



VOICEBOX
CREATIVE

BUILDING BRANDS
THAT SPEAK VOLUMES



Client:

Double Rainbow
Gourmet Ice Cream, Inc.

Brand:

Double Rainbow

Services:

Identity
Packaging

Challenges:

- Double Rainbow is a beloved and iconic San Francisco-based ice cream brand, founded in 1976.
- A frequent winner of major independent tasting events, Double Rainbow is renowned for its handcrafted, small-batch sensibility and unparalleled quality.
- Double Rainbow's branding and packaging had become dated, cluttered and inconsistent as its product range expanded from ice cream to include soy cream, sorbet, nonfat frozen yogurt and organic offerings.
- The brand needed to be refreshed and organized for a more contemporary presentation, clearer segmentation and stronger shelf impact.

Solutions:

- Voicebox redesigned the Double Rainbow logo as a bolder, brighter and friendlier mark that commands credibility and communicates the brand's whimsical essence.
- A simplified brand architecture unites and clarifies the product range, making it easier to shop.
- The background bridge graphic celebrates Double Rainbow's San Francisco heritage and helps frame the brand presentation.
- Appetizing new ingredient illustrations, color-coded product and flavor banners, and custom lid patterns allow each segment to emphasize its individual flavor and lifestyle cues.
- The crisp, uncluttered design elevates the brand's look and feel to support its ultra-premium quality, taste and freshness.



"Voicebox used their impressive talent and experience to integrate our product lines into a beautiful new packaging design system. They're always insightful, passionate, fun and easy to work with, which resulted in the consistent delivery of great results."

*Michael Sachar, CEO & Co-Founder
Double Rainbow Gourmet Ice Cream, Inc.*



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