

A whimsical brand that connects with guests at every touchpoint.



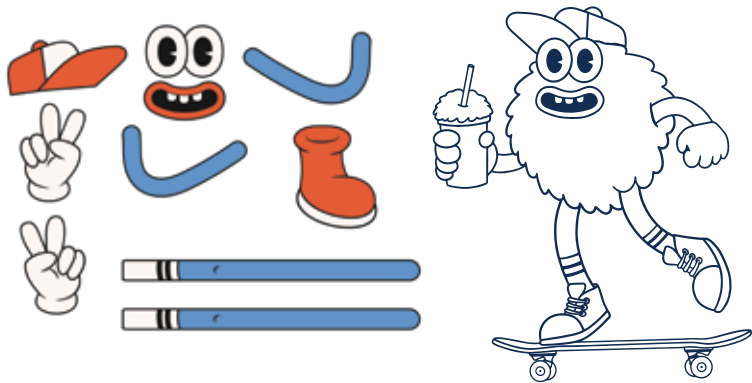
CLIENT -Yeti Eddy Shaved Ice

LOCATION -Conroe, TX

ROLE -Creative & Production Lead

SCOPE -Concept, Design, Fabrication, Installation

DATE -2024



CHALLENGE

This case study documents the development of the Yeti Eddy brand — from the initial concept and character creation to the cohesive visual identity and its full integration into a retail environment.

GOAL

Conceptualize a fresh, character-driven brand that appeals to kids and families.

Flexible identity system with logos, mascot, colors, and type

Create a cohesive retail space to visually extend the brand.

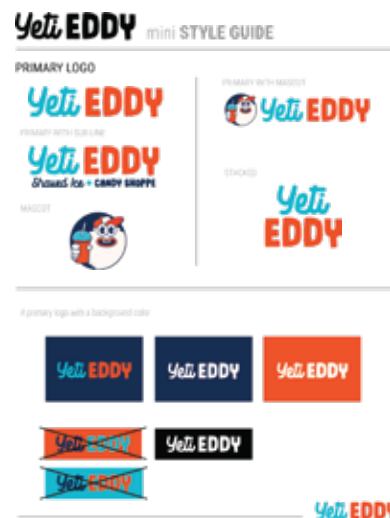
Design interactive elements that build brand loyalty

PROCESS

The process began with exploring personality traits, tone of voice, and visual references that could resonate with the intended audience. The Yeti mascot was born from sketches and refined through multiple iterations until it embodied the joyful, adventurous spirit of the brand.

Interactive touchpoints like coloring sheets and bold merchandise turn customers into enthusiastic fans.

Yeti EDDY





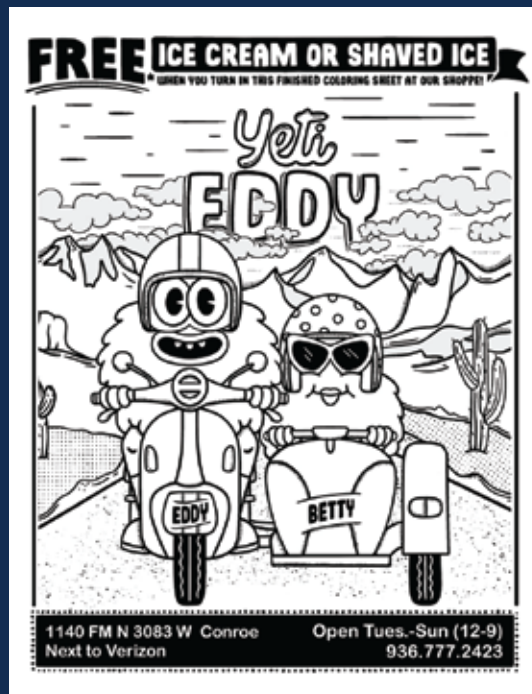
Adding Betty, Yeti Eddy's sister, to the brand identity was a strategic move to expand the character universe and deepen emotional connection with the audience.

Betty introduces diversity and a playful chemistry to the brand, appealing to a broader demographic—especially families and young girls.

Together, they create a dynamic duo: enhancing storytelling potential and opening the door for future merchandise and seasonal campaigns.

SOLUTION

Through smart design, immersive visuals, and attention to tone and audience, the brand delights guests and encourages repeat visits and organic growth.



This project is a celebration of Holistic Branding—It showcases how thoughtful design and playful visuals can transform a simple shop into a beloved local destination.