

ICE HOUSE BAR

LOGO CONCEPT

OBJECTIVES

- Refresh Logo
- Include Slogan:
 - Break the Ice
- Logo Characteristics:
 - Ice Cubes
 - Cold Tones
 - Splash Effect



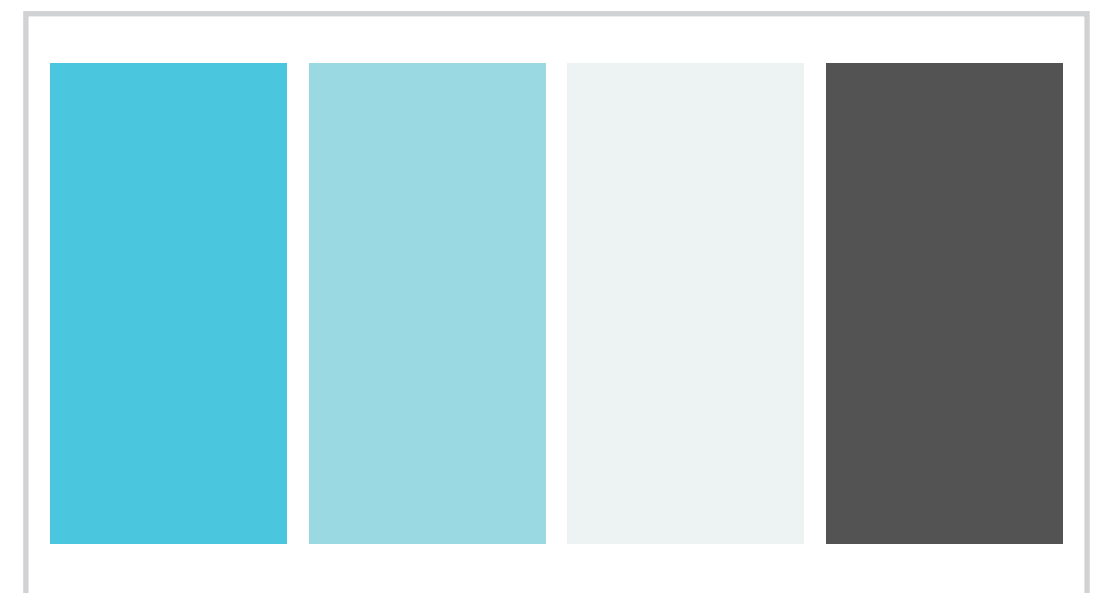
COLOR LOGO



ONE COLOR LOGO



ALTERNATE LOGO



COLOR PALETTE