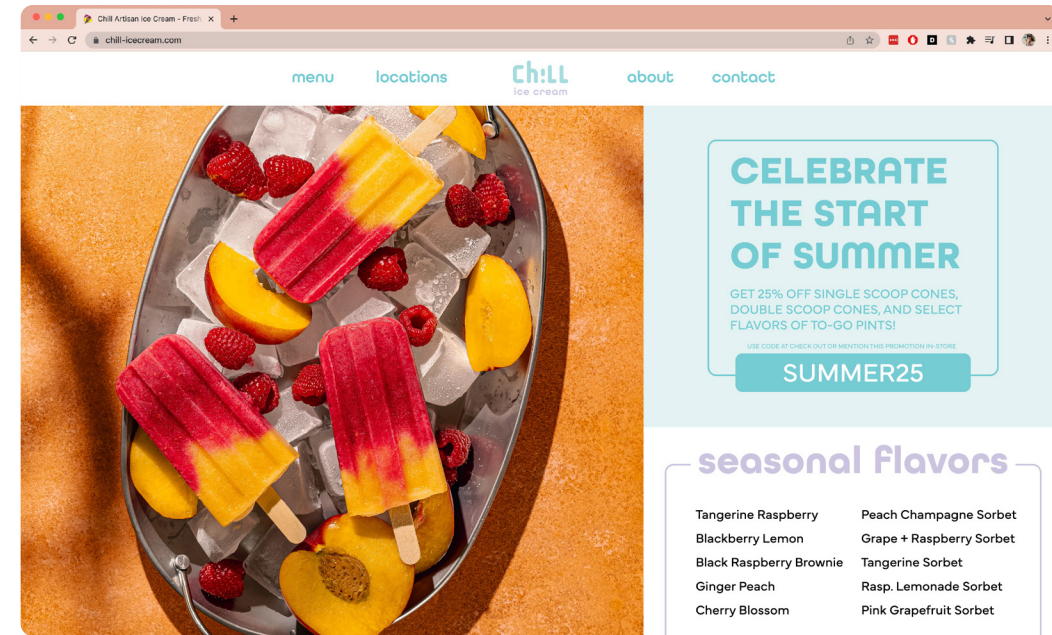
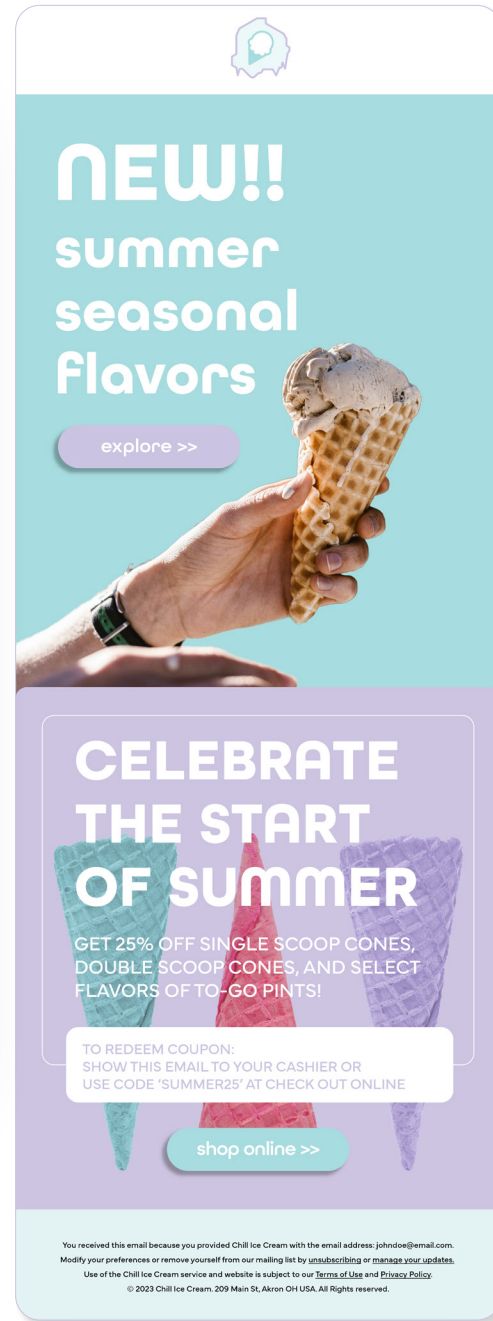
DESKTOP HOMEPAGE, SEASONAL



DESKTOP INTERIOR PAGE



EMAIL + LANDING PAGE



PRINT ADVERTISING

chill
with
us.

small batch artisan ice cream
churned fresh daily

chill-icecream.com

chill ice cream

chill
with
us.

small batch artisan ice cream
churned fresh daily

chill-icecream.com

chill ice cream

chill
with
us.

small batch artisan ice cream
churned fresh daily

chill-icecream.com

chill ice cream

UPFRONT

Managing Editor | **Katly Petryszyn** | kpetryszyn@bakermidgroup.com

Value Added

Shopping local minority-owned businesses sends a message.

