

MARCO

INDIGO

# ABOUT THE COMPANY

Marco Indigo is a ice cream corner store shop that wants to subvert the expectations you might find in the average ice cream shop.

This new ice cream shop wants to relay their passion about ice-cream to their customers, especially young adults and influencers!

A sense of **mystery** and **playfulness** is what they desire.

People must come into their

store expecting to be **surprised** – expecting to see something, new, mysterious, and exciting.

Always remaining an ice cream shop **for everyone.**

# LOGOTYPE

For the **playfulness** and **original** purposes, the best typeface for this ice cream shop is **HITMO 2.0**.  
Also it's very simple and readable!

The shadow behind it makes it POP:  
perfect for catching the eye, especially for  
**young adults** and **influencers**.

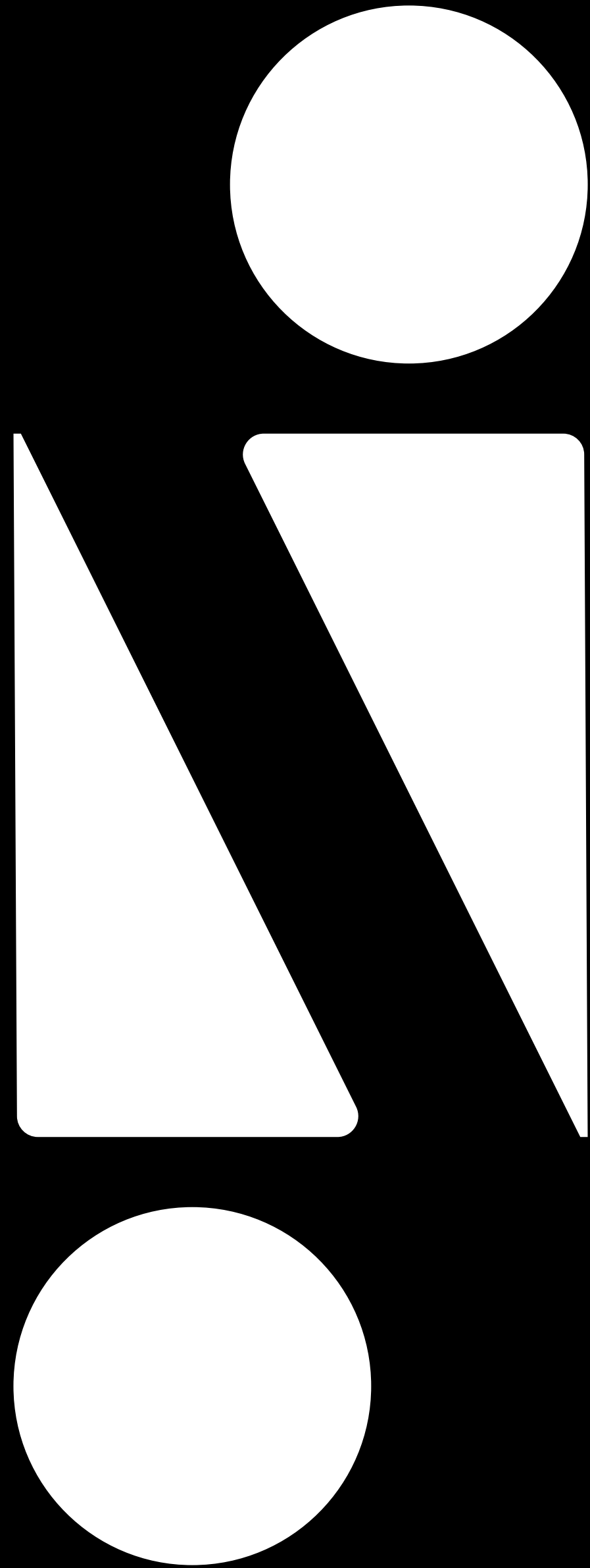
MARCO

INDIGO

MARCO

INDIGO

MARCO  
INDIGO



# **LOGOMARK**

-simple

