



Freeze the Fun!

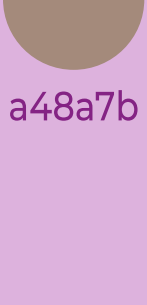
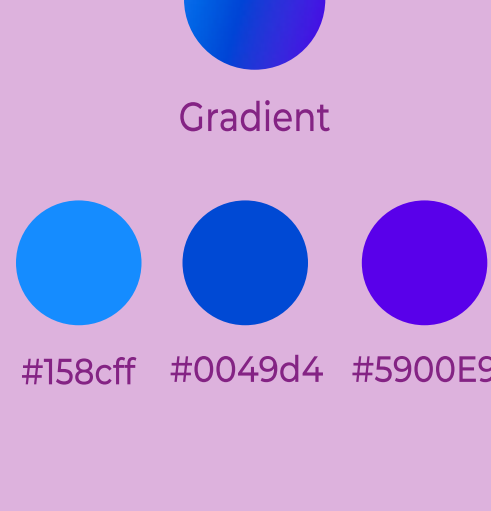


Welcome to the FRUBEE Ice Candy brand presentation.

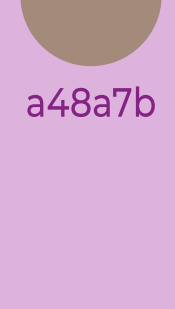
This presentation is designed to breath life into the FRUBEE Ice Candy brand.

Color Palette

Main Logo



Secondary



AaBbCc



Matcha cih Regular

Matcha cih Regular 37

Matcha cih Regular 40

FRUBEE is a playful and modern ice candy brand name inspired by the words “Fruit” and “Bee.” The “FRU” instantly connects the brand with fruity flavors and freshness, while “BEE” adds a cheerful, energetic, and friendly personality

The name sounds:
fun
youthful
sweet
memorable
easy to pronounce



Freeze the Fun!

The tagline communicates the main emotional experience of the brand:

coolness
excitement
enjoyment
summer fun

Instead of focusing only on the product, the tagline focuses on the feeling people get when eating FRUBEE.

It gives the brand a lively and energetic personality while reinforcing the frozen nature of the product.

