

Dip Top Ice Cream

REBRAND PROPOSAL

The Current Brand

SLOGAN

“Getting your licks since 1956!”

BRAND CHARACTER

Rooted in a nostalgic, small-town ice cream experience that emphasizes tradition and familiarity.

BRAND VALUES

Community-focused, family-friendly, and centered around creating classic summer memories.

STYLE OF LANGUAGE

Simple and playful, with an emphasis on comfort, tradition, and accessibility.

tone of voice

Warm, approachable, and nostalgic, appealing to both children and long-time local customers.

VISUAL IDENTITY

Traditional and recognizable, but currently lacks consistency and a modern, cohesive design system across platforms.

Redesign Rationale

OUTDATED VISUAL IDENTITY

While Dip Top has a strong local presence, its current branding feels inconsistent and slightly outdated compared to competitors with more polished visuals.

MISSED CONNECTION WITH NEW AUDIENCE

The brand successfully resonates with loyal customers, but lacks visual appeal for a younger, design-conscious audience.

OPPORTUNITY TO MODERNIZE WITHOUT LOSING NOSTALGIA

The goal is not to replace the brand's history, but to elevate it, preserving the emotional connection while refreshing the look.

DESIGN GOALS

- Maintain feelings of childhood, summer, and tradition
- Introduce cleaner, more refined visuals
- Create a cohesive identity across in-store, social, and digital platforms

WHY THIS MATTERS

A stronger, more unified brand identity will enhance customer experience, strengthen recognition, and position Dip Top for long-term growth.

Target Audience

PRIMARY AUDIENCE

- Families with children
- Teenagers and young adults
- Couples and local community members

FAMILY ORIENTED

Primarily targeting families with young children, but also appealing to parents and grandparents seeking a fun, casual experience.

LOCAL RESIDENTS

Predominantly Orange residents who have supported the business for over 30 years, as well as newcomers from surrounding areas.

ICE CREAM LOVERS & FOODIES

Enthusiasts of high-quality, unique flavors, including dairy-free options.

DESIGN PREFERENCES & INSIGHTS

DESIGN TRENDS THAT ATTRACT THIS AUDIENCE

- Bright, fun colors that capture attention
- “Instagram-worthy” visuals that encourage sharing
- Clean, modern design that builds trust and credibility

CONSUMER FEEDBACK (INFORMAL RESEARCH)

- Visually appealing branding increases likelihood of visiting
- A fun, inviting atmosphere is a major decision factor
- Clean, modern logos feel more professional and trustworthy
- Strong social media presence influences discovery (especially Instagram & TikTok)

Competitor Research

To better understand the market, three competing ice cream brands were analyzed: Sunny Daes Ice Cream, Blue Chip Creamery, and Walnut Beach Creamery. Each of these brands uses visual design to communicate its identity and appeal to specific audiences.

The analysis focused on how these businesses present themselves through color, typography, imagery, and overall brand messaging. This helped identify both effective strategies and opportunities for differentiation.

- 01 Sunny Daes Ice Cream
- 02 Blue Chip Creamery
- 03 Walnut Beach Creamery

Sunny Daes Ice Cream



HOME MADE ICE CREAM
Your Daily Dose of
Sweet Treats



Welcome to
Sunny Daes
Sweet Treats in Connecticut

Nothing tastes better than a fresh cup of homemade ice cream, gelato, yogurt, or sundaes in Fairfield, Connecticut. With the selection of sweet treats found in our menu, your sweet tooth will surely be satisfied. Have a dessert party with your friends and family today and have a perfectly sweet time!

OUR MENU

Served fresh and cold, Sunny Daes has a flavorful selection of sweets for everyone.



01
Cones

Enjoy a cone of tasty homemade ice cream!



02
Shakes

A cup of delightful shake that comes in different flavors is waiting for you.



03
Floats

Savor every sip of our delectable ice cream floats!



04
Cakes

Want more sweets? This mouthwatering cake is for you.



