

The background of the entire image is a dark, textured grey. It is decorated with several stylized, jagged lightning bolts in a bright cyan color. Some of these bolts have a glowing, ethereal quality, while others are simple outlines. The bolts are scattered across the frame, with some appearing to emanate from the top and others from the bottom, creating a dynamic and energetic feel.

ICEWAVE

ICEWAVE Brand Manual

Energy Wave



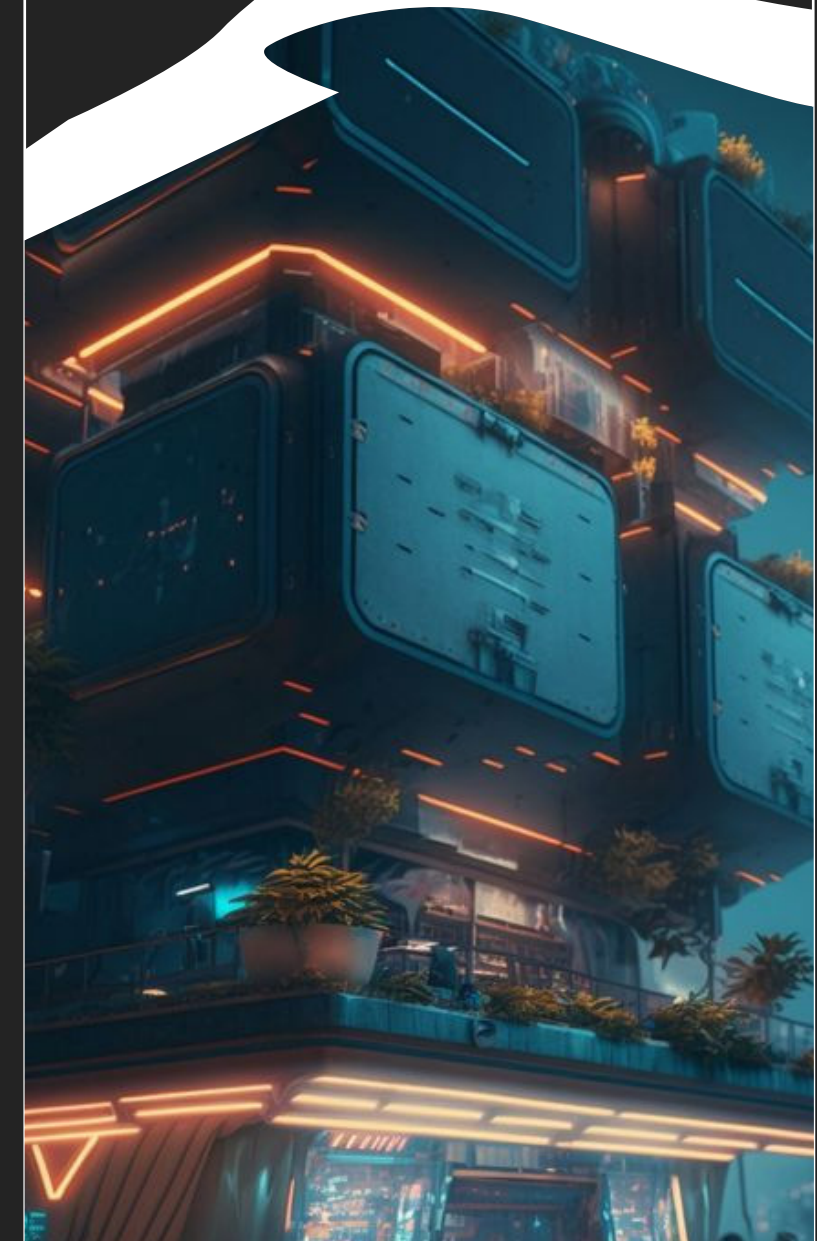
Street Art in America



Marvel



Industrial Style



Logo Specification



Min size

31mm
ICEWAVE | 5mm

151px
ICEWAVE | 25px

Color

Our color series is dominated by high saturated color system. This color has a unique connection with our brand. ICEWAVE's particular color blue-white gradient is never used for decorative purposes. As a supplement, there are four other colors. These colors should be used for online and offline.(For example, application, manual and product guide) to position the ICEWAVE brand.

