



BRAND GUIDELINES



Hello ColdSnappers,

This is the ColdSnap Brand Guideline—a guide to how we ColdSnappers should communicate the ColdSnap brand and story—both internally among ourselves and to the outside world.

We have big aspirations and goals at ColdSnap. We are bringing a new and innovative system to the market that allows consumers to conveniently and sustainably indulge in a variety of personalized, delicious, single-serve frozen treats. We aim to revolutionize the ice cream and frozen beverage industry.

Communication is critical to this journey.

We need to ensure that the ColdSnap message is told clearly and consistently. This guide lays out how we can effectively communicate what is core to our brand, how we position our branding, and the overall persona of ColdSnap and our favorite guy, Penguino.

Finally, if you have suggestions or comments about how we can better communicate the ColdSnap story and brand, please let us know. We are on this march together!



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About ColdSnap

Why We Exist

OUR PRINCIPLES

◆ INNOVATE

Be a disruptor in the food and beverage space.

◆ MAKE LIFE EASIER

Provide single-serve frozen treats in a snap - with no appliance installation, cleaning, or water lines.

◆ BE SUSTAINABLE

Create a new, more sustainable and earth-friendly, approach to delivering frozen treats to consumers.

◆ DELIGHT

Bring carefree joy through ColdSnap ice cream and frozen treats.

◆ DELIVER VALUE & QUALITY

Offer consumers with the ability to take a break from their day with great tasting products that use simple, high-quality ingredients.

COLDSNAP CUSTOMERS

◆ OUR CUSTOMERS ARE:

- Forward-thinking businesses that seek to attract and retain talent and build a first-class culture.
- Homeowners that adore food and seek tech-forward appliances.

◆ WE FIND OUR CUSTOMERS AT:

- Perk-heavy businesses
- Co-working spaces
- Car dealerships
- Hotels
- Micro markets
- Hospitals
- Airports
- Universities
- Museums
- Restaurants and bars
- Amusement parks
- Coffee shops
- Stadiums
- Gas stations
- Assisted living residences
- Other commercial locations that seek to give customers a truly unique and differentiated offering

◆ OUR CUSTOMERS VALUE:

- Delicious, quality snacks
- Moments of joy within the day
- Innovative technology
- Convenience
- Sustainability



BENEFITS OF COLDSNAP

SERVICE BENEFITS:

- Variety of frozen treats in a snap
- Freshly frozen confections with premium taste and quality
- Consistent experience with every pod
- Pods are shelf-stable and are stored at ambient temperature
- Easy to use - simply plug and play
- No cleaning and no mess
- Freeze-on-demand technology breaks the energy-intensive cold chain
- Recyclable pods

EMOTIONAL BENEFITS:

- A high-quality, delicious reward
- Brings delight wherever the appliance lives
- Single-serve technology makes each treat personalized
- Food offerings are a retention magnet



OUR PERSONALITY

- We are creators and builders.**
- We welcome challenges and love solving problems.**
- We do not accept the way things have always been done.**
- We love to get a fun reaction and exceed expectations.**

Innovative

We listen to our consumers. We are always trying out new ideas and offering new services and products.

Chill

Our attitude and behaviors are uniquely our own. We are confident and composed while at the same time being open-minded and relaxed.

Relatedly Funny

We work hard - but we also have a light, fun, and creative perspective on the journey we are taking. We enjoy the people we work with.

Polite

We are aware of, and respect, the feelings of others.

