



Die Eisperle

Organic shapes and bright colors are used by **STUDIO BRUCH** to evoke the warmth of summer and creative ice cream flavors.

Die Eisperle (The Ice Pearl in English) is the first vegan ice cream parlor to open in the Austrian city of Graz, and it is one that is also pioneering and adventurous in its flavor combinations. Imagining ice cream melting in the sun, with flavors flowing into one another, Studio Bruch designed a visual identity for Die Eisperle using fluid organic shapes and intersecting color to create a visual feast across all touchpoints. The feel is light and "summery," and a diverse combination of shapes and colors conveys the shop's adventurous approach to serving curious ice-cream pairings to its customer. The logo and its variations capture a personal ice-cream moment and offer room to connect with its audience through a range of character types—a simple gesture that ice cream is for everyone.