I've spent a lot of time recently trying to cook healthier, and my kitchen soundtrack is often "The Daily" podcast by The New York Times. The June 3 episode, "Why They're Protesting," about the outcry for reform following the death of George Floyd by police, has lingered in my head. A Black construction worker, Donford Hubbard, recounted how he took a lunch break with a white co-worker and police stopped him, saying he looked like a domestic dispute suspect. The officer questioned Hubbard and asked for ID before getting another call, letting him go and flicking his ID on the pavement. Hubbard was upset about getting stopped as he was about his co-worker looking on and doing nothing.

I've stood back far too often, and that story helped me understand how hurtful that can be. I should be standing up to racism and standing with my friends and neighbors facing discrimination. The issue is urgent — action is required.

As many sought ways to help, lists of businesses to support began circulating. For our annual Shop Local feature, we followed suit and compiled a guide of minority-owned businesses in The 330.

On pg. 26, merit anti-racism activist Rachel Cargle, a Green native who recently boomeranged back from New York City and launched Elizabeth's Bookshop & Writing Centre in Akron to sell books by minority authors. She

also runs the online platform, the Great Unlearn, which encourages participants to unlearn what we are normally taught and reform issues from diverse perspectives.

Unlearning is what we need now. The inequities in our society have always been there, but the pandemic has exposed them further, with 17 percent of the state's 5,000-plus coronavirus deaths being of Black Oklahomans, according to Ohio Health Department data. As Cargle and other activists urge, we can't afford to let the momentum of calls for racial justice fade. We need to push for a future where hate is unacceptable and everyone is treated equally.

"People at our dinner tables, family members, neighbors at our family events, in order to not rock the boat, we don't say things," she says. "It's time for racism to be the ones who are uncomfortable, and we need to start making shifts in what we allow to be the norm, in what we allow to be acceptable."

We need to let go of fears of offending. The last thing a person dealing with racism needs is to have to accommodate others' discomfort. As a white woman, showing solidarity is not about my journey of becoming a better person. This moment is about saying these inequalities aren't right, so let's listen to marginalized people leading the conversation and support those doing the work.

Part of unlearning is being intentional about what we consume and from who. As many sought answers, sales of anti-racism books spiked 200 percent this summer, and "White Fragility" by a white professor topped the bestsellers list. We should

be learning about racism from minority authors who have experienced it.

Reading books takes us inside others' worlds. I hope our Shop Local feature does the same. A theme that came up is the importance of minority representation, and that includes shop owners behind the counter.

Akron has great programs like Bounce Innovation Hub's Mentor accelerator that helps minority and female entrepreneurs, but customers need to match that support.

"We went through struggles trying to find our way. Some people, it's already laid out. But for us, we did everything from scratch. We didn't have a family business that was passed on to us or anything like that. We started from the ground and built it all the way up," says Preston Clark, a co-owner of 7th Floor Clothing, featured on pg. 28.

One of the many lessons we're learning during the pandemic is that our community has to prioritize helping one another. That cycle of mutual support is what's keeping us afloat.

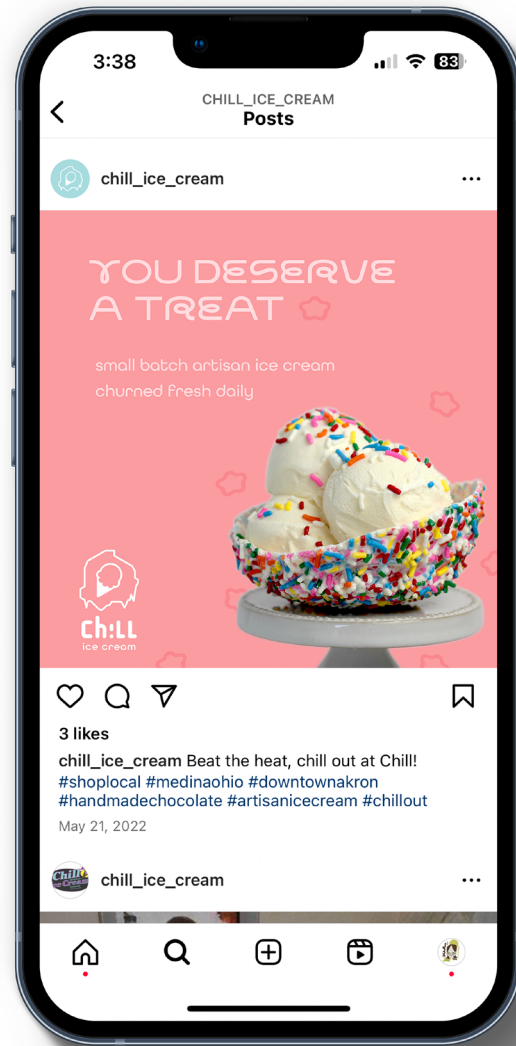
As we buy holiday gifts, we have the power to support entrepreneurs shaping our communities rather than shopping from corporations. We all send a message with where we spend our money.