Value-Based Brand Proposition

VALUE-BASED BRAND PROPOSITION

CORE BRAND ELEMENTS		BRAND POSITIONING	BRAND PERSONA
PURPOSE	To bring a leading-edge system with a variety of personalized single-serve frozen treats, so that consumers can conveniently indulge in environmentally sustainable, delicious delights.	AUDIENCE People of all ages with a primary focus on forward-thinking businesses looking for talent and ways to boost corporate culture.	IDENTITY Delightful, innovative, and chill.
VISION	<p>To revolutionize the way ice cream and frozen treats are produced, transported, and enjoyed around the world.</p> <p>To be a disruptor of the ice cream and frozen confections market.</p>	MARKET Co-working Spaces, Perk Heavy Businesses, Hospitals, Airports, Universities, Museums, Restaurants, Micro Markets, Bars, Car Dealerships, Amusement Parks, Coffee Shops, Hotels, Stadiums, Gas Stations, Assisted Living Residences, Homes.	PERSONALITY Our personality emphasizes fun and delight, tempered by a chill vibe. We deliver value through our system, products, and communications in a thoughtful and clever way. We want to be perceived as innovative and premium, and we aim to bring joy at every opportunity.
VALUES	<p>Innovation – to bring new technology and be a disrupter in the appliance systems and frozen confections industries.</p> <p>Delight – to bring carefree joy through delicious frozen treats.</p> <p>Convenience – to provide single-serve, frozen treats in a snap with no prep or clean up.</p> <p>Quality –to deliver a premium experience to consumers through the ColdSnap system, products, and all brand touchpoints.</p> <p>Sustainability – to use earth friendly materials and methods.</p>	GOALS <p>To have operators placing us in perk heavy businesses.</p> <p>To have employees or HR/decision makers asking for our products – they find us through social media, catalogs, newsletters, word of mouth, magazines, and digital ads.</p> <p>Host brand activation events – pilot programs, beta tests, trade shows, etc. – in locations that are business hotspots where we will gain more customers.</p>	TAGLINE Always Chill.



PENGUINO



At ColdSnap, our penguin character dubbed “Penguino” is here to chill.

Many successful companies have brought forth mascots as a memorable way to show consumers their brand. We are following suit. Penguino is a direct reflection of the ColdSnap brand identity and plays more into the comedic cleverness side of the brand personality. He always remains cool. He wears his sunglasses 24/7 because he doesn’t care what time of day it is or whether he is inside or outside. His deadpan humor is emulated in his nonverbal cues. He never speaks but uses his body to illustrate emotion.*

He is shown as a 3D character with texture in our video animations. We have a 2D version for use when color limitations bar us from using the 3D version, such as our logo and marketing materials. Even though he is a penguin, he takes on human traits that mark him as relatable and popular. Everyone wants to be like Penguino, because he was cool even before ice cream was hip.

**For a more direct Penguino impression, watch our animations on our “Penguino” playlist on our [YouTube channel](#).*



Verbal Identity

Voice & Tone

OVERVIEW

Voice and tone are foundational writing methods we can rely on to make our messaging distinguished and engaging. In every piece of content we create, the tone of our writing should help advance our brand voice and tone principles.

Brand Voice

Voice is always consistent over time and across engagements.

You can think of our brand voice much like you would if a relaxed person was speaking. We generally have a laid-back, polite vibe with subtle humor mixed in. That's how people know ColdSnap and relate. ColdSnap will always have the same voice, regardless of the platform.

Brand Tone

Our tone changes to reflect the medium and the audience.

Our tone will shift depending on whom we are addressing and in which context. For instance, we wouldn't speak in the same tone to business partners as we would in a blog post. Our tone may be more formal with someone who is in a more formal role.



VOICE PRINCIPLES

These ten principles provide an initial blueprint that illustrates how our brand value proposition can be supported with our brand voice.

1. **Role of the appliance:** We feature the appliance, the job it does, and its role in the system.
2. **Premium:** We speak with words that convey premium, rather than just saying “premium.” For example: our high-quality ingredients.
3. **Personalized:** We always showcase the variety of our products—ice cream, Snappuccino™, frozen smoothies, etc.
4. **Easy:** We speak with as much simplicity and ease as the desired product experience.
5. **Delight:** We highlight how our products bring fun, joy, and magical delight. We focus on enjoying life, work, frozen treats, and each other.
6. **Humor:** Our sole purpose is to bring the fun, so we want to highlight that with a sprinkle of humor.
7. **Chill:** Whether its chilling in the break room or cooling off on a hot day with our products, we are always chill!
8. **Inventive:** We showcase our innovation through our voice and channel it into our products.
9. **Sustainability:** We highlight that our rapid freezing system saves on the energy required to keep products frozen, and that ColdSnap pods are recyclable.
10. **Expertise:** We communicate with thoughtfulness and convey subject matter expertise in our areas of influence including: frozen treats, food science, nutrition, food safety, food technology, and sustainability.