RGB: 83 202 236
CMYK: 64 1 10 0
HEX: 53CAEC

RGB: 125 85 199
CMYK: 188 237 244
HEX: BCEDF4

RGB: 35 35 35
CMYK: 82 78 76 59
HEX: 2B2B2B

RGB: 255 255 255
CMYK: 0 0 0 0
HEX: ffff

Spot Color

ICEWAVE

Main Color

ICEWAVE

Main Color

ICEWAVE

PANTONE 803C
RGB: 255 233 0
CMYK: 0 3 97 0
HEX: #5FFE900

Auxiliary color

ICEWAVE

PANTONE 305U
RGB: 83 202 236
CMYK:54 0 10 0
HEX: #53CAEC

Auxiliary color

ICEWAVE

PANTONE 2665C
RGB: 125 85 199
CMYK: 70 76 0 0
HEX: #7D55C7

Auxiliary color

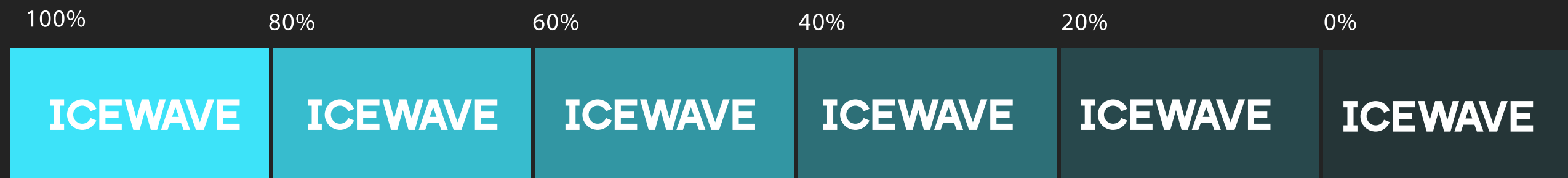
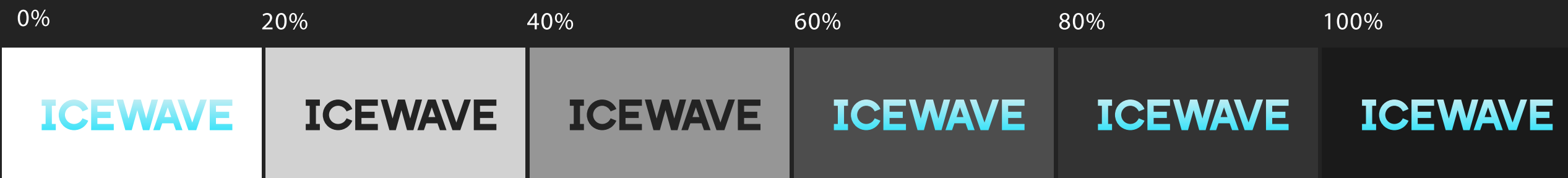
ICEWAVE

