



Brand Guideline - gialato



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This brand guide will walk you through the brand that is Gialato - an authentic gelato shop that is passionate about heritage and connection, as well as innovation and creativity.



Welcome

Welcome to the Gialato brand guidelines. This book is your guide to creating a consistent and engaging brand experience. We're excited to share our passion for gelato with you and help you bring our brand to life.

The overall goal is to create a bright, inviting atmosphere and a strong online presence that effectively communicates Gialato's heritage, passion for flavor, and commitment to quality.

“Life is too short for boring gelato.”



About Gialato

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Gialato is more than just gelato; it's a journey through the heart of Italy. Our story begins with a family tradition passed down through generations, where the art of gelato making was perfected. We honor this heritage by using only the finest, freshest ingredients. Each scoop is a testament to our commitment to quality, taste, and the joy that comes with indulging in a truly exceptional dessert. With Gialato, you're not just savoring a treat; you're experiencing a piece of Italian culture.

To achieve this, a welcoming, friendly brand was created in order to attract the ideal customer into the space. The brand also needed to tell a story of the owner, Gia.





Clearspace



The logo is based off of Gia, the company's founder.

The logo features a stylized female figure with short, bobbed hair and sprinkles, reminiscent of the toppings on gelato.

The word "gialato" is written in a playful, handwritten-style font that complements the whimsical nature of the brand.

When using the logo, allow for proper spacing to ensure it stands out and maintains its visual impact.



Logo Usage

Whether the logo be used for print or digital, there are guidelines in place to maintain the visual impact and ensure that it stands out.

Primary Usage: The logo should be used in its entirety, maintaining the balance between the character and the wordmark.

Color Usage: Use the logo in its original color palette to maintain brand consistency. However, in specific cases where high contrast is needed, the logo can be used in black and white.

Minimum Size: Ensure the logo is legible and recognizable. Avoid resizing it too small.

Clear Space: Maintain a clear space around the logo to prevent it from appearing crowded or cluttered.

Background: The logo can be used on both light and dark backgrounds.





Correct and incorrect use

Use the logo consistently across all marketing materials.

The logo is to be used on a clear and contrasting background, allowing it to be easily seen and recognized.

The logo is to be used in its entirety, maintaining the balance between the character and the wordmark.

The logo is to be used in a variety of sizes, but always remains legible and recognizable.

Correct

Incorrect





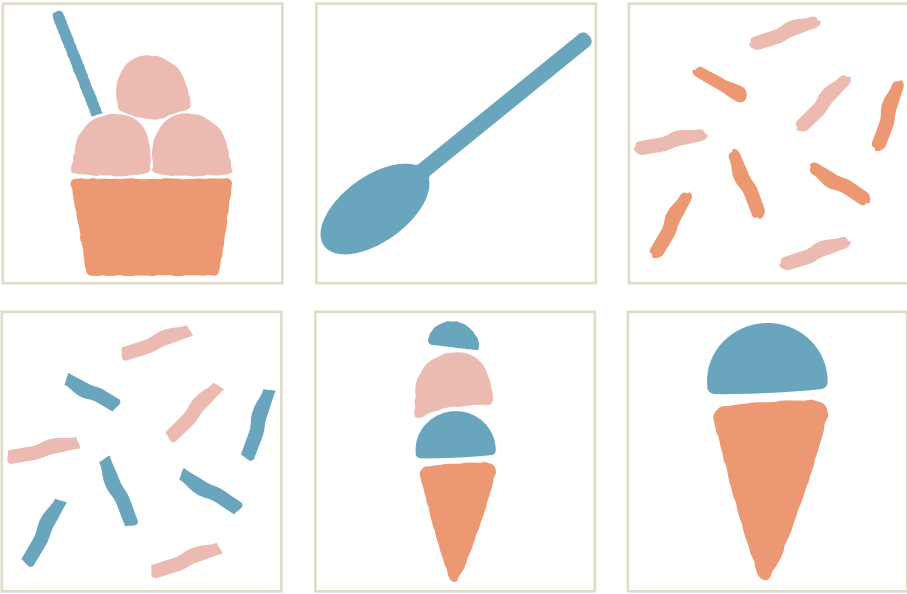
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“We’re passionate about pushing the boundaries of flavor while honoring our Italian roots.”





Illustrative Elements



These illustrative elements are versatile across various marketing materials and contribute to a cohesive and recognizable brand.

The illustrative elements for gialato are to be used as a secondary element in branding and marketing materials.

These elements consist of various areas of gialato, from the product itself, to toppings and utensils. These can be used on their own or in groups and pairs.