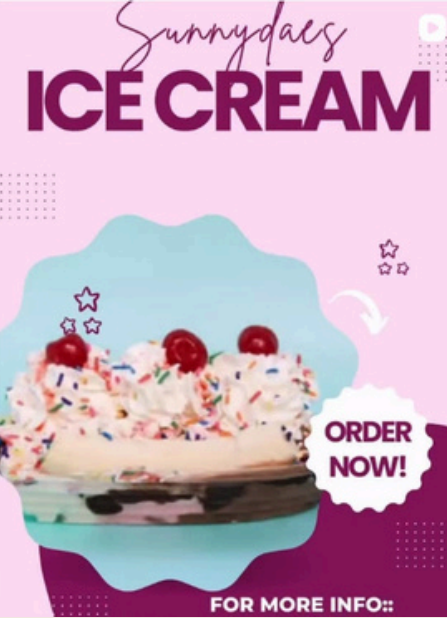
sunnydaesicecream ...

Sunny Daes

1,010 posts 1,360 followers 270 following

Sunny Daes is a family-owned company. All of products are homemade by us. Connecticut sw

www.sunnydaesicecream.com



Sunny Daes Ice Cream

OVERVIEW

- Family-owned ice cream brand serving Connecticut since 1999
- Expanded from a single location into multiple shops across the state
- Offers a wide variety of homemade ice cream and sweet treats
- Emphasizes quality, consistency, and a strong local presence
- Appeals to families, groups, and customers looking for a fun dessert experience

BRANDING & DESIGN

LOGO STYLE

- Bright and eye-catching, with a fun, approachable feel
- Emphasizes friendliness over minimalism
- Designed to be easily recognizable and welcoming

COLOR PALETTE

- Vibrant, saturated colors (yellows, pinks, greens)
- High contrast to attract attention and create excitement
- Reinforces a fun, upbeat atmosphere

TYPOGRAPHY

- Playful and rounded fonts
- Informal and accessible, appealing to all ages
- Prioritizes personality over sophistication

PHOTOGRAPHY & VISUALS

- Product-focused imagery (ice cream, toppings, variety)
 - Bright, colorful visuals that highlight abundance and choice
-

Blue Chip Creamery



Signature CREATIONS



The Chillwich™
A match made in heaven.

Each one of our handcrafted chillwiches™ combine premium hard ice cream hand-packed between two scratch made cookies. Born at the fair on our trucks and now available on a supermarket shelf near you!

World Famous
COOKIE MONSTAH

BEAT THE WINTER BLUES

FREE IN-STORE PICKUP – YOUR FAVORITE ICE CREAM AWAITS!

HAND-PACKED PINTS



Featured hand pack pints include a 4 pack or singles of your favorite flavors!

HANDCRAFTED CHILLWICHES™



Handcrafted Chillwiches™ All flavors available as Variety Packs or Singles

READY-TO-BAKE COOKIE DOUGH



Enjoy our famous brown butter Chillwich™ cookies warm out of the oven. Just place, bake & enjoy!





bluechipcreamery  ...

Blue Chip Creamery

329 posts 7,210 followers 381 following

Food Truck

-  Voted CT's Best Ice Cream Truck
-  The BIG Event Pros
-  Frozen Brand of the year @bigyfoods
-  Scoop Shop Wed-Sun @ctsciencecenter

linktr.ee/bluechipcreameryct @bluechipcreamery

Blue Chip Creamery

OVERVIEW

- Family-owned ice cream brand founded in 2017
- Started as a single ice cream truck and expanded into event-based catering
- Specializes in handcrafted ice cream sandwiches known as “Chillwiches”
- Focuses on weddings, corporate events, and private parties
- Appeals to experience-driven customers looking for unique and memorable desserts

BRANDING & DESIGN

LOGO STYLE

- Clean and minimal with a handcrafted feel
- More refined compared to traditional ice cream shops
- Designed to feel elevated and suitable for events

COLOR PALETTE

- Soft, cohesive tones (often neutrals with subtle pops of color)
- More muted and sophisticated than typical bright ice cream branding
- Supports a premium, curated look

TYPOGRAPHY

- Combination of clean sans serif fonts with subtle script elements
- Balanced between modern and nostalgic
- Feels polished while still approachable

PHOTOGRAPHY & VISUALS

- High-quality, styled photography focused on presentation
- Emphasis on “Instagram-worthy” moments (events, setups, close-ups of products)
- Highlights experience, not just the product

Walnut Beach Creamery



Twix
Caramel ice cream,
Twix & Heath Bar pieces



walnutbeachcreamery ...