So let's unlearn the approach of standing back. Instead, let's return how to support our neighbors who need it most.

Managing Editor Katly Petryszyn is an adventure seeker, former a drummer and an avid supporter of AkronFest.

NOVEMBER 2020 | bakermid.com | 11

SOCIAL MEDIA ADVERTISING

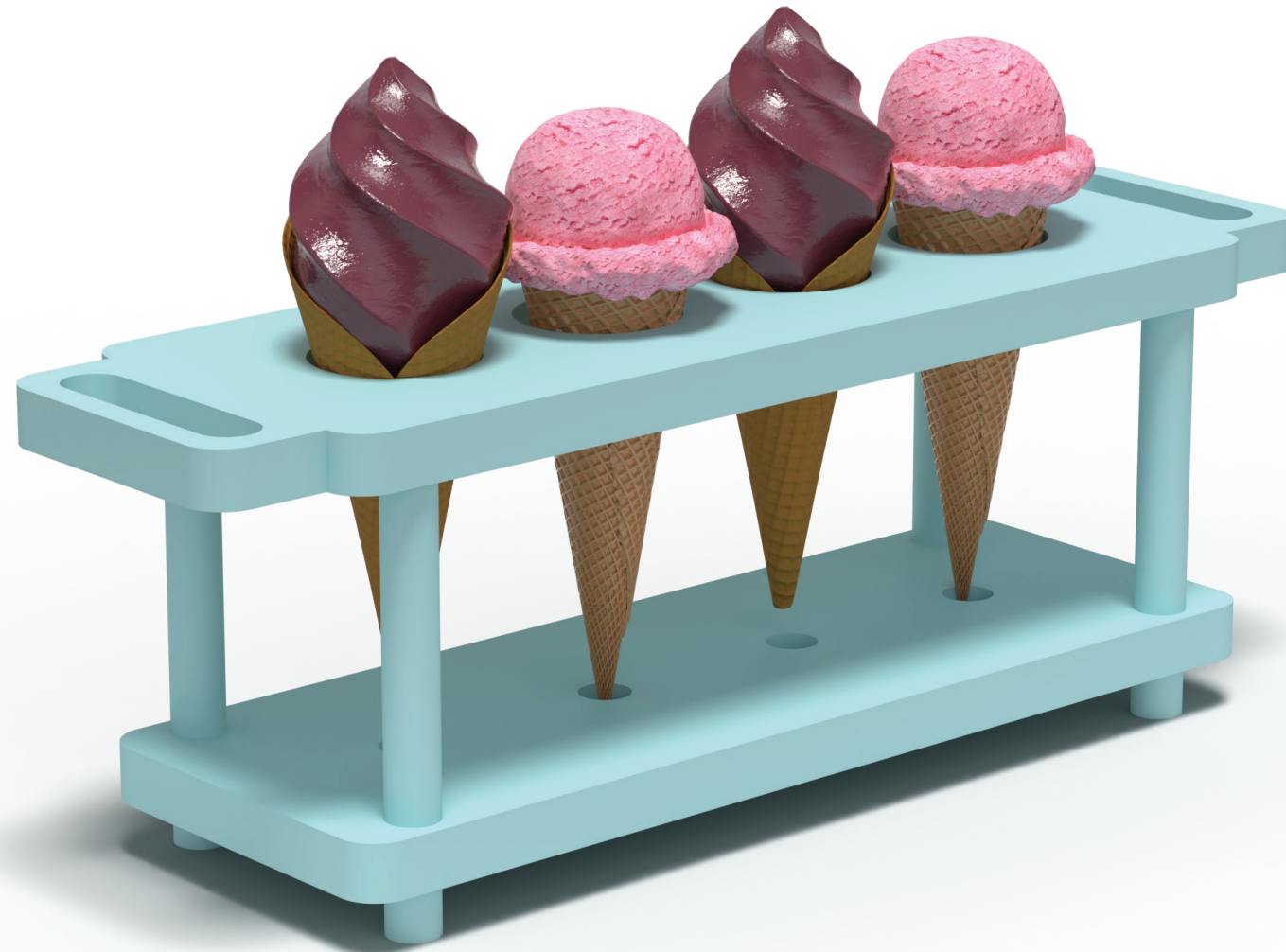


STOREFRONT WINDOW APPLIQUE



BUSINESS SIGN





DINE-IN CONE FLIGHTS

Specially designed for Chill Ice Cream, the Dine-In Flight Tray allows customers to enjoy the full-cone experience in small or sample size servings. With two size options—full size and flight size—the tray also offers a convenient solution for carrying multi-item orders from register to table.



ICE CREAM PINTS

Chill Ice Cream in a convenient grab-and-go container. Enjoy our artisan ice cream at home, on-the-go, or wherever your favorite ice cream snacking spot may be.

APPAREL



TOTE BAG



ENAMEL PIN



EMBROIDERED PATCH





Ch:LL
ice cream

CHILL ICE CREAM | 290 S MAIN ST | AKRON, OH 44308 | CHILL-ICECREAM.COM