TONE

Even though we consistently write and speak in our brand voice, our tone will change depending on the specific audience or material.

How we sound...

Respectful

We treat our consumers as our guests when they choose a ColdSnap frozen confection, therefore we are always respectful and sound as a host/hostess would.

Casual

We are not fancy or formal. We are approachable and like our consumers to feel comfortable and valued.

Relatably Funny

We want to show our self-expression through humor. Our consumers should be frequently cracking a smile at our wit.

How we never sound...

Serious

We are intentional and caring, but we never want to be too serious. We live on the casual side with our voice. We may even use trending lingo that may not necessarily be in the Merriam-Webster dictionary, TBH.

Sassy

Although we are funny we are not rude about it. We like to keep the peace, so our jokes are directed at a broad audience.

Overly Enthusiastic

We keep our cool and like to chill with our consumers. Therefore, our tone shouldn't sound too energized.

CORRECT SPELLING

DO:

ColdSnap

DON'T:

- ~~Coldsnap~~
- ~~coldsnap~~
- ~~coldSnap~~
- ~~coldsnap~~
- ~~ColdSnap~~
- ~~cold snap~~
- ~~cold Snap~~

CORRECT LINGO

GENERAL PUNCTUATION

Commas:

Yes, we use the oxford comma.

- Our menu includes ice cream, frozen smoothies, Snappuccino™ (Frozen Lattes), and more.

Em Dashes:

Close up spaces before and after em dashes

- Yes, the pod is recyclable—we love that it is sustainable.

Possessives:

When a possessive word ends in “s,” just add an apostrophe (rather than apostrophe “s”)

- Peoples’ Choice

Slashes:

Close up spaces before and after slashes

- and/or

Spaces:

Use one space after periods.

- frozen treats. Coldsnap

DATES

Omit comma between month and year if no day:

[Month] [Year]: November 2021

- November 1, 2021

Try to avoid formatting dates with slashes:

OMIT: 12/14

- DO: Dec 14, 2021
- DO: December 14th

DEGREES

Use degree symbol (°) in most instances.

Do not include “Fahrenheit”:

- 35°F (not 35 degrees)

NUMBERS

Spell out one through ten:

- Wait for two minutes.
- Vanilla Ice Cream has a nine-month shelf life.
- Spell out numbers at the beginning of sentences.

Use numerals for 11 and higher:

- Fill each box with 12 pods.
- Chill for 90 seconds.

“90-120 seconds” is the preferred phrasing of freeze time.

- Adjectives in front of the timing. ~ “Under 120 seconds” ~ “Quick 120 seconds”

LOCATIONS

Cities and States:

In running text, spell out state names.

- Billerica, Massachusetts

In display text and social copy, two-letter state abbreviations are ok.

- Billerica, MA

Street Addresses:

Don’t abbreviate “Street,” “Road,” “Avenue,” etc.

- 6 Enterprise Road

MEASUREMENTS

In running text, spell out measurements:

- Fifty ounces of milk.

