

The logo for Slushē is rendered in a vibrant, hand-painted style. The word "Slushē" is written in a bold, cursive script. The letters are primarily a bright magenta color, with a thick, light blue outline that gives it a three-dimensional, brush-stroke appearance. Small, sharp blue and magenta geometric shapes are scattered around the letters, particularly at the top and bottom of the 'S' and 'e', adding to the dynamic, artistic feel of the brand identity.

Slushē

BRAND GUIDE

FROZEN SHAVED ICE • BEND, OREGON

V1.0 / JULY 2026

A practical system for identity, voice, campaigns, apparel, and place.

HOW TO USE THIS GUIDE

The Slushē system

A practical, flexible identity built to move from shaved ice to apparel, campaigns, digital channels, and a host-business storefront.

BRAND IN ONE SENTENCE Slushē is frozen shaved ice with Bend outdoor energy—fun, electric, youthful, and slightly rebellious.

SECTION	WHAT IT CONTROLS	PAGE
Foundations	Positioning, personality, audiences, experience	3–4
Identity	Wordmark, lockup, clear space, minimum size, misuse	5–7
Design system	Color, accessibility, typography, graphic language	8–11
Expression	Photography, voice, messaging, layouts	12–15
Applications	Apparel, campaign, storefront	16–18
Production	Vendor handoff, governance, asset roadmap	19–21

Use the shortest relevant section for everyday decisions; use the production pages before any physical fabrication.

01 / FOUNDATIONS

Brand platform

The strategic core should stay stable even when flavors, seasons, and campaigns change.

ELEMENT	WORKING STANDARD
Category	Frozen shaved ice in Bend, Oregon
Position	A high-energy frozen treat brand with real local outdoor character
Promise	A vivid, fun, refreshingly uncomplicated experience
Personality	Fun • energetic • youthful • outdoorsy • slightly rebellious
Difference	Dry-marker attitude and electric color, grounded in Bend rather than generic tropical nostalgia
Geographic signature	BEND, OR—always supporting, never the headline

DECISION FILTER If an idea feels polished but generic, it is off-brand. If it feels energetic but chaotic or juvenile, it also needs refinement.

Brand experience principles

- Make the first impression fast: one bold idea, one clear hierarchy.
- Balance bright color with cream, charcoal, natural texture, and breathing room.
- Use outdoor references as attitude and context—not as literal decoration on everything.
- Keep the transaction easy, legible, and friendly even when the visual tone has edge.

01 / FOUNDATIONS

Audience & occasions

Build for a broad Bend customer base while keeping the expression specific.

AUDIENCE	WHAT THEY WANT	BRAND RESPONSE
Families & visitors	A fun, easy treat and clear ordering	Friendly language, bright cues, simple menu hierarchy
Teens & young adults	A social, expressive brand worth wearing	Strong color, merch credibility, quick cultural energy
Outdoor community	Local relevance without cliché	Seasonal mountain context, useful gear, restrained Bend references
Pantry customers	A natural extension of the location	Host-first storefront, warm materials, intuitive wayfinding