PANTONE 2347C
RGB:225 6 0
CMYK:0 88 100 0
HEX: #E10600

Auxiliary color

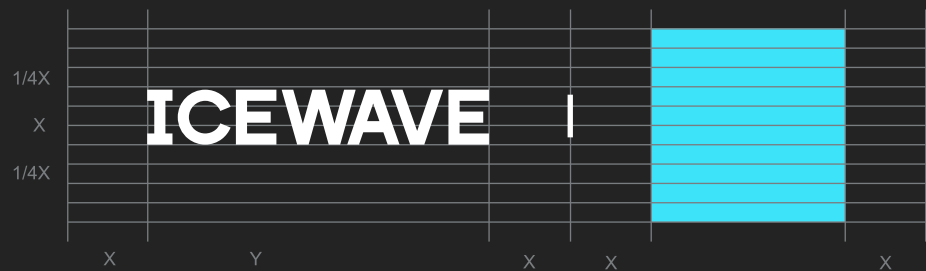
ICEWAVE

Brightness of the Brand Color



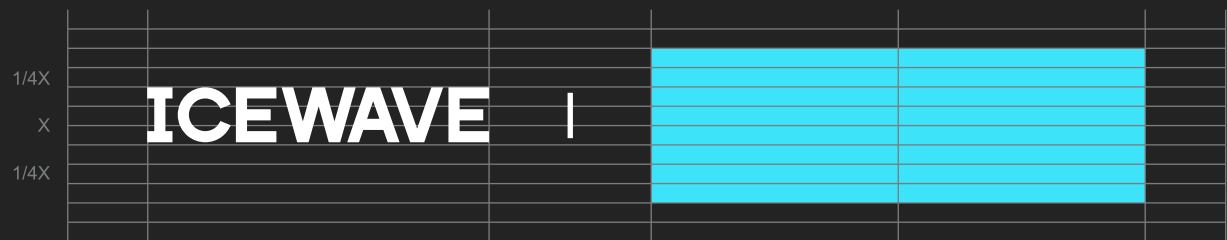
Union Logo

ICEWAVE | VCOPOO



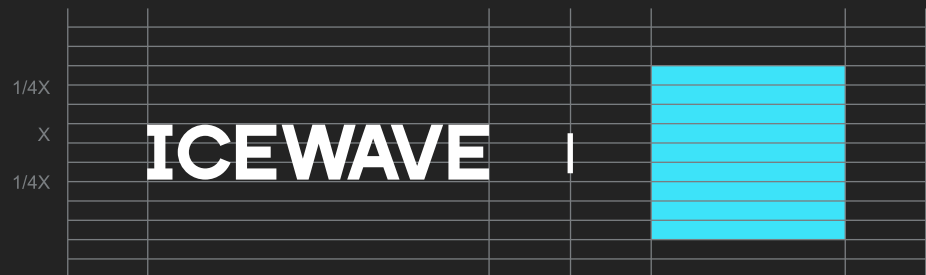
Union Logo Specification-Square

When the Union Logo is square and if the height of the ICEWAVE logo is X, then the highest height of the union logo is 2.5X. the width of the vertical line is 1/30X, height is equal to the highest sign.



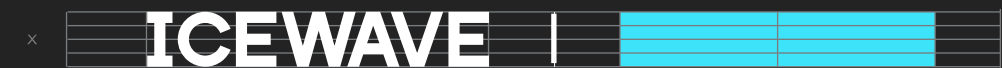
Union Logo Specification-Horizontal Rectang

When the Union Logo is horizontal rectangle and if the height of the ICEWAVE logo is X, width is Y then the highest height of the union logo is 2X, the widest width is 1Y. The width of the vertical line is 1/30X, height is equal to the highest sign.



Union Logo Specification-Vertical Rectangle

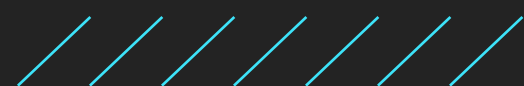
When the Union Logo is vertical rectangle and if the height of the ICEWAVE logo is X, then the highest height of the union logo is 4X, the widest width is 3X. The width of the vertical line is 1/30X. Height is equal to the highest sign and maximum must not exceed 2.5X.



Union Logo Specification-Wide Rectangle

When the Union Logo is wide rectangle and if the height of the ICEWAVE logo is X, width is Y then the highest height of the union logo is 1X, the widest width is 1.5Y. The width of the vertical line is 1/30X and height is equal to the highest sign.

Font



EN

Headlines: Urbanist Bold

WAVE NEVER ENDS

Content Font: Myriad Pro

Brand guidelines typically specify the range, size, color, and other details of brand fonts to ensure consistency and stability of the brand image.