CORRECT LINGO

PERCENTAGES

Use percentage sign (%) instead of spelling out “percent”:

- 100% sustainable

PHONE NUMBERS

Style phone number as either of these:

- 1-800-COLDSNAP
- 1-800-COLDSNAP (1-800-265-37627)

PRICES

Use dollar sign (\$) instead of spelling out “dollars”:
If whole dollar amount, don’t include “.00”:

- \$999 (not \$999.00)

SEASONS

All lowercase, unless it is a proper noun or used as an event:

- Spring; Spring 2021 (event)
- Spring Olympics (Proper noun)

WEBSITES

URLs should be all lowercase:

- Do not include “www.” or “http://”
- coldsnap.com

PRODUCT GROUPS

All categories should be plural tense and contain the word “Frozen” (with the exception of “Ice Cream” & “Snappuccino™”:

Premium Ice Cream:

- Chocolate
- Vanilla
- Salted Caramel
- Coffee

Non-Dairy Frozen Desserts:

- Chocolate Oat

Boozy Ice Cream:

- Bourbon
- Mexican Hot Chocolate

Snappuccino™ (Frozen Lattes):

- French Vanilla

Frozen Smoothies:

- Passionate Mango

Frozen Protein Shakes:

- Vanilla (Dairy)
- Chocolate (Non-Dairy)

Frozen Cocktails:

- Margarita

TRADEMARKS

Snappuccino™: has been trademarked and should use the ™ in ALL instances.

ColdSnap®: ® needs to be used at least in one instance per document but not on all instances.

SUSTAINABILITY

ColdSnap’s single-serve pods are shelf-stable and do not require refrigeration, saving big on the energy required to keep products cold. Our system reduces carbon emissions associated with distributing and storing ice cream by 30-42%.

PLEASE/THANK YOU/ENJOY...

We are always in tune with using words of respect and appreciation.

COMMON WORD LIST

Numbers and Symbols

1-800-COLDSNAP
90-120 seconds
& (use only in titles or headers)

A

Alcohol-infused ice cream
All-natural
“Always Chill”
Appliance
Arabica

B

Bar code
Bar-quality cocktails
Beta
Bluetooth
Boozy
Boozy ice cream

C

Caramel
Celebrate
Chill

Clean
Cocktails
Cocoa
Coffee
ColdSnap®
ColdSnappers
Collagen
Colleague
Commercial
Convenient/Convenience
Cool
Cordyceps
COVID-19
Co-working/Co-workers

D

Dairy-free
Delicious
Dragonberry
Dragon fruit
Drinks

E

Easy-to-use

E-commerce
Employee
Energize
Enjoy
Espresso

F

Fairtrade
FAQ
Freeze
Freeze-on-demand
French Vanilla (both letters are capitalized when referencing the flavor)
French vanilla syrup (only “French” is capitalized when referencing an ingredient)
Fresh
Freshly frozen
Frozen confections
Frozen dessert
Frozen treats
Fun
Gluten-free

H

Hand wash
High-quality

I

Ice cream
Indulge
Innovative

J

K

Kitchen/kitchenette

L

Latte

M

Machine
Microcreamery
Micro market
Milk fat
Milky
Mocktails

COMMON WORD LIST

N

Naturally flavored
No-cleanup
Non-dairy
No-prep
Nutraceuticals

O

Oat-based
Oat milk
Ok
On-demand (Hyphenated when before a noun)
Online
On-screen

P

Passion fruit
Penguino
Personalized
Pioneers (when referring to “innovation”)
Plant-based
Pod; pods

Premium ice cream
Pre-order
Protein
Protein shake

Q

QR Code

R

Rapid freezing system/appliance
Recyclable
Recycle
Reishi
Relatable
Relatably
Resume
Revolutionary
Roll out plan

S

Schnapps
Setup process
Shelf-stable

Silky
Single-serve
Snap
Snappers
Snappuccino™
Smooth
Smoothie
Soft serve
Sprinkle
Sustainable
Sustainability
System

T

Taste
Treats

U

Up cycle
U.S.

V

W

Whole-grain (Hyphenated when before a noun)
Wi-Fi

X

Y

Z

Zip code

Branding

Graphics

ABOUT OUR GRAPHICS

Our brand identity reflects our fun and innovative system, as well as our variety of product offerings. Our visual presence conveys this identity through our logos, photography, type, colors, etc. We want to present as magical and joy-inducing while also portraying a clean and elevated look.

