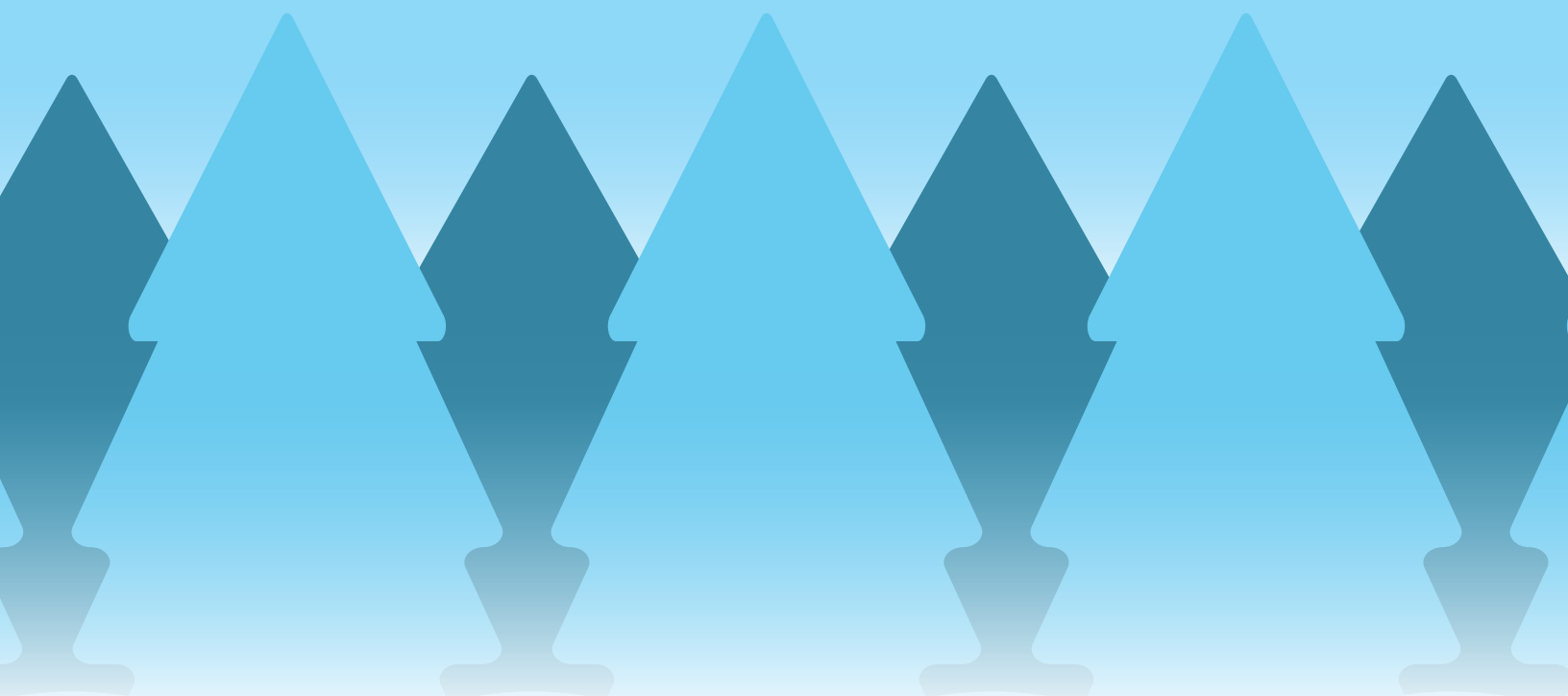




Frost Forest



Chase the taste

Frost Forest Business

Established on November 22, 2020 by husband and wife Toby and Linda Gold, Frost Forest is an American ice cream brand dedicated to creating quality great tasting Ice Cream your family

deserves at an affordable price.

We really like to experiment with flavors and release new flavors often. Don't worry we still offer all the classics known and loved.

Frost Forest attatudes and Behavior

Adventurous
Caring
Fun
Happy
Spontaneous

Frost Forest is always chasing the next flavor, that means that we are constantly working to give our customers the best Ice Cream.

We value our customers their support and feedback, negative or positive. We are always interact with our customers mostly through Social Media

Frost Forest is a family company and represents the Gold family and values.

What We offer

Ice Cream

Pumpkin-patch	Vanilla
Coconut Marshmallow	Chocolate
French Banana	Strawberry
Cookie Ants	Mint Chocolate Chip
Mango Trove	Cookie Dough
Hidden Cup	Buttered Pecan

Logo

Frost Forest’s logo shows the company mascot Phil wearing his favorite blue striped scarf. Phil represents the company by being adventurous, caring, fun, happy, and spontaneous.