Core occasions

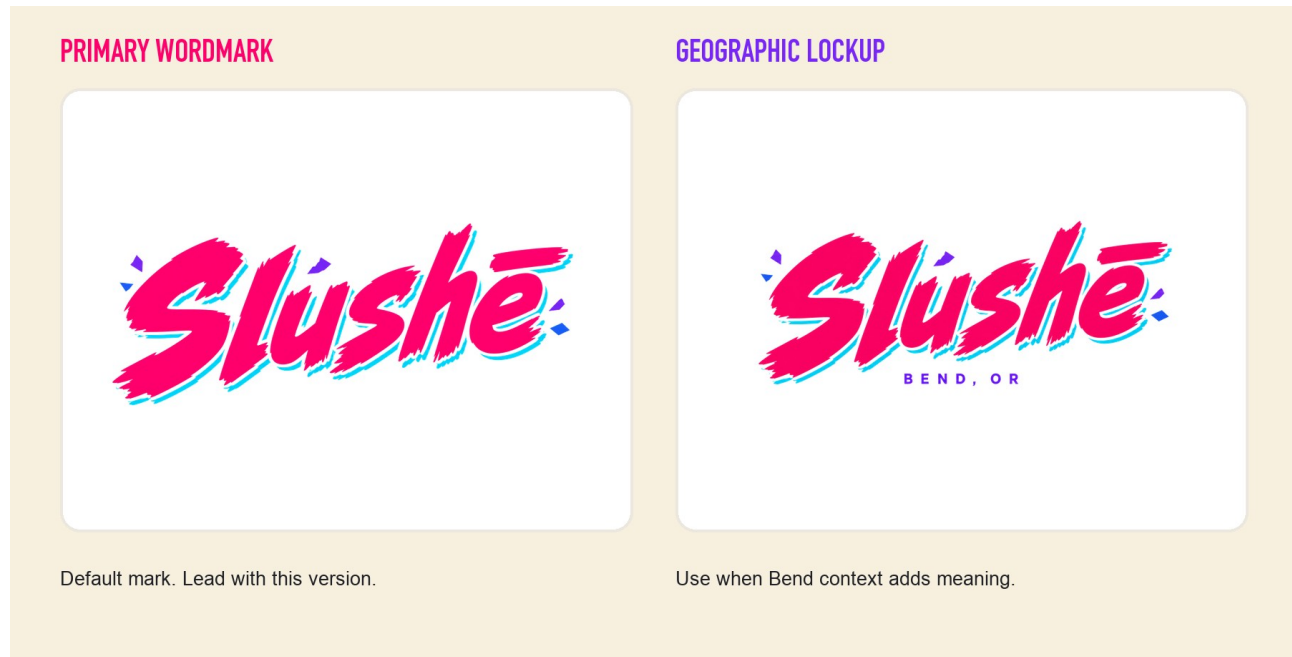
- Hot-day refreshment and casual family outings.
- Post-ride, post-hike, post-ski, and après-town moments.
- Festival, event, and neighborhood walk-up traffic.
- Merchandise as a visible badge of local energy—not a souvenir cliché.

AVOID Do not force a single age group, action sport, or flavor identity to carry the whole brand. Slushē should feel specific and inclusive.

02 / IDENTITY

Logo system

The dry-marker wordmark is the primary identity. Its speed, rough edge, and cyan offset are meaningful brand assets.



Primary wordmark and BEND, OR lockup. Preserve exact spelling and the visible macron.

- Use the primary wordmark for most customer-facing touchpoints.
- Use the geographic lockup when Bend context adds value: merchandise, local campaigns, and destination cues.
- Keep BEND, OR small and optically separated from the wordmark.
- Never typeset a replacement wordmark with a generic brush or script font.

EXACT SPELLING Slushē — only the initial S is uppercase; the final lowercase ē always carries a visible macron.

02 / IDENTITY

Clear space & minimum size

Give the mark enough air to retain its speed and legibility.

CLEAR SPACE

Use x = the cap-height of the initial S.



Minimum digital width: 180 px • Minimum print width: 1.5 in

USE	MINIMUM	NOTES
Digital	180 px wide	Use a simplified one-color production mark below this size if texture closes up
Print	1.5 in wide	Verify macron and dry edges in a physical proof
Embroidery	Vendor test required	Create a dedicated simplified stitch file; do not auto-digitize the raster
Signage	Site-specific	Rebuild as vector, verify viewing distance, substrate, lighting, and mount

CLEAR-SPACE RULE Maintain at least one x around the full mark, where x equals the cap-height of the initial S.

02 / IDENTITY

Color variants & misuse

Production-ready variants still need to be created. Until then, use the approved raster only as concept artwork.

VARIANT	INTENDED USE	STATUS
Full color	Primary digital and concept presentation use	Current raster reference
One-color dark	Cream/light backgrounds, stamps, simple print	Vector build required
One-color light	Charcoal/dark backgrounds, signage, apparel	Vector build required
Small-size	Digital avatars, narrow labels, small print	Simplified vector required
Embroidery	Caps, beanies, textured garments	Dedicated stitch artwork required

Never

- Remove, hide, or flatten the macron over the final ē.
- Stretch, compress, rotate, redraw, smooth, or clean away the dry-marker character.
- Recolor individual letters randomly or add extra snowflakes, drips, fruit, or ice icons.
- Add drop shadows, glows, bevels, outlines, or effects that compete with the cyan offset.
- Place the full-color mark on a busy photo without a controlled field or sufficient contrast.

BACKGROUND CONTROL Prefer warm cream, white, or charcoal fields. On photography, use a quiet image area or a simple brand-color panel.