PREMIUM & FUN

Our branding system allows ColdSnap to live across an assortment of platforms, accommodating a range of sizes, materials, and formats, and operating in a space that is premium and fun.

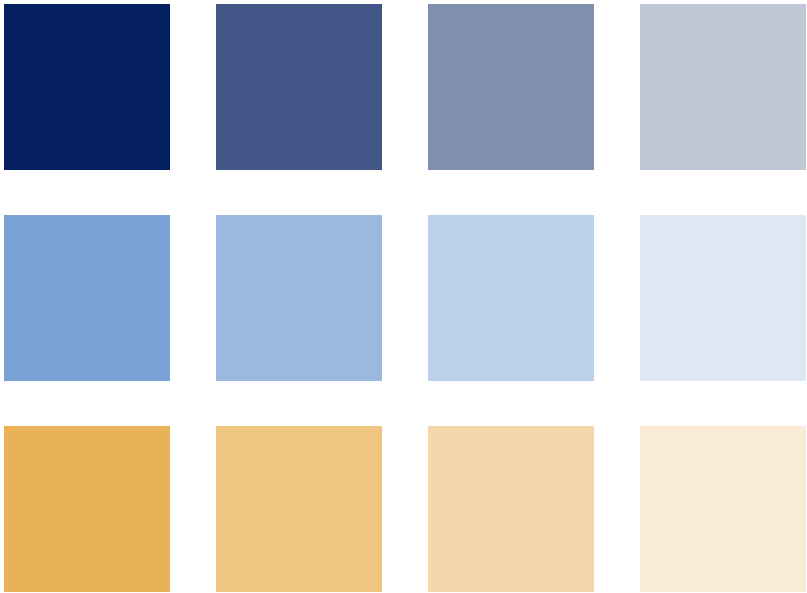


GRAPHICS OVERVIEW

LOGOS



COLOR PALETTES



FONTS

Hypatia Sans Pro
Brandon Grotesque

The Logo

PRIMARY LOGO

The ColdSnap word mark is our main logo. When you see this logo on its own, you can be sure that Penguino is floating around somewhere nearby. While the Penguino mascot is important, the ColdSnap word mark logo should be the first image the consumer sees.

Dark blue to evoke an icy and “chill” feel.

ColdSnap®

Light blue for a cold, icy feeling that also elicits a sense of technology and innovation.

Registered Trademark

Snap icons to represent convenience, speed, and a touch of magic.

Sharp, crisp letters to imply the “chill” and “cool” vibe of both our technology and products, while speaking to the higher price point.

SECONDARY LOGO

This logo should be used when Penguino is not featured anywhere else in the nearby space. It contains the same elements as the word mark logo, with the addition of our beloved mascot. When in doubt, use the word mark logo. If you have the space and Penguino is not featured elsewhere, use the Penguino logo.

The Snaps have been moved to interact with Penguino.

Sunglasses convey a “chill” vibe.

Nose is the same shape as the Snaps.

The “Penguino” character has his own personality. Penguino helps cut through all the noise and grab consumers’ attention.



LOGO DONT'S

CLEARANCE

There isn't a set amount of space to maintain, just an average based on the size of the logo being used.

The logos are saved with clearance space built in. Just be mindful to maintain that space.

X		X
		
X		X

X		X
		
X		X

DO NOT

For best practice, legibility, and brand recognition, do not do any of these acts to any of the logos.



