

WELCOME TO FRIDAY GUIDELINE





WHAT A LONG, STRANGE TRIP IT'S BEEN.

Friday Ice Cream started with a simple idea: make everyday feel like the weekend. Founded by Mohamed Gomaa El-Shoury in a small Egyptian town, it began as a family business making handmade ice cream for the local community. Over the years, what started in a village freezer grew into Egypt's largest ice cream factory — producing hundreds of millions of pieces every year. But through all the growth, one thing never changed: our love for fun, flavor, and the little joys of life. Today, Friday Ice Cream is a staple in homes across the country — a symbol of happiness, shared moments, and sweet breaks from the ordinary.

We don't just sell ice cream. We scoop joy, chill stress, and sprinkle good vibes everywhere we go.

ORIGIN & GROWTH

Founded in 1970 by Mohamed Gomaa El-Shoury, Friday Ice Cream began as a small, handmade operation in a rural Egyptian village. With dedication, innovation, and a love for community, it grew into the foundation of Gomaa Group for Food Industries. In 2020, the company launched its largest ice cream production facility in the Middle East, located in 10th of Ramadan City.





PRODUCTION & CAPABILITIES

- *Annual Production: Over 400 million pieces of ice cream annually.*
- *Chocolate & Sauces: 3,000+ tons of chocolate and 900+ tons of sauces produced per year.*
- *Facility Expansion: Ongoing development of a new production and storage complex spanning 36,000 square meters.*



PRODUCTS & INNOVATIONS

- 30+ types of ice cream including sticks, cones, cups, and bars.
- Signature flavors inspired by local culture: Knafa Pistachio, Hazelnut Chocolate.
- In-house development of sauces and coatings.
- Packaging and flavor innovations focused on playfulness and variety.

BRAND MISSION

To deliver moments of joy through playful, high-quality ice cream that brings people together. We craft delightful, flavor-packed experiences that make every day feel like a weekend.





BRAND VISION

To become the most loved and iconic ice cream brand in Egypt and beyond, spreading smiles with every scoop and leading the way in joyful innovation.



BRAND VALUES

•Joy First: We exist to bring light moments and feel-good energy into everyday life.


•Playful Innovation: We embrace creativity in flavors, design, and experiences.

•Honest Fun: We're cheerful and open, without trying too hard.

•Local Pride: We celebrate our Egyptian roots while thinking globally.

•Quality Always: From ingredients to experience, we never compromise.





FUTURE VISION

- Strengthen leadership in the Egyptian market.
- Expand across MENA and international markets.
- Continue investing in joyful product innovation.
- Grow community initiatives and social impact partnerships (e.g. 57357 Hospital, Baheya Foundation).

VOICE IN USE (EXAMPLE APPLICATIONS)

ON SOCIAL MEDIA:

- Caption: "Weekend's calling. We brought sprinkles."
- Hashtags: #FridayFeels #LickItUp #SprinkleJoy

ON PACKAGING:

- "Life's short. Eat the cone first."
- "Handle with joy."

IN ADS:

- "Got a spoon? Good. You're halfway to happiness."
- "Smiles served daily - no appointment needed."



SUGGESTED TAGLINES

- "Scoop the Weekend."
- "Joy in Every Bite."
- "Freeze the Fun."
- "Lick the Stress Away."
- "Taste the Chill."



WHO WE ARE

- Joyful
- Colorful
- Playful

- Fresh
- Youthful
- Sweet-hearted

- Fun-loving
- Friendly
- Local-rooted



- Feel-good
- Wholesome
- Approachable

- Optimistic
- Easy-going
- Always Smiling



- Kind-spirited
- Creatively Bold
- Comforting

- Simple Pleasure

- Ice Cream First,
Worries Later

- Uplifting



- Chill
- Energetic
- Weekend Vibes



- Fun-loving
- Friendly
- Local-rooted
- Feel-good
- Wholesome





WHO WE AREN'T

1. We aren't too serious – life's already full of that.
2. We don't do boring flavors or cold, corporate talk.
3. We're not here to impress, we're here to delight.

OUR VOICE IS...

- Warm
- Playful
- Cheerful
- Honest
- Youthful
- Easy to love

- Never boring
- Full of flavor
- Always smiling
- Light, not loud
- Kind, not cold
- Weekend in a sentence





OUR LANGUAGE AND HUMOR IS...