03 / DESIGN SYSTEM

Working color palette

These values standardize the conceptual asset colors for consistent digital use. Print values are starting points and must be proofed.



ROLE	TARGET SHARE	HOW TO USE
Warm cream / charcoal	55–70%	Grounding fields, text, store environment, breathing room
Hot pink	15–25%	Primary energy accent, logo, key calls to action, merchandise
Icy cyan	8–15%	Offset, frozen cue, trim, highlight, wayfinding on dark fields
Blue / purple	5–12%	Depth, shards, secondary accents, seasonal variation

03 / DESIGN SYSTEM

Color accessibility

Bright colors carry energy; charcoal carries most readable information.

PAIRING	CONTRAST	GUIDANCE
Charcoal on warm cream	14.14:1	AAA for body and display text
Warm cream on charcoal	14.14:1	AAA for body and display text
Icy cyan on charcoal	9.10:1	AAA; preferred cyan text pairing
Neon purple on warm cream	5.41:1	AA for normal text
Electric blue on warm cream	4.72:1	AA for normal text
Hot pink on warm cream	3.38:1	Large text or accent only; not body copy
Icy cyan on warm cream	1.55:1	Decoration only; never essential text

Accessibility rules

- Never communicate meaning by color alone; pair color with a label, icon, pattern, or position.
- Use charcoal for menus, prices, directions, ingredients, policies, and other essential copy.
- Keep small reversed text in cream or white on charcoal; avoid small pink on dark and cyan on light.
- Test actual type size, substrate, illumination, and display conditions—not just hex values.

IMPORTANT Contrast ratios are calculated from the standardized RGB values. Printed color and illuminated signage require physical validation.

03 / DESIGN SYSTEM

Typography

The wordmark is expressive; supporting type should be direct, condensed, and highly readable.

01 WORDMARK



02 DISPLAY

DIN CONDENSED BOLD

ALL CAPS / SHORT / DIRECT

03 BODY + DIGITAL

Avenir Next / Arial

Readable utility copy keeps the brand fast and clear. Use sentence case, short paragraphs, and generous spacing. Never imitate the logo with a generic brush font.

ROLE	PRIMARY	FALLBACK	USE
Display	DIN Condensed Bold	Arial Narrow Bold	Short headlines, price callouts, labels, wayfinding
Body / UI	Avenir Next	Arial	Menus, descriptions, captions, web, operational copy
Wordmark	Approved Slushē artwork	None	Never recreate with live type

- Use display type in uppercase, usually one to six words.
- Use sentence case for body copy; avoid long all-caps paragraphs.
- Favor flush-left alignment and strong size contrast.
- Use tracking carefully: slightly open for BEND, OR and small uppercase labels; normal for headlines.

03 / DESIGN SYSTEM

Graphic language

Build movement with a small, repeatable vocabulary—not a pile of effects.



Approved direction for supporting texture: dry-marker swashes, angular shards, restrained granule, and high-desert motion.

DEVICE	RULE
Dry-marker strokes	Use as directional energy and edge framing; preserve rough ink texture
Cyan offset	Create depth and a frozen cue; keep the offset tight and consistent
Angular shards	Use a few small accents to punctuate motion; avoid confetti overload
Frozen granule	Subtle background texture only; never reduce legibility
High-desert cues	Use sparingly through photography, silhouette, material, or line—not literal clip art

04 / EXPRESSION

Photography & image direction

Favor real motion, natural texture, and Bend context over polished studio perfection.



Concept reference: candid outdoor energy, natural daylight, real fabric texture, relaxed confidence.

DO	AVOID
Natural or directional light; real skin and fabric texture	Plastic skin, heavy HDR, glossy stock-photo polish
Candid interaction and believable movement	Static catalog poses unless the product is the subject
Bend terrain, neighborhood, and seasonal context	Generic tropical, surf, or ski clichés
One clear brand focal point	Multiple competing logos, props, and visual jokes
Diverse people and everyday accessibility	A narrow action-sport stereotype

04 / EXPRESSION

Voice & tone

The voice is quick, playful, confident, local, and sensory. It should feel alive without trying too hard.

