

IMA Sample



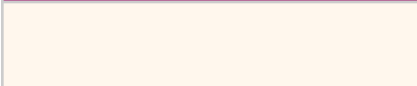
BRAND GUIDE

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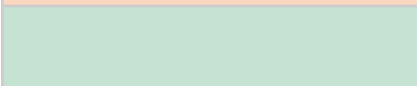
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COLORS

Core Palette

	Tart Berry	#AD3F82
	Vanilla Cream	#FFF7ED
	Dark Spoon	#4A4644

Accent Tones

	Peach Swirl	#FAD7C1
	Mint Drizzle	#C4E3D3
	Lavender Pop	#C5A6D8

TYPOGRAPHY

Headline: **Fredoka** [Download Font](#)

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Accents: Montserrat [Download Font](#)

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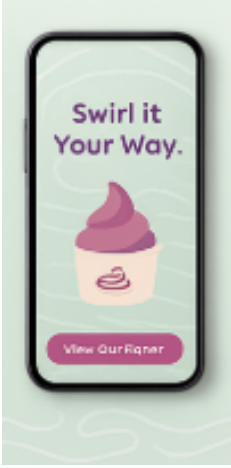
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LOGOS

	
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 Dark Background	 Dark Background

ASSETS & APPLICATIONS

		
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VOICE & TONE

IMA Sample is playful but polished. It sounds like your bright, upbeat friend who knows how to have fun but never talks down to you.

Voice Keywords

- Cheerful
- Encouraging
- Honest
- Community-first
- Flavorful

Examples

✓ IMA Sample Says	✗ IMA Sample Avoids
"Swirl it your way."	"Create a personalized frozen dairy treat experience."
"Fresh, handcrafted yogurt—made daily, loved locally."	"Our premium frozen yogurt is manufactured for optimal satisfaction."
"Which flavor are you this week?"	"Please select your preferred SKU below."
"Made for flavor lovers of all ages."	"A dessert solution for every demographic."
"New swirl just dropped 🍓🍌🍦"	"Now introducing our latest SKU enhancement."