DO NOT RECOLOR LOGOS



DO NOT STRETCH LOGOS



DO NOT PUT ANY LOGO ON TOP OF ANOTHER ELEMENT



DO NOT ROTATE LOGOS



DO NOT REPLACE ANY PART OF THE LOGOS



DO NOT PUT LOGOS ON A LOW CONTRAST BACKGROUND



DO NOT PUT LOGOS ON A BUSY BACKGROUND

LOGO SYSTEM

MASTER
LOGO



Master Logo - Horizontal



Master Logo with tagline - Horizontal

SECONDARY
LOGO



Secondary Logo (Penguinino Iteration) - Vertical

BADGES & ICONS
LOGOS



Penguinino Icon



Penguinino in a circle - Mostly used for social media profile pictures



2D Penguinino - For when 3D version cannot be used/printed



Snap Icon - Used to emphasize a point, great for bullet points

LOGO SYSTEM - SINGLE COLOR

MASTER
LOGO



Master Logo - Horizontal



Master Logo with tagline - Horizontal

SECONDARY
LOGO



Secondary Logo (Penguin Iteration) - Vertical

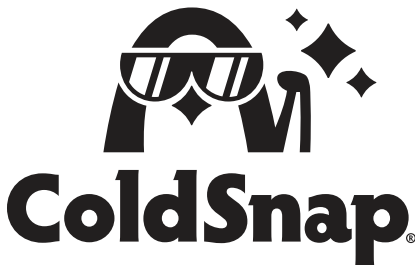
BADGES & ICONS
LOGOS



Penguin Icon



Penguin in a circle - Mostly used for social media profile pictures



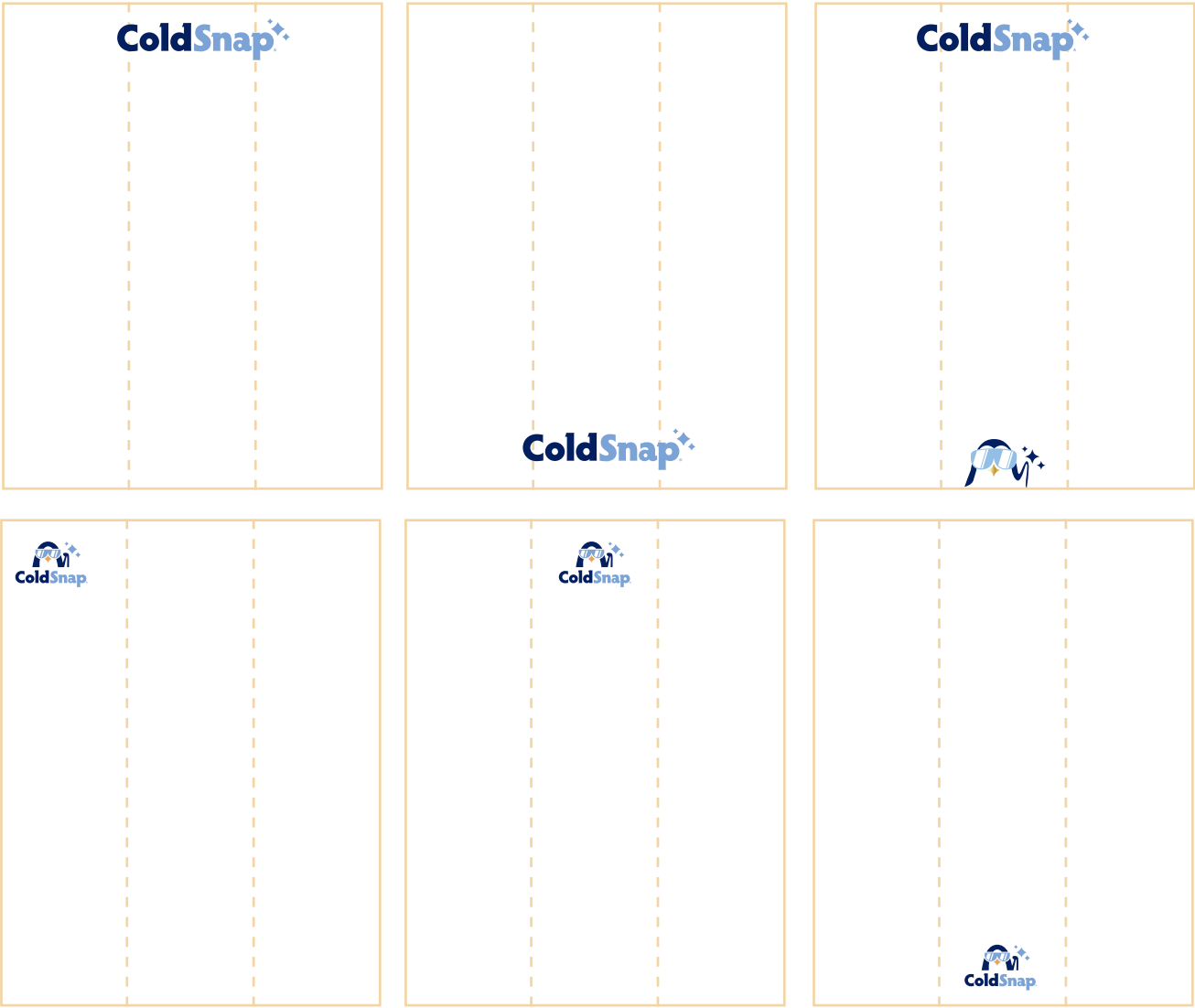
2D Penguin - For when 3D version cannot be used/printed