02. Illustrations



Pattern Usage

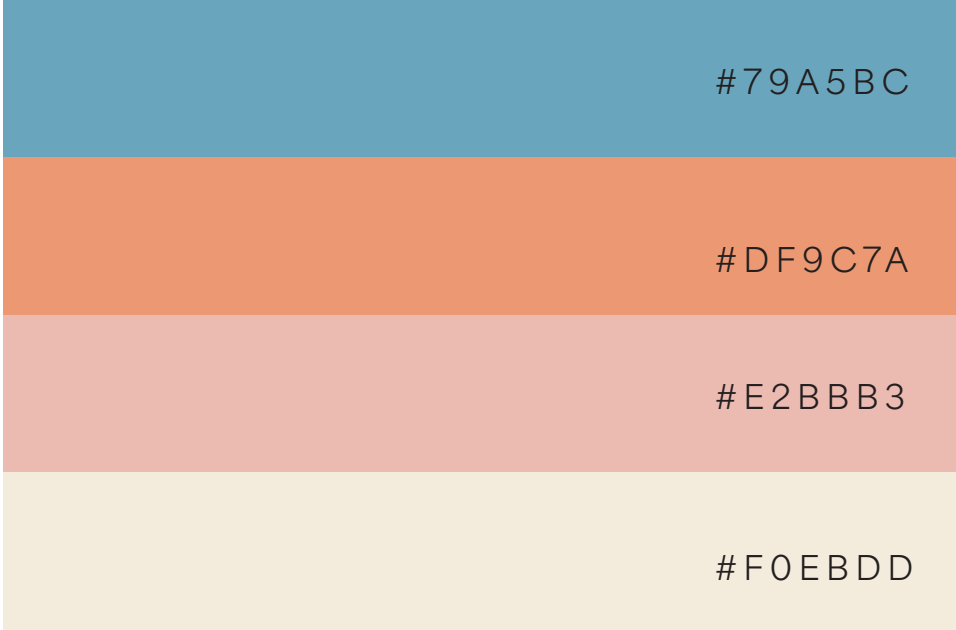
This pattern is versatile and can be adapted to various applications, helping to strengthen Gialato's brand identity and create a memorable customer experience.

Some ideas of what this pattern can be used for include but are not limited to: gift boxes, ice cream containers, bags, social media graphic backgrounds, signage, stationary, or interior murals.





Color Palette



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Elegant, warm, and inviting is the goal of the color palette.

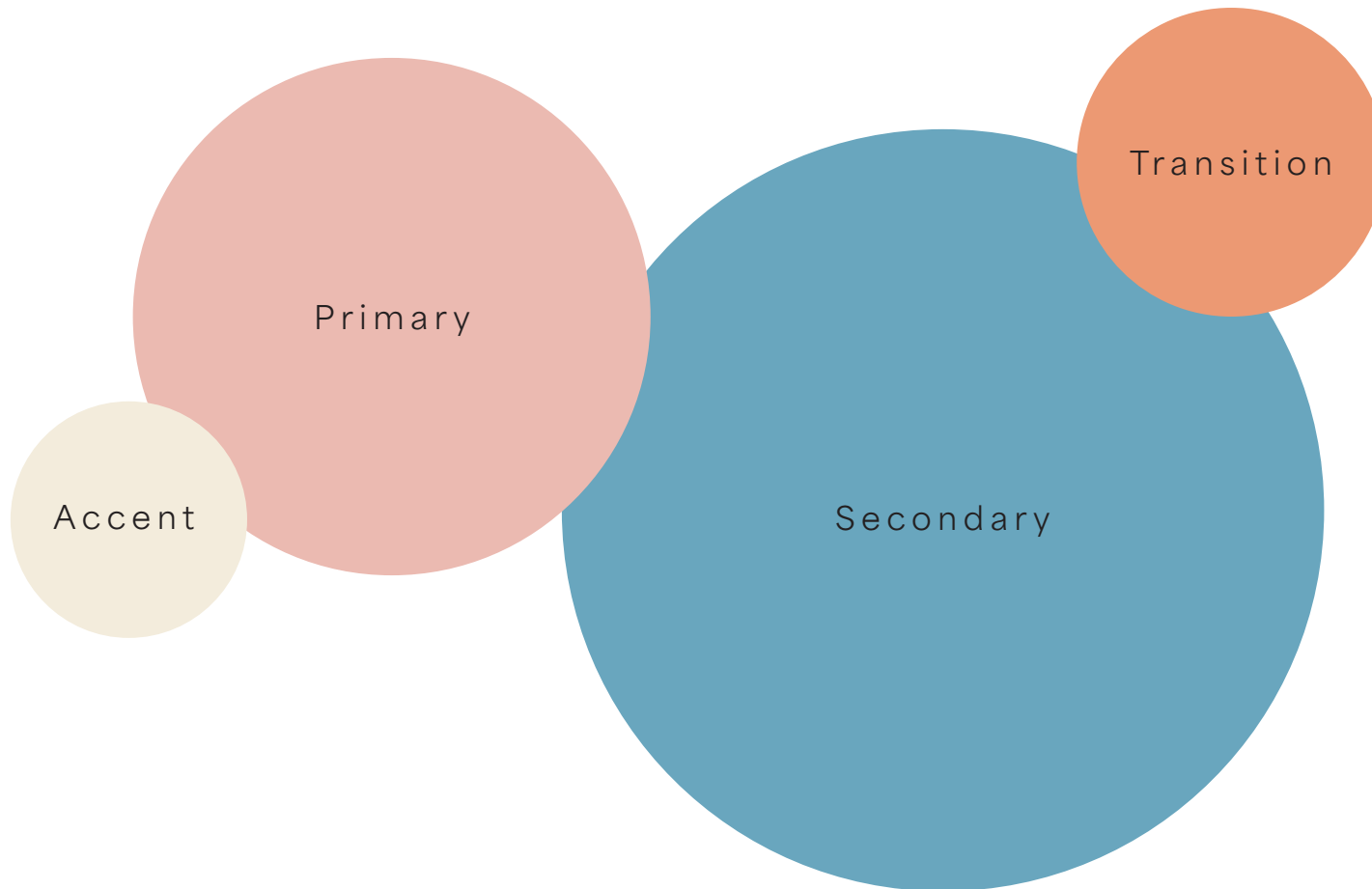
The palette evokes a sense of warmth, serenity, and sophistication. It's a harmonious blend of soft, muted tones that create a calming and inviting atmosphere. The colors work well together to create a cohesive and elegant look.