Preferred Logo

Minimum Clear Space

Preferred Clear Space

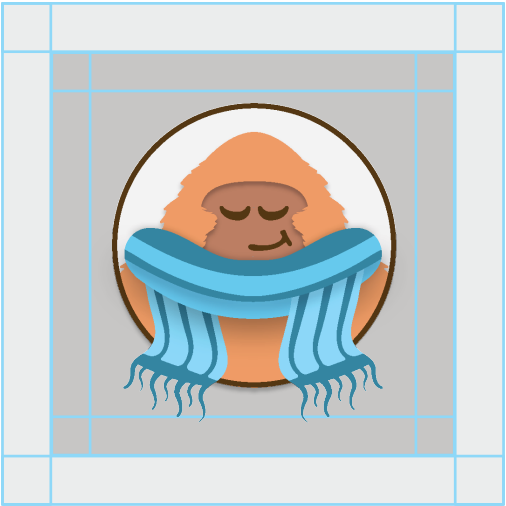


This layout is the best representation of Frost Forest

Logo Icon

Minimum Clear Space

Preferred Clear Space



The logo icon can be used on social media or when space is very limited

Logo Type

Minimum Clear Space

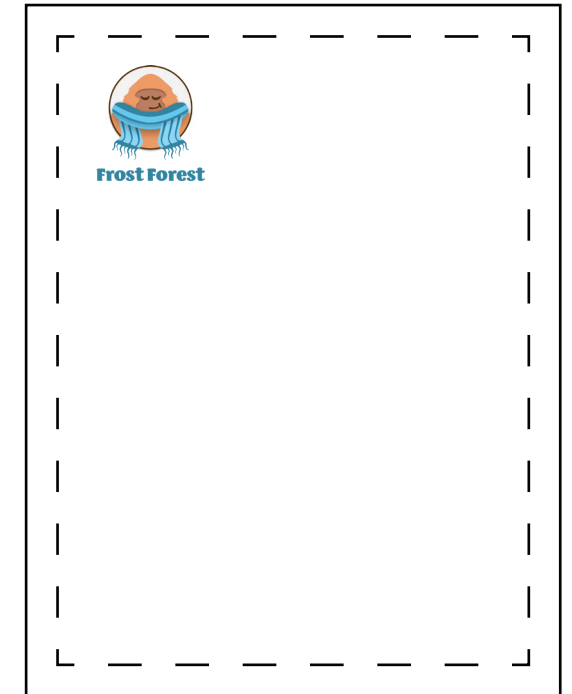
Preferred Clear Space



The logo type can used and stylized

Placement

- The logo should always be visible
- The logo should always be centered vertically on product packaging.
- The logo should be placed top left when needed
- When the logo and type are displayed together Phil should always be centered above Frost Forest.



Size

- The preferred Logo Size is at least 2" wide and at the minimum is 1.5" wide



2" wide preferred size

Incorrect logo usage

The Frost Forest logo should not be altered in any way that goes against style guidelines