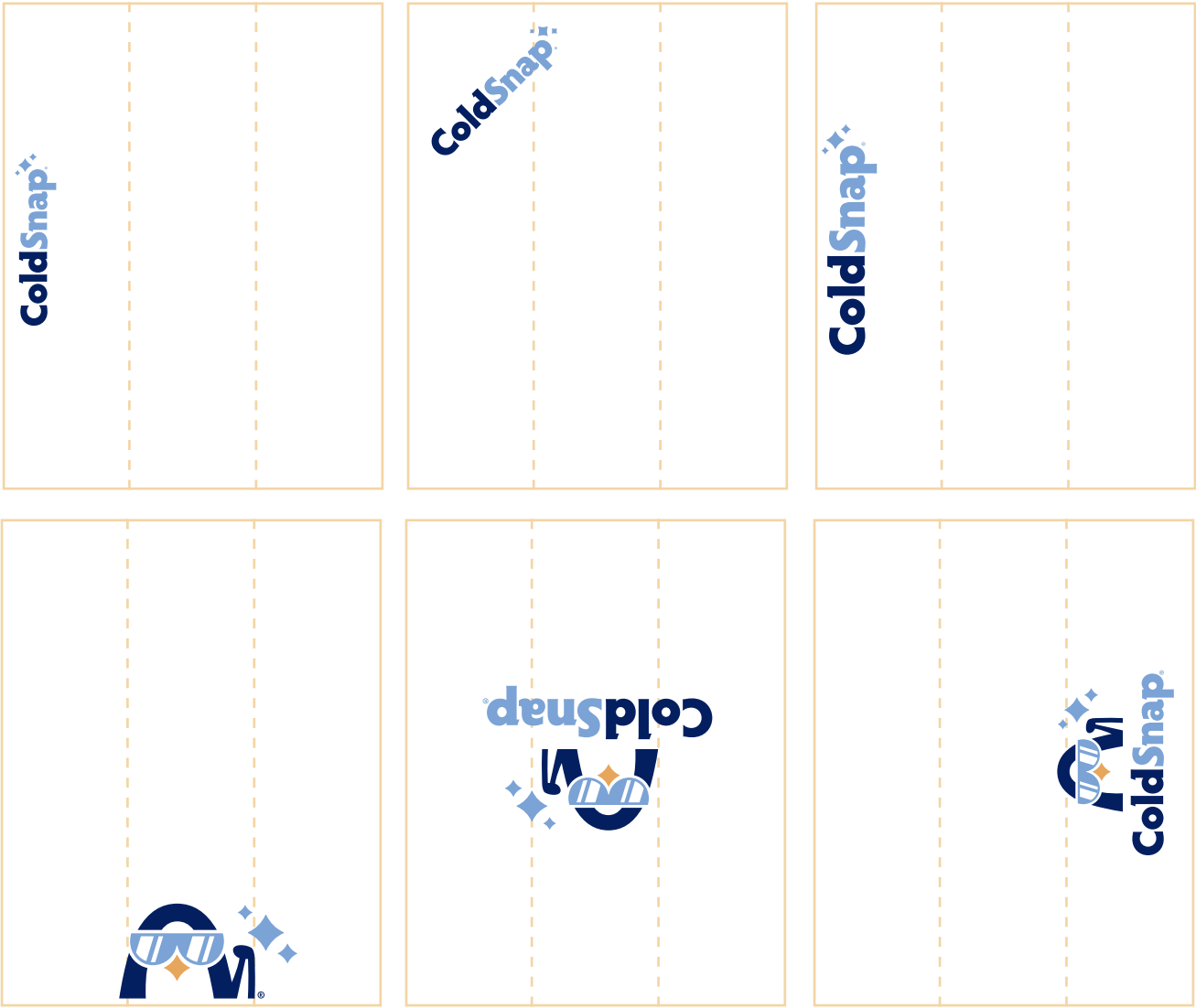
Snap Icon - Used to emphasize a point, great for bullet points