Walnut Beach Creamery

418 posts 5,525 followers 314 following

Ice Cream Shop

- 🍦 All homemade, all the time
- 📍 Walnut Beach, Milford, Connecticut
- 🎉 We're OPEN for our 20th season!
- 🕒 Thurs 3-9pm | Fri - Sat 12-10p | Sun 12-9pm
- 🌐 www.walnutbeachcreamery.com and 1 more

Walnut Beach Creamery

OVERVIEW

- Handcrafted ice cream shop located in Milford, Connecticut
- Established in 2007 with a focus on small-batch, gourmet production
- Offers a mix of classic flavors and creative, rotating combinations
- Emphasizes community, creativity, and a strong local identity
- Appeals to families, locals, and customers seeking a unique, high-quality experience

BRANDING & DESIGN

LOGO STYLE

- Simple and clean with a handcrafted aesthetic
- Reflects a small-batch, artisanal identity
- More understated and authentic rather than bold or flashy

COLOR PALETTE

- Soft, earthy-inspired tones (greens, neutrals, pink accents)
- Creates a calm, welcoming, beachside feel
- Less saturated, reinforcing a more premium and relaxed atmosphere

TYPOGRAPHY

- Classic, clean scripted fonts with subtle handcrafted influence
- Easy to read
- Balances tradition with a slightly modern touch

PHOTOGRAPHY & VISUALS

- Focus on product quality and unique flavors
- Incorporates simple posters that's cohesive with color scheme
- Aesthetically pleasing to the eye

New Brand Proposal

Brand Name & Slogan

Dip Top Ice Cream

The name Dip Top will remain unchanged to preserve brand recognition and its connection to the local community. The name is simple, memorable, and directly tied to the product experience, referencing dipped cones and classic ice cream treats.

Keeping the original name allows the redesign to feel like an evolution rather than a complete reset, maintaining familiarity while updating the overall brand identity.

“Happiness, Dipped and Served”

This slogan reinforces the emotional experience behind the brand, positioning Dip Top as more than just an ice cream shop. It highlights both the product and the feeling customers associate with it; joy, nostalgia, and indulgence.

The phrase is short, memorable, and versatile, making it effective for signage, packaging, and social media.

Brand Story

Dip Top is more than a place to grab ice cream, it is a local destination where everyday moments turn into lasting memories. Rooted in community and tradition, the brand brings people together through a shared love of classic treats and simple joys.

The reimagined Dip Top builds on this foundation by blending nostalgic elements with a fresh, modern perspective. Whether it's a family outing, a summer night with friends, or a casual date, Dip Top is positioned as a place where happiness is created, shared, and remembered.

Brand Values

“WE CREATE JOY.”

Dip Top is built around happiness and positivity, offering a fun, uplifting environment where customers can enjoy simple moments and leave with a smile.

“WE BRING PEOPLE TOGETHER.”

As a local staple, Dip Top serves as a gathering place for families, friends, and the community to connect and create lasting memories.

“WE PRIORITIZE QUALITY.”

Every product is crafted to deliver a consistently enjoyable experience, ensuring customers can rely on both taste and satisfaction every time they visit.

“WE CELEBRATE NOSTALGIA.”

From classic flavors to its long-standing history, Dip Top embraces the timeless charm of traditional ice cream experiences.

“WE CREATE CONNECTION.”

More than just ice cream, Dip Top encourages shared moments, whether it’s a summer night, a family outing, or a spontaneous stop with friends.

Brand Voice

tone of voice

The tone of voice for Dip Top is friendly, upbeat, and inviting. It should feel approachable and genuine, reflecting the brand's focus on happiness and community.