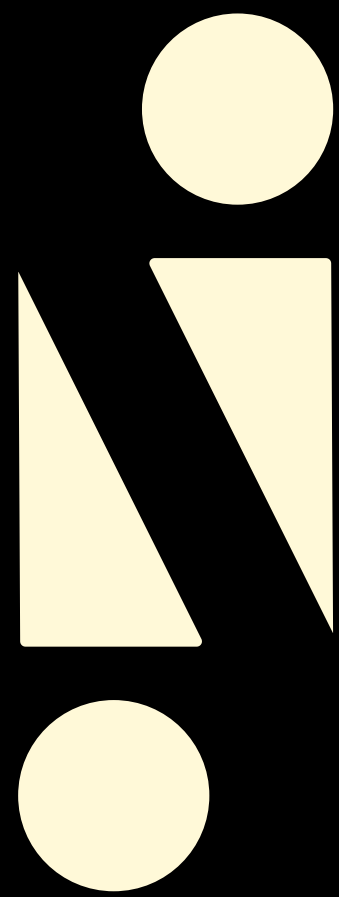
-meaningful

-mysterious





# COLOR PALETTE



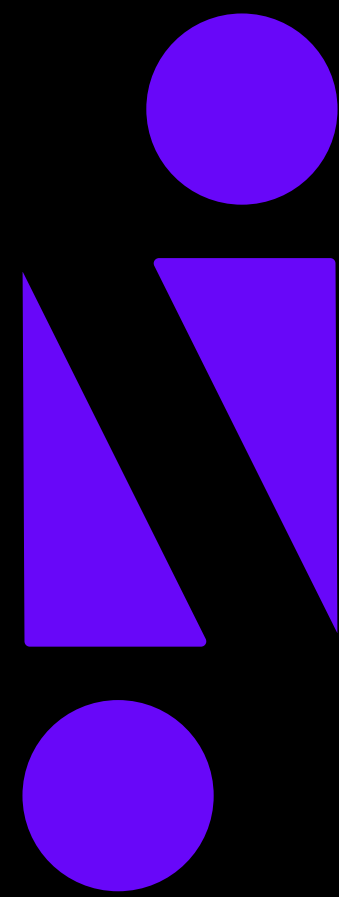
Cornsilk

**#FFF9D8**



Philippine  
Red

**#C80F2F**



Electric  
Indigo

**#6807F9**



Blue  
(Crayola)

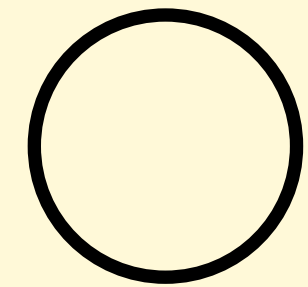
**#135FFC**



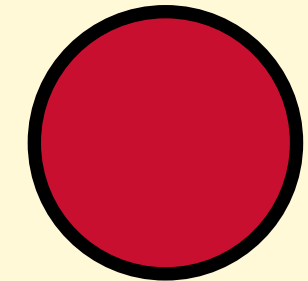
Vivid  
Mulberry

**#CB24ED**

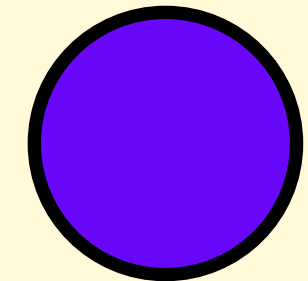
# WHY THOSE COLORS



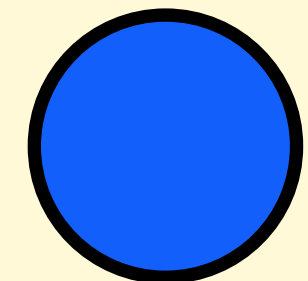
- The **CORNSILK** reminds the cream used for making ice cream.



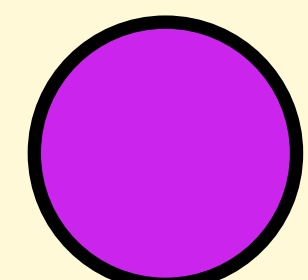
- The **PHILIPPINE RED** screams fun and is very eye catching.



- The **ELECTRIC INDIGO** is exactly the representation of the brand's name, also brings some mystery and it's highly unconventional for an ice cream shop.



- The **Blue (Crayola)** it's playfull and stands out near the Philippine Red.



- The **VIVID MULBERRY** is a pop of color that ties well with the Blue and the Electric Indigo.

