





Jaara Ice Cream

Jaara™ Ice Cream was founded in 1925 by Khalil Munib Jaara in the Levant area of Syria. The creamery was transformed into the first plant in Syria, producing a unique and highly desired Premium Mastic Ice Cream by Munib & Samer Jaara. The factory held industry registry #1 in the region and today, Jaara operates with two plants, 15 privately owned retail shops, and hundreds of sales points.

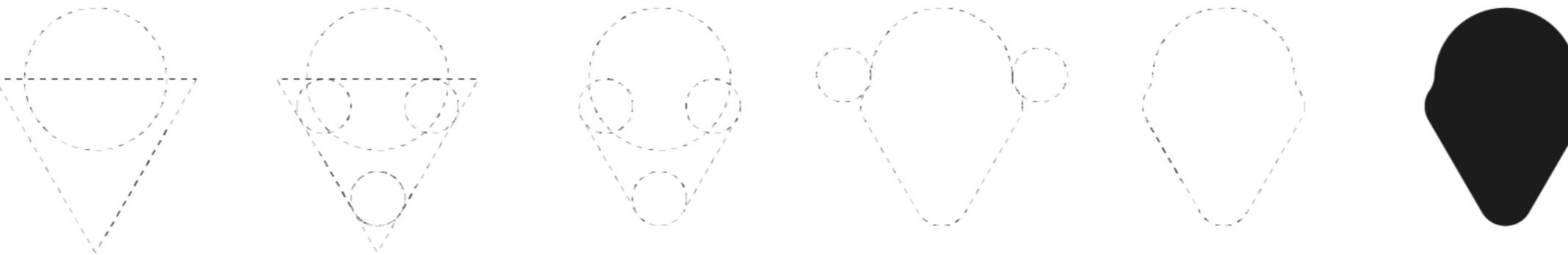


The ice cream is primarily handmade with an incredible combination of authentic ingredients such as Sahlab or Salep*, ground roots of orchid, Orchus macula, and Mastic gathered from the Mastic tree of Chois island in Greece. All ingredients are mixed well with the highest quality organic milk and natural fruits to result in high quality and uniquely chewy ice cream which take the consumer on a quixotic journey to the exotic Middle East.

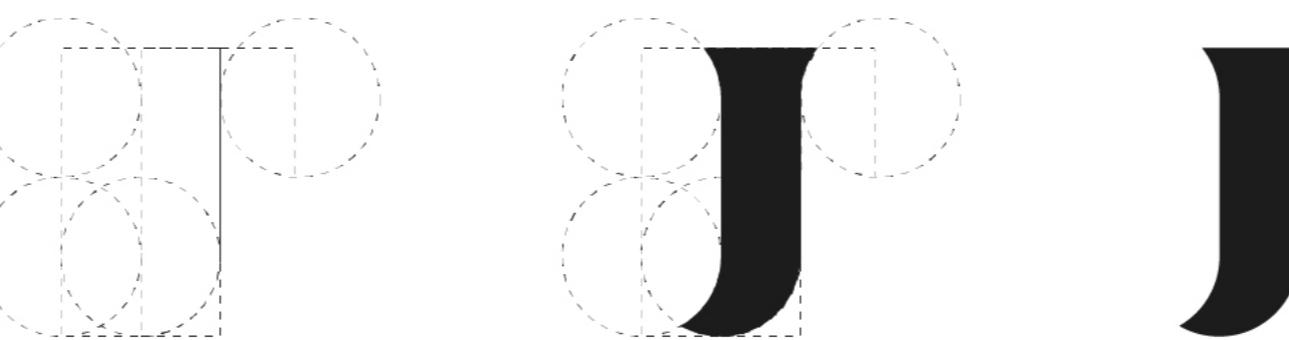


Logo Design & Construction

The logo mark consists basically of two parts, a background shape and a letter mark. We designed The background shape to look like an ice cream cone silhouette. The shape was created through the golden ratio using a triangle and a circle. Then by also using the golden ratio, the sharp edges were curved to look smoother and more friendly to match the brand personality.



The other part of the logo is the letter "J", the first letter from the brand name "Jaara". Jaara as a brand was famous, in addition to its high-quality ice cream, for its authenticity and originality, and so its logo should be. So we created the letter "J" from scratch just for the brand to be like the diamond in the crown and give the brand a touch of authenticity.





