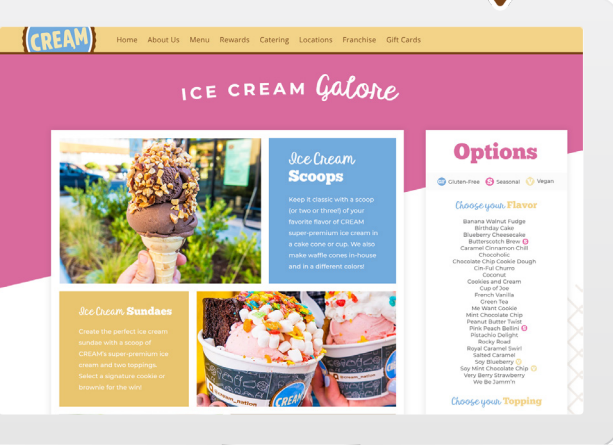


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CREAM Palo Alto
 440 University Ave,
 Palo Alto, CA 94301
 650.321.2390
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Cream

I Scream, You Scream, We All Scream for Ice Cream!

In 2018 our client, Cream, was screaming with delight when they saw their newly designed branding, creative assets and website, created and developed by the team at Curious Jane.

Vision

Listen closely – can you hear it yet – the music from the neighborhood ice cream truck when you were a kid? Everything about the design was chosen to put a smile on your face and take you back to a time when ice cream made everything better – maybe it still could – and we invited customers to come find out.

Design

The simplicity of design allowed customers to focus on the visually appealing, and obviously delicious, ice cream sandwiches, milkshakes, cookies and more. We used fun and playful fonts, along with basic shapes like circles, squares and rectangles. The color palette of raspberry, periwinkle and lemon was a nod to the primary colors you learned in elementary school: red, blue and yellow.

Messaging

The copy drew customers in and made them part of the experience, with phrases like, “Create your perfect ice cream sandwich.” Copy was used to differentiate the client from competitors stating, “recipes are our own” and “can’t get this anywhere else.” On the website, there was a clear listing of items available, along with highlights on some specialty items like sundaes.

Overall, we designed branding that was nostalgic and developed a mouth-watering website that was easy to navigate, included beautiful photography, enhanced the customer experience and created new, loyal customers for Cream.

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