- Warm and welcoming
- Playful but not childish
- Lighthearted and positive
- Inclusive and conversational

The tone should make customers feel excited and comfortable, whether they are interacting in person or online.

style of language

Dip Top's language style is simple, engaging, and experience-focused. Messaging should be easy to understand while still reflecting personality and energy.

tone characteristics

- Short, catchy phrases that are memorable and easy to read
- Sensory, descriptive words (sweet, creamy, refreshing) that bring the product to life
- Emotion-driven language that encourages enjoyment ("treat yourself," "enjoy the moment")
- Occasional playful wording or light puns to reflect personality

example brand phrases

- "Bringing families together"
 - "A taste of home"
 - "Scooping up smiles"
 - "Making every day a little sweeter"
 - "Creating memories, one scoop at a time"
-

Mood Board

This mood board explores a refreshed visual direction for Dip Top, blending playful energy with a more polished, modern aesthetic. The use of swirled textures and ice cream-inspired forms reflects the product itself, creating a sense of movement, softness, and indulgence.

A curated selection of aesthetically pleasing, “Instagram-worthy” imagery highlights how the brand can feel both visually engaging and experience-driven. These visuals emphasize not just the product, but the overall feeling—fun, colorful, and shareable moments.

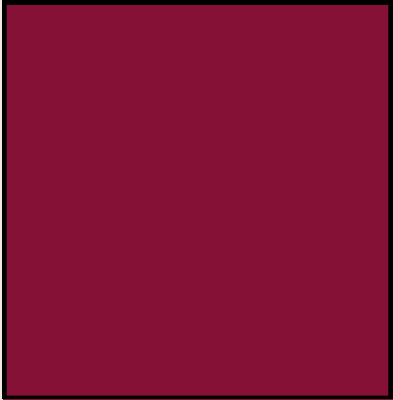
The introduction of Dip Top’s updated color palette (#851136, #f0e7e1, #ffcfdd, #934188, #be6a9e) brings a cohesive and elevated look to the brand. These tones balance warmth and playfulness with a slightly more refined feel, allowing the brand to stand out while still feeling approachable.

Additionally, the inclusion of branded pint concepts demonstrates how the new identity can extend into packaging, showing consistency across products and creating a stronger visual presence both in-store and online.