- Simple, Playful & Full of Flavor
- Relatable & Friendly
- Light-Hearted, Never Forced
- Egyptian Heart, Global Smile

* WE LOVE

- Puns
- Light wordplay
- Feel-good jokes
- Ice cream metaphors



WE AVOID

Dry corporate language

Sarcasm that could offend

Overly trendy Gen-Z slang

Complicated metaphors



IN SHORT:
WE SOUND LIKE YOUR HAPPY
WEEKEND BUDDY ~ CHILL, CHEERFUL,
AND ALWAYS UP FOR A TREAT.



WHEN IT FITS, IT FITS





- Flirty (not filthy)
- Charming



- Clever
- Cheeky
- Witty
- Smooth



- Effortless
- Well-timed
- Playful
- Subtle

- Naturally funny
- Hits the spot



WHEN IT'S FORCED,
IT'S HORRID



- Cringe
- Awkward
- Off-brand
- Try-hard
- Too much
- Unfunny
- Heavy-handed
- Overdone
- Distracting
- Inappropriate
- Takes away, not adds
- Feels icky



TARGET AUDIENCE PERSONAS





Kids (5~12 YEARS)

- Attracted by colors, fun shapes, and sweet flavors.
- Respond well to cartoonish design and joyful visuals.
- Parents usually buy for them, so branding must feel safe and happy.

TEENS & YOUNG ADULTS (13~25 YEARS)

- Love trying new flavors and fun packaging.
- Heavy users of social media (Instagram, TikTok).
- Voice should be relatable, chill, and upbeat.



STUDENTS & YOUNG PROFESSIONALS (20~35 YEARS)

- Treat ice cream as an escape from routine.
- Seek value for money, freshness, and aesthetic appeal.
- Enjoy fun packaging and casual brand tone.





FAMILIES (30~45 YEARS)

- Parents looking for affordable, quality treats for their kids.
- Appreciate trust, hygiene, and local pride in branding.



BRAND MARK
LET'S TALK
LOGOS

DON'T MESS WITH OUR LOGO, SERIOUSLY.

Our logo isn't just a bunch of letters – it's the heart of who we are.
That playful splash, the juicy curves, the bold blue pop... it's so Friday.

It tells people:

"Hey! You're about to taste fun."

It's been called friendly, youthful, feel-good, and honestly... kinda irresistible.

And yeah, we agree.

Just like your favorite scoop, our logo deserves to be treated right.

It shows up everywhere – from ice cream cups to Insta posts – so it needs to stay consistent, clean, and 100% recognizably us.

That means:

No stretching

No color swaps

No weird filters

No hiding it in a crowd

Use the logo proudly.

Centered, clear, and always dripping with good vibes.

Because when people see our logo, they should feel like it's already Friday.



THEY WIGGLE. THEY DANCE. THAT'S THE POINT

Our letters don't just sit next to each other – they vibe.
Every curve, every bounce, every playful lean in the
FRIDAY logo is 100% intentional.

That close-knit, dancing feel?
It's what gives the logo its energy. Its joy. Its weekend-ness.

So, hands off:
Don't space them out.

Don't shift a splash.

Don't straighten what's meant to groove.

This is not a mistake.
This is movement.
This is Friday.



FRIDAY

— ICE CREAM —

GIVE OUR LOGO SOME ROOM TO BREATHE

Our logo needs space to do its thing – dance, shine, and spread joy. That's why we've set a safe zone around it, and guess what? It's based on the width and height of the happiest letter we know... the A.

Here's the scoop:

Keep everything – text, images, toppings, sprinkles, distractions – at least one "A" away from all sides of the logo.

That's 103px wide and 186px tall (but you don't need a ruler – just remember the "A").

Don't:

Cram stuff next to it

Stack elements too close

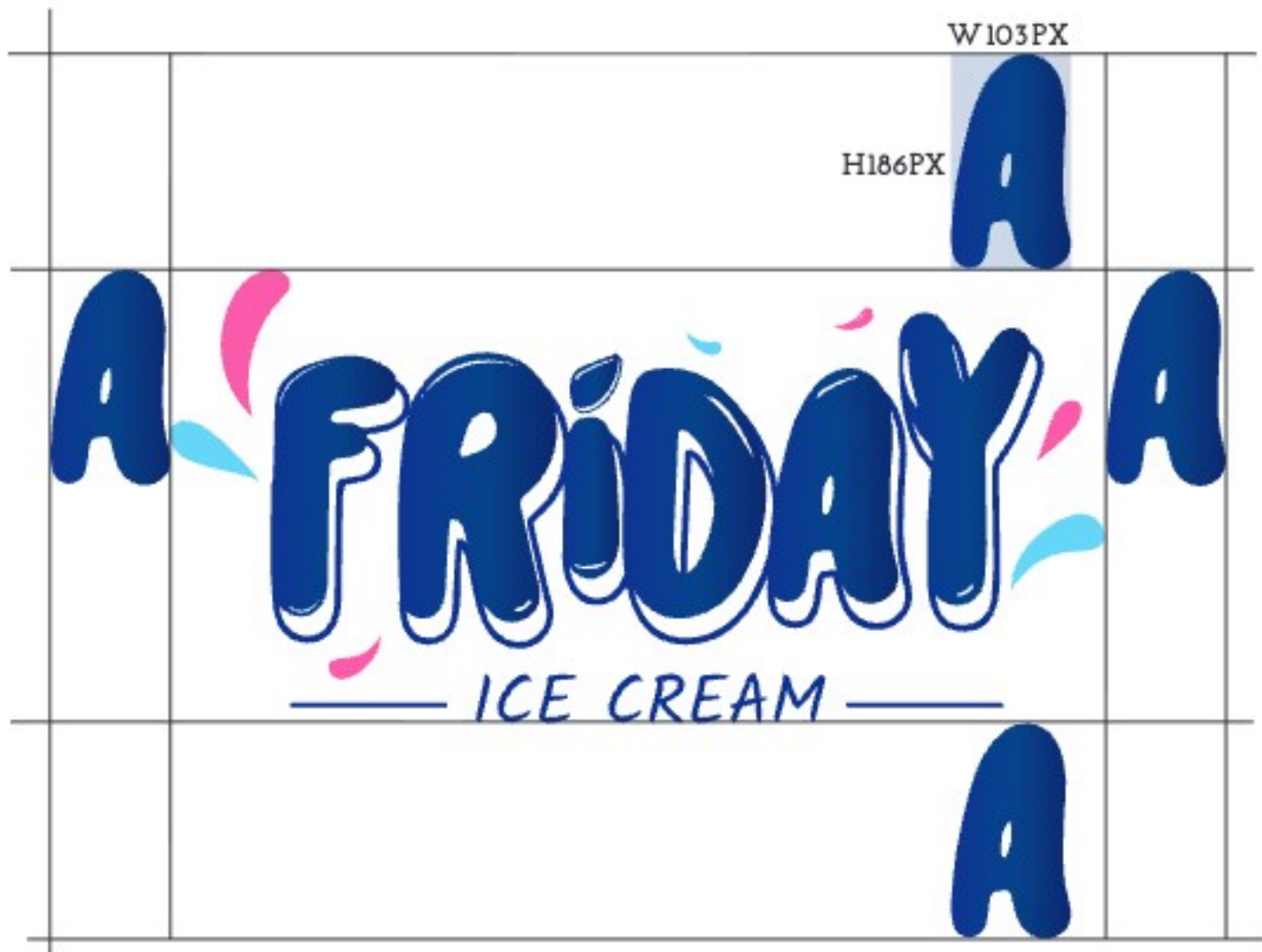
Trap the logo in a busy mess

Do:

Let it breathe

Let it shine

Let it be Friday



MINIMUM SIZE

For print: no smaller than 25mm wide.

For digital: no smaller than 100px wide.



100 px
For digital



25mm
For print

LOGO NO~NO's

How not to treat our logo.

Our logo is fun, playful, and full of good vibes – let's keep it that way! Here's a quick list of what never to do with the FRIDAY Ice Cream logo:

1. Don't tilt the logo

We love energy, but not when the whole logo's doing a backflip. Keep it upright!

2. No shadows, glows, or fancy effects

Our logo shines on its own. No extra sparkle needed.

3. Never erase parts of the letters

Letters should stay whole and happy. Don't crop, cut, or hide them behind anything.

4. Don't remove "ICE CREAM" or the two lines

That part's not optional – it's part of the whole vibe.

5. Don't remove the splashes around the logo

Those splashes? They're the sprinkles to our sundae. Leave them in!

6. Don't change the colors

Our colors are carefully chosen to feel like joy in a scoop. Stick to the brand palette.

7. Don't squeeze the logo into tight spaces

Give it room to breathe! Respect the safe space around it.

8. Don't place it over busy, noisy backgrounds

Our logo deserves the spotlight. Let it pop with a clear, calm background.



TYPOGRAPHY

THE VISUAL

WORLD OF WORDS



HEADLINE FONT ~ ICEROLL

Say hello to Iceroll, our primary English font for headlines!

It's bold. It's round. It's got that scoop-of-joy kind of vibe.

Whether it's a poster, packaging, or social post – Iceroll brings the fun, the flavor, and the friendly tone FRIDAY is all about.