LOGO LAYOUT ALIGNMENT

DO:



DON'T:



Type & Color

PRIMARY TYPEFACE

Hypatia Sans Pro

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

semi-bold

bold

black

regular

light

extra light

SECONDARY TYPEFACE

Brandon Grotesque

The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.
The quick brown fox jumped over the lazy dog.

semi-bold
bold
black
regular
light
extra light

TYPE HIERARCHY

HYPATIA SANS BOLD

USE FOR LARGE HEADERS • ALL CAPS

BRANDON GROTESQUE BLACK

USE FOR HEADERS & SUB HEADERS • ALL CAPS

Brandon grotesque regular

USE FOR PARAGRAPHS • SENTENCE CASE

FRESHLY FROZEN TREATS IN A SNAP

Indulge with ColdSnap—the revolutionary system transforming the way frozen treats are produced and enjoyed.

SIMPLE TO USE

With just four simple steps, you'll be enjoying our delicious desserts in mere minutes.

REVOLUTIONARY TECHNOLOGY

Our no-prep, no-clean system eliminates any hassle and delivers great-tasting treats, faster.

FIND OUT
MORE AT
COLD SNAP.COM



TYPE DONT'S

DON'T USE THIS FONT AS BODY COPY.

DO NOT USE MULTIPLE COLORS LIKE THIS.

THIS TYPEFACE IS NOT MEANT FOR A LOT OF TEXT.

The thin version of this font isn't the greatest for readability.

We don't use a ton of italics.

PRIMARY COLORS

MASTER BRAND CORE COLORS

Our master brand colors are shown primarily at 100% opacity, but in certain instances tints will be needed. Examples are shown cascading down from the solid color.

Use of text color examples are shown within the color. We aim to have the highest contrast of a color. For example, black text would not show up well on our navy color, so white would be the best high contrast choice.

The full color logo does not always preform well on color photos. In these cases, the logo should be shown in one of our core colors.

Note: When placing these colors together, keep in mind that the blue and gold should be used sparingly on top of one another, as this can cause vibration. Usage of black, white, or navy will provide optimal readability.

NAVY	BLUE	GOLD	BLACK	WHITE
PMS 2757 C # 001F60 RGB: 0,31,96 CMYK: 100,92,31,32	PMS 659 C # 7BA3D6 RGB: 123,163,214 CMYK: 51,27,0,0	PMS 7411 C # E6A65D RGB: 234,178,87 CMYK: 8,31,76,0	PMS BLACK C # 000000 RGB: 0,0,0 CMYK: 100,100,100,100	PMS BRIGHT WHITE # FFFFFFFF RGB: 255,255,255 CMYK: 0,0,0,0

WHITE
BLUE
GOLD

WHITE
NAVY
GOLD

WHITE
NAVY
BLUE

Thank You

Contact:

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