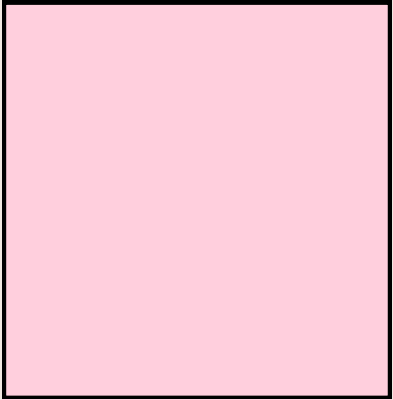


Colors

PRIMARY

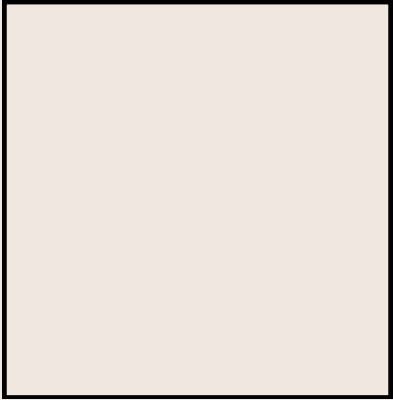


HEX: #851136
RGB: 133, 17, 54
CMYK: 0, 87, 59, 48

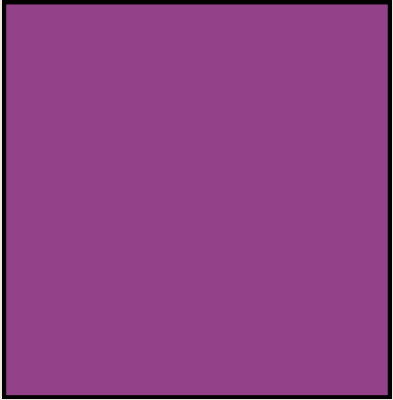


HEX: #ffcfdd
RGB: 255, 207, 221
CMYK: 0, 19, 13, 0

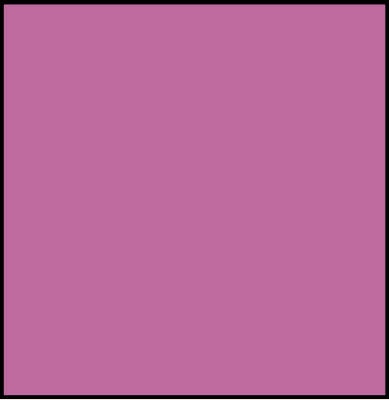
ACCENTS



HEX: #f0e7e1
RGB: 240, 231, 225
CMYK: 0, 4, 6, 6



HEX: #934188
RGB: 147, 65, 136
CMYK: 0, 56, 8, 42



HEX: #be6a9e
RGB: 190, 106, 158
CMYK: 0, 44, 17, 26

Colors

PRIMARY

- Deep Berry & Soft Pink: These core colors establish Dip Top’s new visual identity by blending richness with playfulness. The deep berry tone adds a sense of warmth, depth, and nostalgia, while the soft pink introduces a light, fun, and inviting feel. Together, they create a balance between classic charm and a more modern, approachable energy.

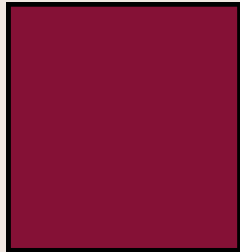
ACCENTS

- Cream Neutral, Muted Purple & Dusty Rose: These supporting colors add dimension and flexibility to the palette. The cream neutral softens the overall look, creating a warm, welcoming base that subtly reflects the texture of ice cream. The muted purple and dusty rose tones introduce a slightly elevated, modern feel while still maintaining the playful and sweet personality of the brand.

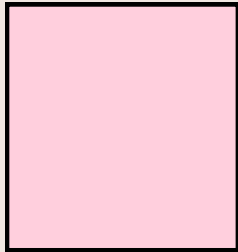
OVERALL IMPACT

- The combination of rich, bold tones with softer, playful accents creates a cohesive palette that feels both nostalgic and refreshed. This balance allows Dip Top to maintain its emotional connection to tradition while presenting a more polished, modern identity. The result is a color system that feels inviting, memorable, and adaptable across packaging, in-store design, and digital platforms.

PRIMARY

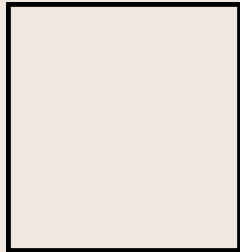


HEX: #851136
RGB: 133, 17, 54
CMYK: 0, 87, 59, 48

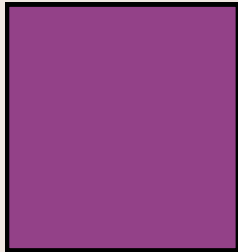


HEX: #ffcfd9
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CMYK: 0, 19, 13, 0

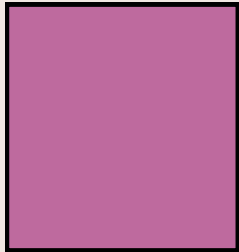
ACCENTS



HEX: #f0e7e1
RGB: 240, 231, 225
CMYK: 0, 4, 6, 6



HEX: #934188
RGB: 147, 65, 136
CMYK: 0, 56, 8, 42



HEX: #be6a9e
RGB: 190, 106, 158
CMYK: 0, 44, 17, 26



Photography



Photography

CANDID MOMENTS

Photos of friends enjoying ice cream, laughing, and taking selfies help create a fun, social atmosphere. These candid moments highlight Dip Top as a place for connection, reinforcing the idea of shared experiences and memory-making.

PRODUCT-FOCUSED SHOTS

Aesthetic images of ice cream cones, sundaes, and toppings (like sprinkles) are styled to feel visually appealing and “Instagram-worthy.” These shots emphasize texture, color, and indulgence, making the product feel exciting and craveable.