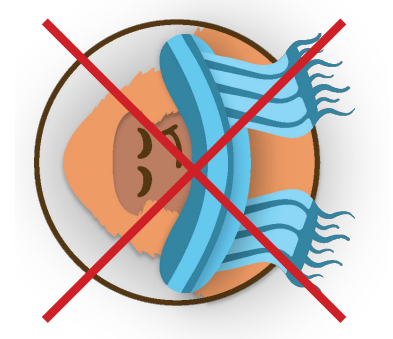
- Do not use unapproved colors

- Do not distort the logo

- Do not blur

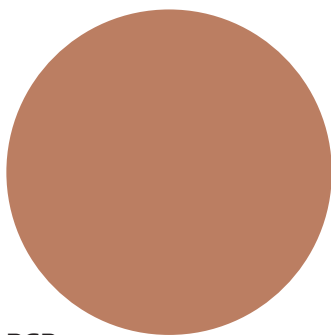
- Do not lower case Frost Forest

- Do not Rotate

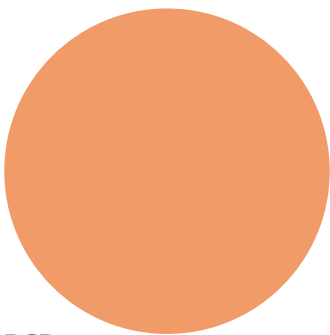


Colors

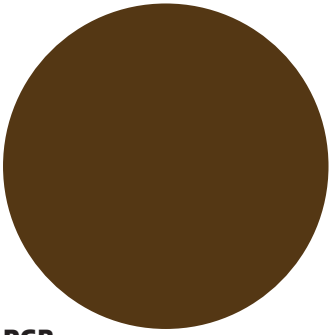
Primary Color Palette



RGB
186,125,97
CMYK
24,54,64,5
#BA7D61



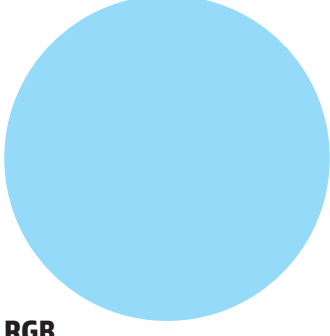
RGB
240,155,103
CMYK
3,46,64,0
#EF9B67



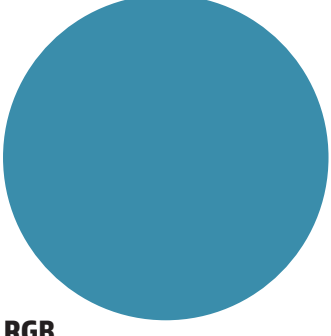
RGB
83,55,20
CMYK
46,61,78,45
#533714



RGB
230,230,230
CMYK
8,6,7,0
#E6E6E6

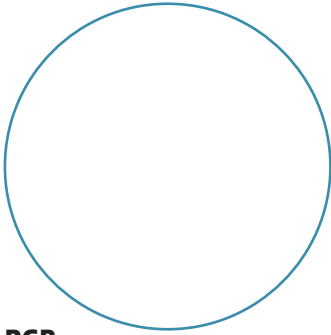


RGB
148,217,248
CMYK
38,0,0,0
#91D9F8

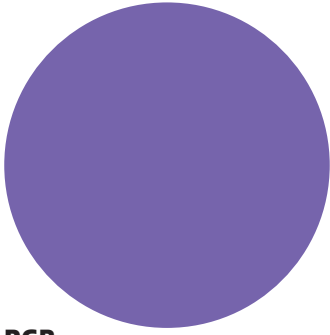


RGB
57,140,169
CKYK
77,33,24,1
#398CA9

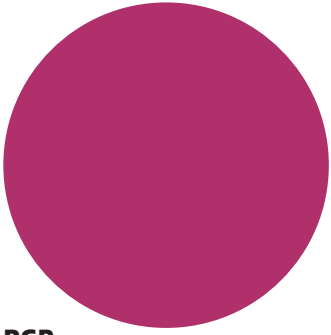
Extended Color Palette



RGB
255,255,255
CKYK
0,0,0,0
#ffffff

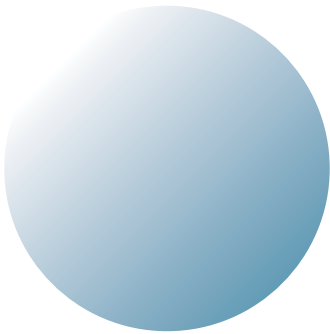
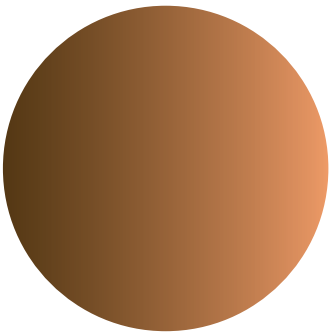


RGB
143,94,251
CKYK
61,69,0,0
#8f5efb



RGB
174,47,105
CKYK
30,95,36,5
#ae2f69

Gradients



Typography

Fonts

Barricada Pro Display/Heading
Barricada Pro Regular

Almaq Heading/Text
Almaq Refined

Palatino Linotype Text
Palatino Linotype
Palatino Linotype Bold
Palatino Linotype Italic

Barricada Pro
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890!@#\$%&()[]{}/<>

The Quick Brown Fox Jumps Over The Lasy Dog.

Almaq
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%&()[]{}/<>

The Quick Brown Fox Jumps Over The Lasy Dog.

Palatino Linotype
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
1234567890!@#\$%&()[]{}/<>

The Quick Brown Fox Jumps Over The Lasy Dog.

Product Layout

Centered Text

- 1. Logo
- 2. Title

The title should name
our ice cream Flavor

- 3. Subheading

The subheading should
be used to describe
our Ice Cream

Text Layout

Align Left or Centered Text

- 1. Title

Titles should be exciting

- 2. Subheading

The subheading should
give the title context

- 3. Body

- 1.




Frost Forest

- 2. Wedding Cake


- 3. Vanilla Frosting with Sprinkles

- 1. It's Our Birthday!
- 2. 1st Year Anniversary Brings 2 New Treats
- 3. It's been a wild year and to celebrate our first year in business, we are releasing two new flavors! Introducing Wedding Cake and Coconut Marshmallow. Wedding Cake has a sweet vanilla frosting flavor with sprinkle flakes. Coconut Marshmallow is extremely fluffy marshmallow ice cream with coconut shavings.





FlavorsProductsWhere to BuyAbout Us



Wedding Cake
Vanilla ice cream with cake frosting and sprinkle flakes

Make your day special with the all new Wedding Cake Ice Cream.



About Us
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Frost Forest

Linda Gold
Business Owner

Email: lindagold03@gmail.com

Phone: 720-350-7752



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Sterling CO, 80751

Lois D. Jones
1054 Briercliff Rd
Metairie LA, 70003

If you have any questions
please message Linda Gold