TRAIT	SOUNDS LIKE	DOES NOT SOUND LIKE
Quick	Short sentences. Active verbs. Clear asks.	Overexplained or corporate
Playful	Flavor, motion, surprise, light wit	Baby talk, forced slang, endless exclamation points
Confident	Direct and self-aware	Aggressive, boastful, or snarky
Local	Specific Bend context when relevant	Tourism copy or borrowed outdoor credibility
Sensory	Cold, bright, crisp, shaved, piled	Vague superlatives and unsupported claims

Writing mechanics

- Spell Slushē correctly in every customer-facing use; do not drop the macron for convenience.
- Use BEND, OR in uppercase with generous tracking.
- Prefer periods to exclamation marks. One exclamation can work; a row of them cannot.
- Keep menu names easy to say and order aloud.
- Use hyphens only when grammar requires them; avoid decorative punctuation clutter.

04 / EXPRESSION

Messaging toolkit

Treat this as a hierarchy. The business descriptor is stable; campaign language can change.

LEVEL	APPROVED / WORKING LANGUAGE	RULE
Brand name	Slushē	Exact spelling; never all caps in normal text
Geographic descriptor	BEND, OR	Small, supporting, tracked uppercase
Business descriptor	FROZEN SHAVED ICE / SHAVED ICE	Use for clarity when the brand appears alone
Approved campaign line	Powder every day.	Winter campaign only unless deliberately extended
Operational wayfinding	ORDER WINDOW →	Direct, high contrast, location-specific

Message construction

- Lead with one sensory or occasion idea, then make the next action obvious.
- Use brand name, descriptor, and campaign line as separate levels; do not stack equal-sized headlines.
- Avoid inventing health, natural, sustainable, local-sourcing, or ingredient claims until verified.
- Keep pricing, allergens, hours, availability, and policies factual and operationally current.

CAMPAIGN LINE “Powder every day.” works because it connects shaved ice to Bend winter culture. Preserve the period and use it as the dominant line.

04 / EXPRESSION

Layout & composition

Slushē layouts should feel fast and spacious at the same time.

PRINCIPLE	PRACTICE
One hero	Choose one dominant element: wordmark, photo, product, offer, or line
Hard hierarchy	Use obvious scale jumps rather than many medium-sized elements
Directional motion	Angle strokes and shards toward the focal point or action
Controlled color	Ground electric accents with cream or charcoal fields
Useful negative space	Protect copy, ordering information, and logo legibility
Edge energy	Let textures enter or exit the frame; do not center every decorative element

DEFAULT FORMULA 70% quiet field + 20% hero image or mark + 10% electric accents is a reliable starting point.