VARIETY

Photography also showcases the wide range of flavors Dip Top offers, highlighting choice and creativity. Bright, colorful visuals communicate energy and reinforce the brand’s playful identity.



Logo

LOGO CONCEPT 1

- This logo focuses on a modern, simplified wordmark using the Nunito typeface. The rounded letterforms create a friendly and approachable feel, aligning with Dip Top's family-oriented identity.
- **Minimal & Cohesive Design:** The logo emphasizes clarity and consistency, making it highly versatile across packaging, signage, and digital platforms. Its simplicity allows for easy recognition and scalability.
- **Modernized Direction:** This approach presents a more contemporary take on the brand, helping Dip Top feel updated and aligned with current design trends.



Logo

LOGO CONCEPT 2

- **Playful Character Integration:** This logo incorporates an ice cream graphic with a smiley face, instantly creating a fun, friendly, and approachable personality. The visual element reinforces Dip Top's identity as a family-oriented, feel-good brand.
- **Typography Choices:** The use of Agbalumo for the main "Dip Top" lettering adds a bold, rounded, and expressive quality, while Six Hands Marker for the slogan introduces a handwritten, casual feel. Together, they create an energetic and youthful tone.
- **Family-Friendly Appeal:** The combination of playful typography and character-driven design makes this logo especially appealing to children and families, emphasizing joy, positivity, and accessibility.



Logo

LOGO CONCEPT 3

- **Vintage-Inspired Design:** This concept takes on a more nostalgic, vintage aesthetic, evoking the feeling of a classic, small-town ice cream stand. The overall style suggests tradition, familiarity, and a slower, more relaxed experience.
- **Typography Choices:** The use of Adam Script Bold for “Dip Top” adds a retro, handwritten feel, while More Sugar for “ice cream” enhances the playful, dessert-inspired tone. Together, these fonts create a soft, expressive, and nostalgic look.
- **Icon & Composition:** A large, detailed ice cream cone with toppings serves as the focal point, immediately communicating the product. The circular background helps frame the design, giving it a badge-like appearance that feels cohesive and contained.



Logo

LOGO CONCEPT 4

- **Playful Swirl:** This logo focuses on a simplified ice cream swirl as the primary graphic element. The soft, rounded swirl creates a fun, lighthearted feel that immediately connects to the product while keeping the design clean and minimal.
- **Typography Choices:** The use of Knewave for “Dip Top” introduces a bold, energetic, and slightly retro feel, while Nunito Bold for “ice cream” keeps the overall look grounded, readable, and modern. This pairing balances personality with clarity.
- **Simple & Recognizable Design:** By using only the swirl (without a cone), the logo becomes more streamlined and versatile. The simplicity makes it easy to apply across packaging, signage, and digital platforms. This logo also highlights a more limited palette, focusing on purples and cream tones.



Selected Logo



Dip Top

Ice Cream



Dip Top

Ice Cream

Logo

FINAL LOGO RATIONALE

The final logo combines a simplified, illustrated ice cream cone with clean, modern design elements to create a mark that is both recognizable and memorable. The cone graphic immediately communicates the product, while its rounded shapes and soft edges create a friendly, inviting feel that appeals to families, kids, and young adults.

The color palette, featuring shades of pinks and purples, reinforces a sense of sweetness, playfulness, and creativity while maintaining a cohesive and modern look. These colors allow Dip Top to stand out visually while remaining polished and consistent across all platforms.

The typography balances personality with readability. The bold, stylized “Dip Top” lettering (Sergio Trendy) adds character and uniqueness, helping the brand feel distinctive, while the clean “Ice Cream” text (Montserrat Regular) provides clarity and structure.

Overall, this logo successfully blends nostalgia with a modern aesthetic, capturing the fun and emotional experience of Dip Top while positioning the brand for a more cohesive and elevated visual identity.



Typography

Title	Sergio Trendy
Subtitle	Montserrat Medium
Subheading	Montserrat Bold
Paragraph	Montserrat Regular

Typography

PRIMARY DISPLAY FONT – Sergio Trendy (Titles/Logo)

- Sergio Trendy is used for main titles and the primary “Dip Top” branding. Its bold, stylized letterforms add a strong sense of personality and uniqueness, helping the brand stand out. The playful, slightly retro feel aligns with the nostalgic and fun nature of an ice cream shop, while still feeling fresh and eye-catching.