Brand slogan

WAVE NEVER ENDS

WAVE NEVER ENDS - This slogan conveys the spirit that we have to keep breaking the waves, never give up and never stop moving forward. This is consistent with the caliber of the characteristics of the e-cigarette product itself, as it can be enjoyed anytime and anywhere, in line with the attitude of the new generation of young people who are brave to try and pursue freedom. At the same time, combined with the product's packaging design style, it can also remind people of the sound waves and passionate scene, echoing the high quality and pleasant experience pursued by e-cigarettes.

Slogan



WAVE NEVER ENDS

WAVE
NEVER
ENDS

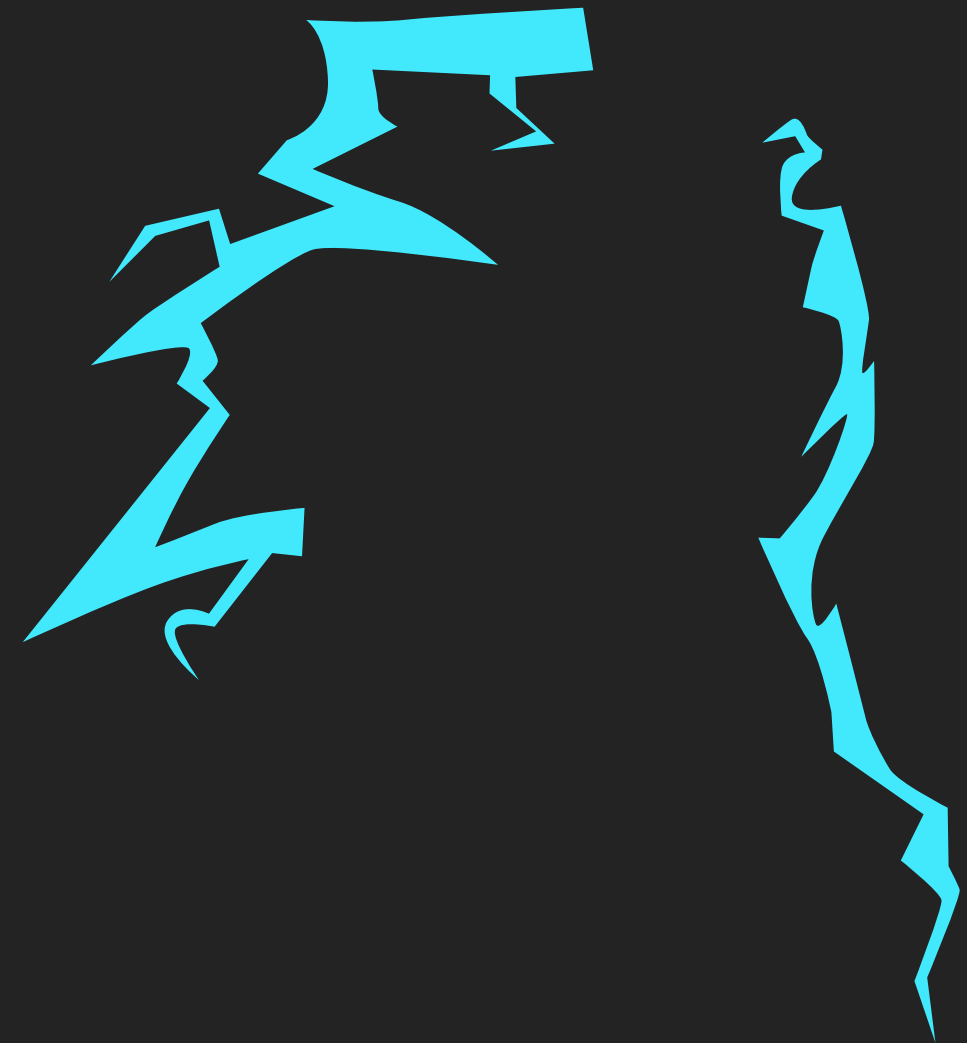
Main Combination



ICEWAVE
WAVE NEVER ENDS
x **WAVE NEVER ENDS**

Auxiliary Graph (Main) - Energy Wave

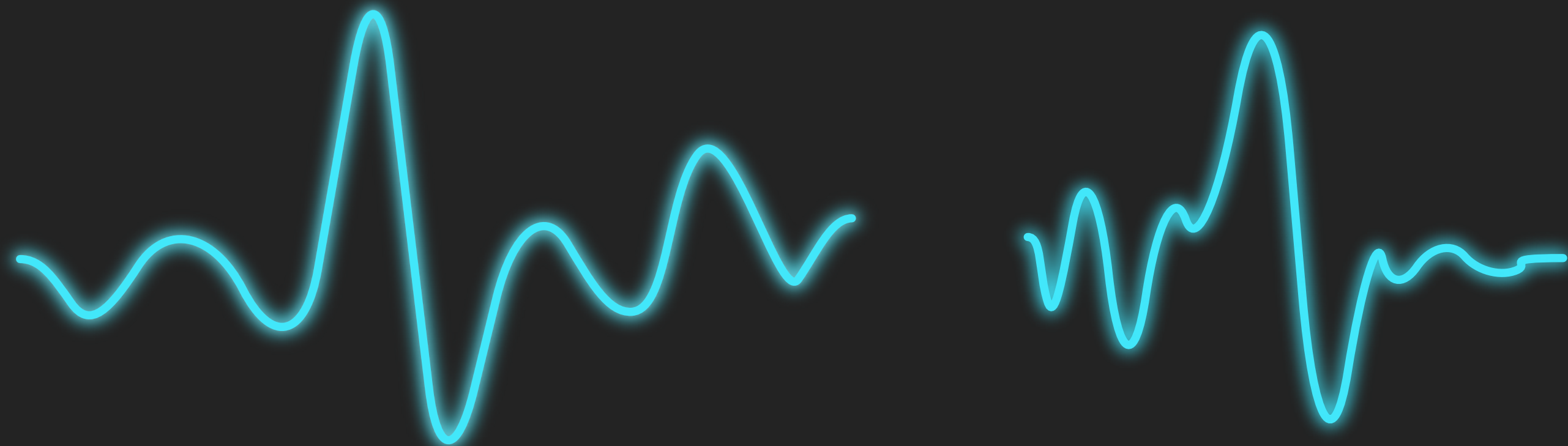
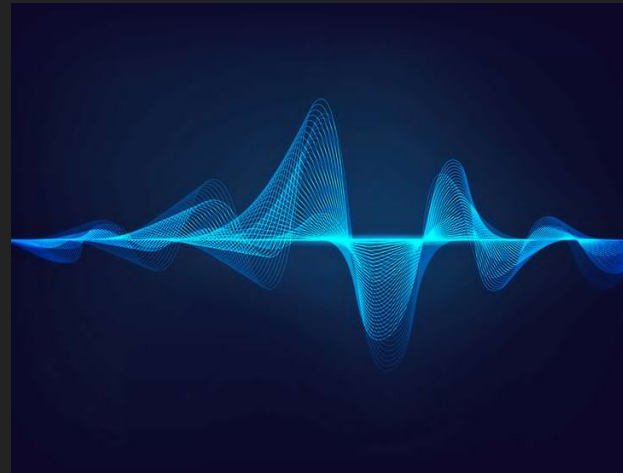
ICEWAVE has great energy to drive its continuous innovation, progress and development. It combines American animation with energy wave processing to create a strong visual impact by visualizing and exaggerating energy waves.



Auxiliary Graph - Electric Wave

Combined with the slogan "WAVE NEVER ENDS", the wave never ends, the fluctuation and electric current are blended together.

The electric wave can remind people of the sound wave and passionate scene, echoing the high quality and pleasant experience pursued by e-cigarettes.



Apparel Applications



ICEWAVE



The background is a dark, textured surface with several bright, glowing blue lightning bolts. The bolts are jagged and have a soft, ethereal glow around them. Some bolts are more prominent than others, creating a sense of dynamic energy.

ICEWAVE

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