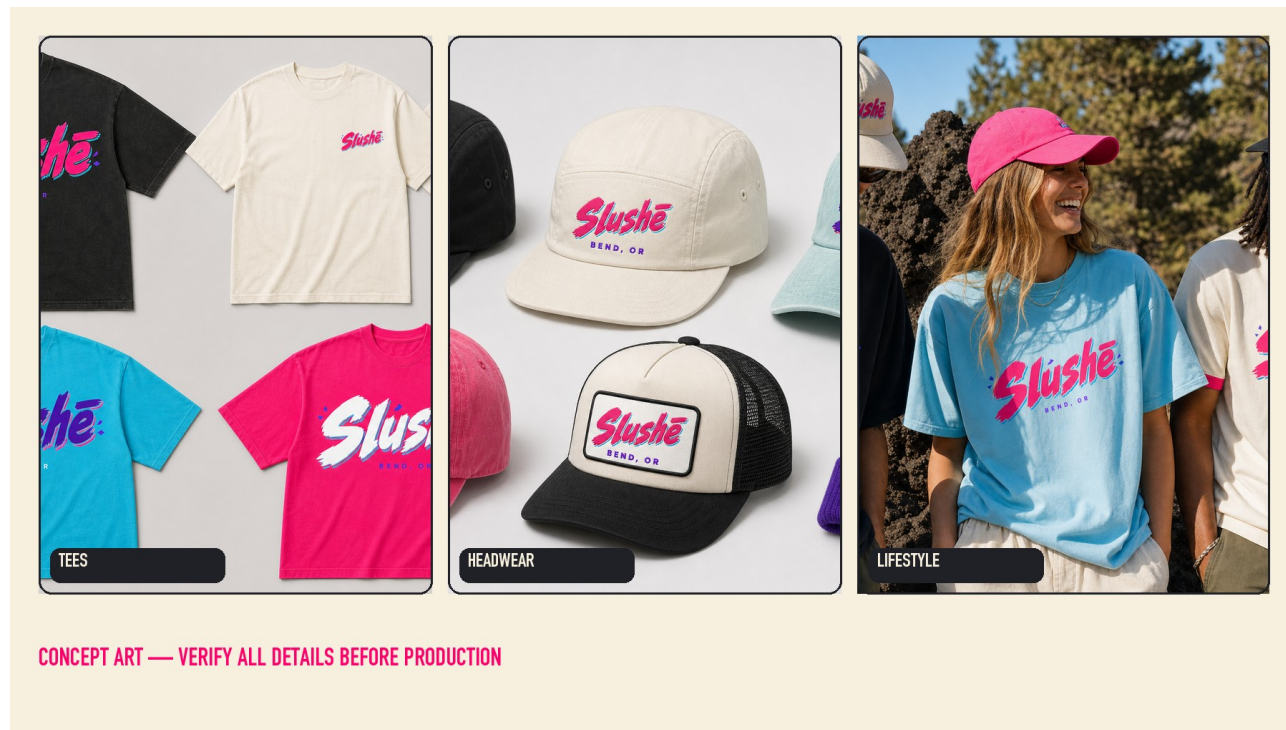
Format adaptation

- Square/social: center the hero; reduce supporting copy to one short line.
- Vertical/poster: build top-to-bottom hierarchy; keep the call to action in the lower third.
- Horizontal/signage: shorten language; increase clear space and viewing-distance contrast.
- Menu/operations: prioritize scan order and accuracy over expressive texture.

05 / APPLICATIONS

Apparel & merchandise

Merchandise can carry more pink and attitude than the storefront.



Concept references only: verify blanks, placements, ink, thread, and production tolerances.

- Build a core capsule around washed black, warm cream, icy cyan, and focused hot pink.
- Use small chest marks, large back lockups, geographic lockups, and specialty placements intentionally.
- For embroidery, simplify texture and test the macron at final size.
- Limit each garment to a controlled ink/thread palette; proof cyan and pink on the actual fabric color.
- Use Bend references as a confident signature, not souvenir-shop decoration.

05 / APPLICATIONS

Campaigns

Campaigns can push the energy while the core identity stays disciplined.



Winter campaign concept. Adult snowboarder, Mount Bachelor context, hot-pink apparel treatment, and approved line.

LOCK	VARY
Exact Slushē logo and spelling	Season, activity, flavor, crop, and image treatment
One dominant campaign line	Supporting body copy and call to action
High contrast and clear reading order	Pink/cyan/blue/purple balance by season
Truthful setting and product details	Photography versus graphic-led execution

CURRENT LINE Powder every day. — preserve wording and punctuation.

05 / APPLICATIONS

The Pantry storefront

The host business remains visually dominant. Slushē should read as a confident, welcoming secondary tenant.



CONCEPT ART — VERIFY ALL DETAILS BEFORE PRODUCTION

Existing exterior and concept direction. Confirm dimensions, landlord approval, code, materials, mounting, and lighting.

ELEMENT	DIRECTION
Primary field	Matte charcoal, warm cream, natural wood
Frozen cue	Restrained icy-cyan offset and trim
Pink / purple	Small accent moments only
Sign copy	Slushē + small SHAVED ICE descriptor
Wayfinding	ORDER WINDOW → into the right-side passage
Service window	Recessed opening, natural-wood counter, subtle cyan trim

HOST-FIRST RULE Do not compete with The Pantry roofline sign, yellow identity, or main entrance. Slushē is discovered through the right-side passage.

06 / PRODUCTION

Vendor handoff

No physical production should begin from the current concept rasters.

Required identity master set

- Clean vector master: AI/EPS/SVG/PDF with preserved dry-marker character.
- Full-color, one-color dark, one-color light/reversed, small-size, embroidery, and signage variants.
- Outlined and live-type source packages with licensed supporting fonts.
- RGB, CMYK, and spot-color specifications with approved physical proofs.
- Clear-space, minimum-size, and background-use examples embedded in the vendor package.

Fabrication checklist

1. Confirm final dimensions, material, substrate, viewing distance, and installation conditions.
2. Verify all copy, spelling, macron, arrows, prices, and regulatory information.
3. Request a color proof or material sample under realistic lighting.
4. For apparel, approve the blank, placement, actual-size art, ink/thread count, and wash test.
5. For signage, confirm landlord approval, permits/code, structure, electrical, mounting, and site measurements.
6. Archive the approved proof and production files with date, vendor, and version.