# TYPEFACES

**LOGOTYPE**

**HITMO 2.0**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**BODY**

**CABINET GROTESK  
VARIABLE**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz**

# MENU

pricing: Large cone \$4.99 per scoop  
Small cone \$2.50 per scoop

## THE CLASSICS



**Chocolate**  
not your average  
chocolate, bae



**Bubblegum**  
if you have the sweet tooth



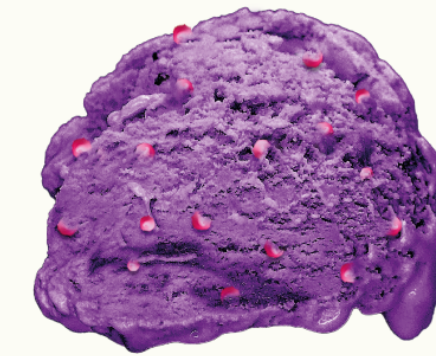
**Pistachio**  
those are  
EXPENSIVE bruh



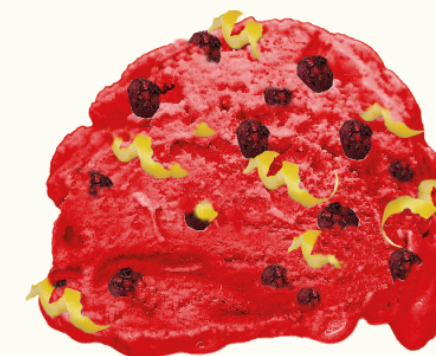
**Vanilla**  
that's THE  
real vanilla



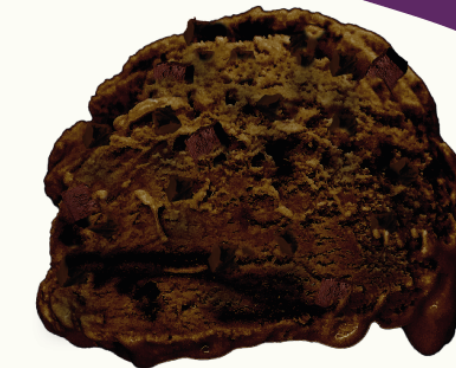
**Strawberry**  
standard base  
and pure strawberry  
extract



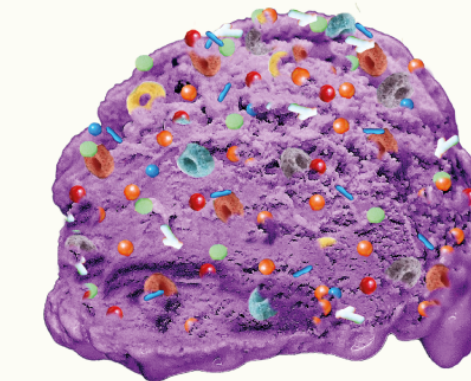
**Indigo Classic**  
SHHH!  
It's our secret recipe  
+ strawberry chocolate chips



**Cherry Fizz**  
fizzy cherry base,  
cherry pieces and  
lemon zests. UH!



**Death by Chocolate**  
Chocolate base+hot fudge sauce,  
chocolate chip cookie piece  
+chocolate chunks



**Cereal Crunch**  
blueberry base mixed with  
cereal loops and sprinkles!



**Triple Berry Frenzy**  
strawberry base with blueberry,  
strawberry and raspberry  
pieces + coconut balls

## THE WEIRDOS

Allergens: 



# FLYER

**MARCO**  
**INDIGO**

**HOMEMADE ICE CREAM**  
**FOR EVERYBODY**

**FRESH AND DELICIOUS**



**FROM CLASSICS TO WEIRDOS**

89 George Street,  
Black Pool, Auckland

- Weekdays: 7am - 6pm  
- Weekends: 8am - 6pm



# BUSINESS CARD

**MARCO**  
**INDIGO**

**MARCO**  
**INDIGO**

## CONTACTS

📞 022 380 0490

🌐 [marcoindigo.com](http://marcoindigo.com)

✉️ [sales@marcoindigo.com](mailto:sales@marcoindigo.com)

**You're curious,  
aren't you?**



89 George Street,  
Black Pool, Auckland

# APPAREL





**THANK YOU**