These colors also tie in to the brand's focus, gelato, and the variety of colors that can be produced in the process.



Color Usage

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Color code

Accent

#F0EBDD

R=240 G=235 B=221

C=4 M=5 Y=13 K=0

Primary

#E2BBB3

R=226 G=187 B=179

C=6 M=30 Y=23 K=0

Secondary

#79A5BC

R=121 G=165 B=188

C=59 M=22 Y=18 K=0

Transition

#DC9C7A

R=223 G=156 B=122

C=5 M=47 Y=55 K=0



Primary Typeface

The Gialato brand uses Chauncy as its main typeface, which is a relaxed, expressive, and versatile typeface with a casual handwritten feel.

Chauncy’s irregular letterforms and varying strokes maintain legibility while adding personality, making it suitable for various applications from headlines to body copy.

Chauncy perfectly complements Gialato’s brand identity, which is centered around handcrafted, artisanal gelato. The typeface’s handwritten quality evokes the handmade nature of the product, while its playful and friendly character resonates with the brand’s overall vibe. It would be particularly effective for packaging, menus, and social media graphics.

Regular

Regular Italic

Bold

Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 10 11 12



Secondary Typeface and Usage

The Gialato brand had a need for a secondary typeface that balanced out the handwritten look of Chauncy and to be used for bigger bodies of text. Introducing: Area Normal.

Thin
Thin Italic
 Regular
Regular Italic
 Semibold
Semibold Italic
 Bold
Bold Italic
 Extra Bold
Extra Bold Italic
 Black

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1 2 3 4 5 6 7 8 9 10 11 12

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Letterhead

The letterhead concept is visually appealing and reflects the brand's playful, artisanal, and Italian heritage. The use of soft colors, a whimsical illustration, and a handwritten-style font creates a warm and inviting atmosphere.



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Business Card

Front



Back



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This business card design allows for Gia or other employees to promote the business in a fun and inviting way, while maintaining a professional image.

The business card effectively captures the essence of Gialato, conveying a sense of fun, indulgence, and artisanal craftsmanship. The design is visually appealing, using simple yet effective elements to communicate the brand's message. The use of pastel colors and playful imagery creates a warm and inviting atmosphere, reflecting the joyful experience of enjoying Gialato.

Use this design for employees or as a general business card to share with others.



Poster Design Sample



This poster would be a an example of a design that could be sold to customers to promote the brand and inspire them to share about their experience.



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Other Applications

Beyond the traditional uses of a logo on business cards, letterheads, and packaging, a branding identity can be applied across numerous platforms.

Digital Platforms:

Website: The logo should be prominently displayed on the homepage and throughout the site.

Social media: Use the logo as profile pictures and cover photos on platforms like Facebook, Instagram, Twitter, and LinkedIn.

Email signatures: Include the logo in your email signature to reinforce brand recognition.

Digital advertising: Use the logo in online ads, banners, and display ads.

Physical Products:

Packaging: Incorporate the logo into packaging for products, such as food items, apparel, or accessories.

Merchandise: Create branded merchandise like t-shirts, mugs, or tote bags featuring the logo.

In-Store Experiences:

Signage: Display the logo on signs, banners, and displays throughout the store.

Decor: Use the logo in decorative elements like wallpaper, artwork, or floor mats.



“Life is sweeter
with Gialato.”

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Photography sample style



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06. PHOTOGRAPHY

The photography style should be minimalistic and focused on the product. The images showcase the gelato in a clean, uncluttered setting, highlighting its natural colors and textures. The lighting may be soft and natural, creating a warm and inviting atmosphere.

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