SECONDARY FONT – Montserrat Medium (Subtitles)

- Montserrat Medium is used for subtitles to create a clear visual transition from headline to supporting content. Its clean, geometric structure keeps the design modern and readable, while still maintaining a friendly and approachable tone.

Sergio Trendy - TITLE
Dip Top

.....
Montserrat Bold – Subheading
Our Flavors

.....
Montserrat Medium – Subtitle
Seasonal Favorites

.....
Montserrat Regular – Body
Enjoy a variety of classic and
creative flavors made fresh daily

Typography

SUBHEADING FONT – Montserrat Bold (Section Headers)

- Montserrat Bold is used for subheadings to establish hierarchy and guide the viewer's eye. The increased weight adds emphasis and structure, making it easy to scan information while maintaining consistency within the overall design system.

BODY FONT – Montserrat Regular (Paragraph Text)

- Montserrat Regular is used for all body text to ensure maximum readability across print and digital platforms. Its simplicity balances the more expressive display font, creating a clean and professional foundation for the brand.

Sergio Trendy - TITLE

Dip Top

.....
Montserrat Bold – Subheading
Our Flavors

.....
Montserrat Medium – Subtitle
Seasonal Favorites

.....
Montserrat Regular – Body
Enjoy a variety of classic and
creative flavors made fresh daily

Business Identity System



T-Shirt



Tote Bag



Tumbler



Baseball Cap

Business Identity System

A business identity system includes the visual elements (such as logos, color palettes, and typography) applied to items like business cards, packaging, apparel, and other promotional products. These materials create a cohesive and consistent brand presence, ensuring that the brand is instantly recognizable and leaves a lasting impression on customers.

For Dip Top, the identity system is extended across a range of branded merchandise, including t-shirts, hats, tote bags, and tumbler cups. Each item incorporates the updated logo, typography, and signature color palette to reinforce a unified and instantly recognizable brand identity.

Beyond consistency, these items also help strengthen brand connection and visibility. Branded apparel and accessories turn customers into brand ambassadors, allowing Dip Top to be shared organically in everyday settings. A tote bag or hat worn in public can spark recognition, conversation, and curiosity about the brand.



Event Poster

Dip Top Ice Cream

Taste Fest

Saturday, April 18 from 5-8 pm

Free Samples
& Prizes



Don't miss it!

Dip Top Ice Cream

263 Boston Post Rd, Orange CT

Free Samples & Prizes

**TASTE
FEST**

DIP TOP ICE CREAM

WHEN:
04/18



AT:
5-8 PM

263 Boston Post Rd, Orange, CT

Event Poster

The Dip Top “Taste Fest” event poster features a vibrant, engaging design that promotes a fun, experience-driven event centered on community and discovery. Highlighting free samples and prizes, the poster encourages both new and returning customers to explore a variety of flavors in an exciting and interactive way.

The design incorporates Dip Top’s updated color palette and typography system, ensuring strong visual consistency with the overall brand identity. Bright and playful visuals make the poster eye-catching and inviting, while reinforcing the brand’s fun and energetic personality.

The language used is simple, upbeat, and engaging, reflecting Dip Top’s friendly and approachable tone. Phrases are designed to create excitement and encourage participation, aligning with the brand’s focus on shared experiences and memorable moments.



Trifold Brochure

Welcome to Dip Top

Dip Top is a locally owned ice cream shop located in Orange, Connecticut, known for serving classic ice cream treats such as cones, sundaes, and milkshakes since 1956. It has built a reputation as a casual and welcoming destination, especially during the warmer months.