APPROVAL GATE A visually convincing concept is not a production file. Nothing is approved for fabrication until art, copy, dimensions, materials, and site conditions are verified.

06 / PRODUCTION

Governance & next steps

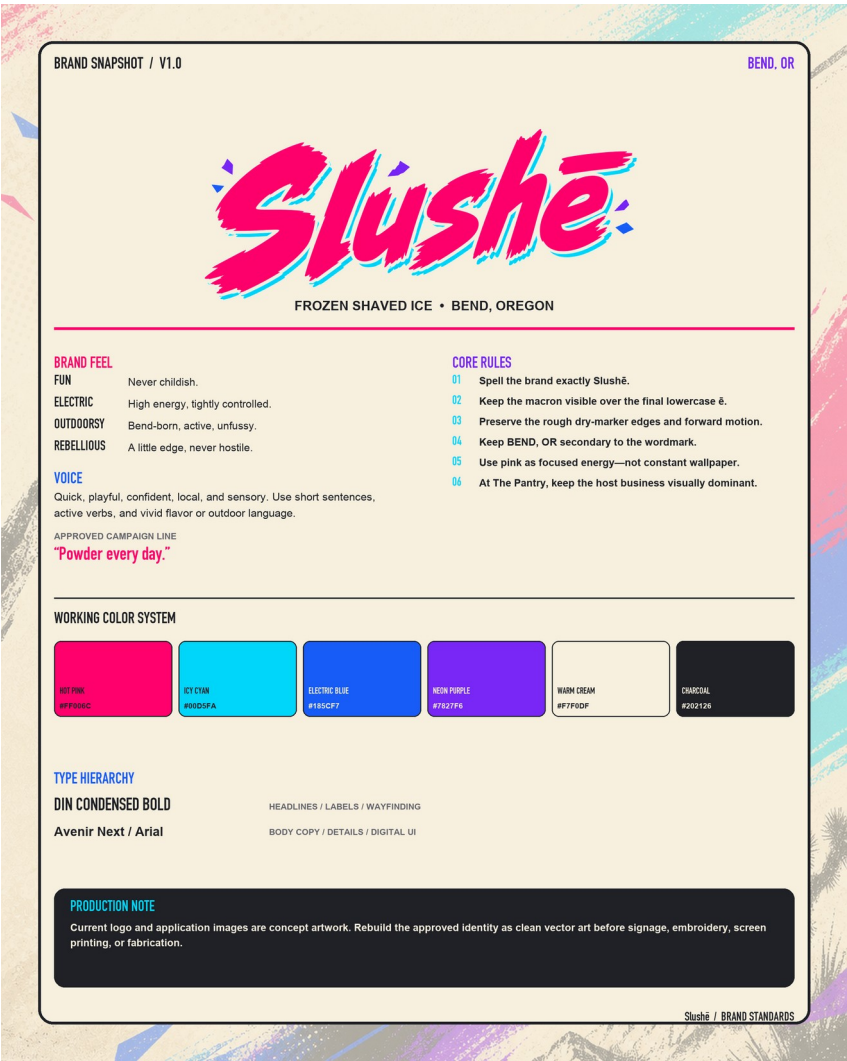
Keep the system alive by making ownership, versions, and approvals visible.

PRIORITY	NEXT STEP	OUTPUT
1	Vectorize and clean the approved dry-marker identity	Master logo package
2	Proof and approve final color values	Digital + print color standards
3	Create production variants	One-color, reversed, small-size, embroidery, signage
4	Build operational templates	Menu, social, signage, order-window, event kit
5	Measure and document the storefront	Permit/fabrication-ready signage package
6	Select and refine launch campaign assets	Final campaign toolkit and export set

File & approval rules

- Preserve source and approved concept files; create named sibling revisions.
- Use versioned filenames with purpose and status: concept, review, approved, production.
- Keep customer-facing logo files separate from editable masters and vendor packages.
- Assign one brand owner to approve identity, copy, and high-visibility applications.
- Review this guide after the vector system, typography licenses, and physical proofs are complete.

CURRENT STATUS This V1 guide standardizes the working concept system. It does not convert raster concepts into production-ready vector, construction, or fabrication documents.



Companion one-page brand snapshot for quick reference.