English

جَارَةٌ
Jaarā

Arabic



Golden Ratio

$y=0.618x$

$z=0.618y$

$v=0.618z$



Full Logo
Logo Mark + Logotype + Slogan



Full Logo
Logo Mark + Logotype + Slogan



Full Logo
Logo Mark + Logotype



Full Logo
Logo Mark + Logotype



LogoType



LogoType



Logo Mark



Logo Mark

Gre[®]ammy





®

bely

Semplicita

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*~ ({{“-+.=.,;:”}})

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*~ ({{“-+.=.,;:”}})



creamy



#9B4B6C

#EF9D3C

#E58FC6

#5A45B5

#E5CFA1

#A3643A

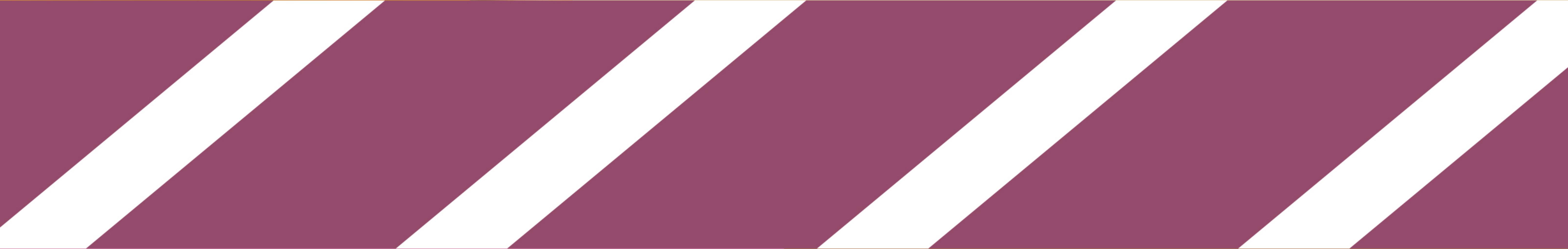










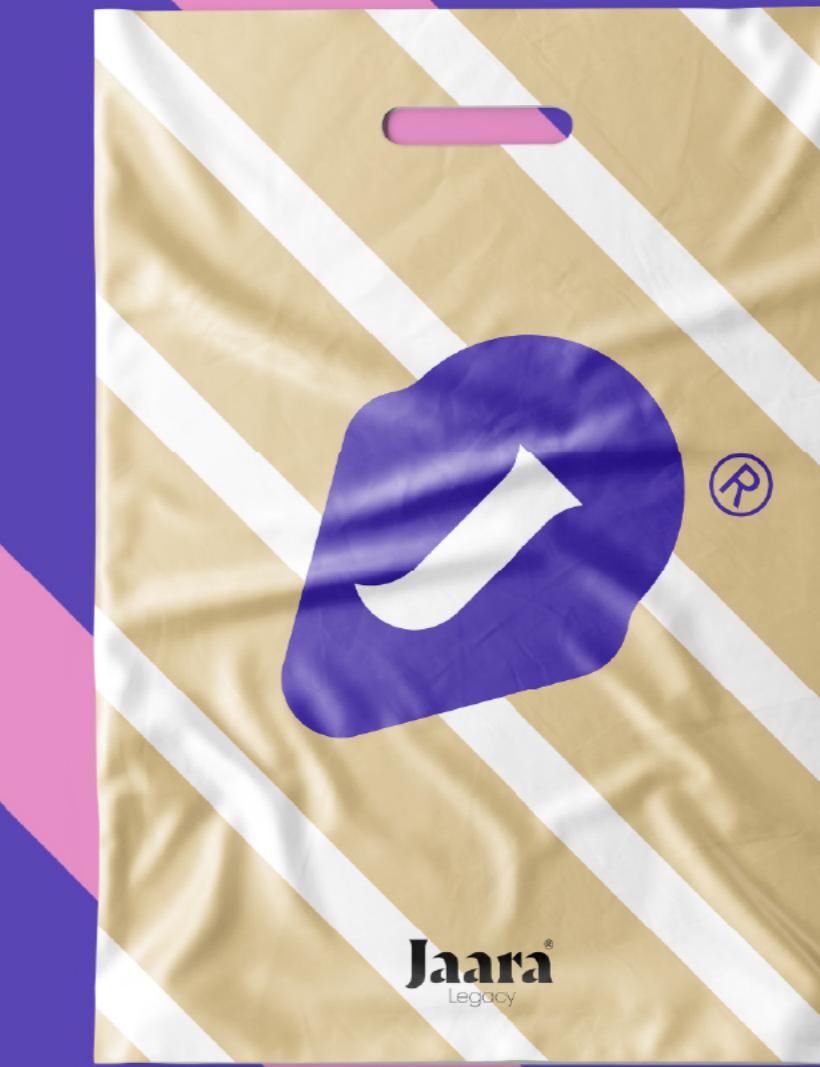


Premium Ice Cream.



Perfectly Delicious.











Jaara®
Legacy







R