Visit Us

Hours
Sun–Thurs: 11:30 AM – 9 PM
Fri–Sat: 11:30 AM – 10 PM



Contact

(203) 795-0664
<https://diptop.com/>
263 Boston Post Rd, Orange, CT





Dip Top

Ice Cream

*“Happiness, Dipped
and Served”*



Trifold Brochure

Our Favorites

-  Moose Tracks
-  Cotton Candy
-  Peanut Butter Pie
-  Cookie Monster
-  Roadrunner Raspberry



The Dip Top Experience

At Dip Top, ice cream is more than just a treat, it's an experience. From the moment you walk up to the window to the first bite, everything is designed to bring joy and connection.

It's a place to relax, laugh, and enjoy time with the people around you. Whether it's a quick stop or a summer tradition, every visit is meant to feel special.



Trifold Brochure

The Dip Top trifold brochure is designed to visually and verbally communicate the brand’s fun, welcoming, and experience-driven identity. It combines engaging imagery with clear, concise messaging to create a strong connection with customers.

The brochure features images of friends, families, and kids enjoying ice cream, reinforcing Dip Top as a social, memory-making destination. Product-focused visuals, including popular flavors, help highlight variety and encourage customers to try something new.

The layout is organized to guide the viewer through key information. Panels include featured flavors, reasons to choose Dip Top, and social media platforms to encourage continued engagement beyond the store visit. Contact and location details are also clearly presented, making it easy for customers to visit and stay connected. Dip Top’s brand colors and typography system are also consistently applied throughout the brochure, ensuring a cohesive and recognizable look.



Newsletter





Flavor of the Month:
Strawberry Sunset
A dreamy blend of sweet strawberries and smooth vanilla, inspired by warm summer sunsets. Light, refreshing, and the perfect start to the season.

Try it Now!



2 for 1 Tuesdays
Buy one scoop, get one free every Tuesday. Bring a friend or treat yourself!



Waffle Cone Upgrade
Turn any scoop into a waffle cone at no extra cost. Because everything tastes better in a cone



Sunset Sundae
Try our Strawberry Sunset flavor as a sundae with whipped cream and a strawberry drizzle—limited time only



— BEHIND THE SCOOP —

At Dip Top, we believe ice cream should be more than just a treat—it should be an experience. Our new look is inspired by the feeling of warm summer nights, bright flavors, and moments worth sharing. From bold new combinations like Strawberry Sunset to the little details in every scoop, we're all about bringing fun, flavor, and creativity together.





263 Boston Post Rd, Orange, Connecticut

Newsletter

The Dip Top newsletter is designed to extend the brand experience beyond the store by keeping customers engaged, informed, and excited about new offerings. It serves as a direct and consistent way to build relationships with both loyal customers and new audiences. The design utilizes Dip Top’s primary colors, deep berry and soft pink, to create a visually cohesive and recognizable layout that aligns with the overall brand identity.

Content within the newsletter is organized into engaging sections, including “3 Nights of Specials,” which promotes limited-time discounts to encourage repeat visits, and a “Featured Flavor” section that highlights new or seasonal offerings. The “Behind the Scoop” section adds a storytelling element, giving customers insight into the experience and reasons to visit Dip Top, reinforcing the emotional connection to the brand.

The newsletter’s tone remains upbeat, friendly, and experience-driven, reflecting Dip Top’s overall voice. Messaging is designed to feel personal and engaging, encouraging customers not only to visit but also to feel part of the Dip Top community.



Website Design



Website Design

The Dip Top website is designed to create an engaging, experience-driven digital presence that reflects the brand’s fun and inviting identity. The layout guides users through key content while maintaining a visually appealing and easy-to-navigate structure.

The homepage features a bold ice cream sundae header paired with the slogan “Happiness, Dipped and Served,” immediately capturing attention and reinforcing the brand’s playful, feel-good personality. This strong visual introduction sets the tone for the rest of the site.

Below the header, content is organized into clear, engaging sections. The “Flavor of the Month” highlights seasonal offerings, encouraging customers to try something new, while the “Monthly Specials” section promotes limited-time deals to drive repeat visits and customer engagement.

The “Behind the Scoop” section adds a storytelling element, giving users a reason to connect with the brand beyond the product. This reinforces Dip Top’s focus on experience, community, and memory-making. The website consistently uses Dip Top’s color palette, typography, and upbeat, engaging language to create a cohesive brand experience.