Why we love it:

Feels like a handwritten swirl of ice cream

Big, bubbly, and full of personality

Stands out without shouting

Works perfectly with our brand's playful energy

Use Iceroll for:

Main headlines, campaign titles, product names, or anywhere that needs that sweet first impression.

Don't use it for:

Body text, long paragraphs, or formal content (that's not our style anyway).

AA Bb Cc

FRIDAY

AABbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

1234567890

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PRIMARY ENGLISH HEADLINE FONT

ICEROLL

Body Font – Josefin Slab

Meet Josefin Slab Bold, our secondary English font for body text and captions. It's classic, crisp, and adds a scoop of sophistication to all the playful chaos.

Why it's the perfect sidekick:
Neat and structured (but still full of charm)

Easy to read in small sizes

Balances out the energy of our headlines

Gives our content a smart yet friendly tone

Use Josefin Slab Bold for:
Body copy, product descriptions, captions, footnotes, or anywhere that needs clear communication without losing personality.

It's like the cone that holds the scoop – steady, reliable, and totally FRIDAY.

Aa Bb Cc

Friday

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890
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Secondary English Body
Copy and Captions Font
Josefin Slab Bold

ARABIC HEADLINE FONT ~ DG BEBO

Say hello to DG Bebo, our go-to Arabic font for headlines!

It's bold, bubbly, and speaks the exact language of FRIDAY – playful, friendly, and full of character.

Why DG Bebo?

It's got big, wide shapes that make every word pop

It feels young, fun, and energetic – just like a scoop of our ice cream

It's clear and super readable, but with personality

It turns every headline into a celebration

DG Bebo is used for:

Main Arabic headlines, product launch posters, campaign teasers, and anywhere we want to make a bold, sweet statement.

In FRIDAY terms: if Iceroll is the vanilla scoop, DG Bebo is the pistachio swirl that grabs all the attention!

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الجمعه
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ر, ز, س, ش, ص, ض, ط,
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PRIMARY ARABIC HEADLINE FONT
DG BEBO

ARABIC BODY FONT ~ AL MAWASH SHATT AL-ARAB

When it's time to tell a full story (not just shout it from the rooftops), we use Al Mawash Shatt Al-Arab – our secondary Arabic typeface for body copy and captions.

Why we love it:

It's clean, legible, and super easy on the eyes

It carries the tone of our brand – friendly but still confident

It works perfectly for descriptions, app screens, and small print without losing our playful vibe

Whether we're sharing a fun fact about flavors, giving app instructions, or adding cheeky footnotes – Al Mawash Shatt Al-Arab keeps the voice of FRIDAY speaking clearly and stylishly.

Think of it as the cone holding the scoop – it supports the sweetness without stealing the show!

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الجمعة
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SECONDARY ARABIC BODY COPY AND
CAPTIONS FONT

AL MAWASH SHATT AL-ARAB

TYPOGRAPHY STYLE

Our type system brings energy and clarity.

****English:****

Headlines use our bold, playful 'Iceroll' font to stand out. Body text is clean and easy to read with 'Josefin Slab.'

****Arabic:****

Headlines use the bold and friendly 'DG Bebo.' Body text stays clear and smooth with 'Al Mawash Shatt Al-Arab.'

Together, they keep our tone joyful, modern, and always easy to read.

TYPOGRAPHY: TYPE CASE AND HEIRARCHY

HEADLINE MADE WITH NATURAL INGREDIENTS

BODY COPY HEADER

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tincidunt ante enim, a mattis tellus vulputate et. Pellentesque ac vestibulum augue. Duis ornare urna eget libero mollis, vel commodo lorem maximus. Etiam ut bibendum nisl, bibendum rutrum nibh. Nulla egestas, nulla vel molestieurna.

عنوان رئيسي مصنوع من مكونات طبيعية

رأس نسخة الجسم

لوريم إيسم دور سیت ایپت کونسیکاتور ادایا پستیکر ایپت. سیت دو آپوسود لپور
انکادیدو شپت لپوری ات دور پاجتا اکتیا. پوت ایم اد پتیم مپای کپاس یوسلرید
اکسور سیلنن پلگتو لپوراس یسی پت اکتوب لکس اداکوبود کونسیکات. دیواس
ابولی اریج دور ان ریر پچندر پت مولوبلی ایپت ایسی کالکوم دور اویمجات
نولا بارابور. اکتسیکاتور سیت اکتکات کپیدات نین یوپدیت. سوات ان کپا

OUR FLAVOR HOME PALETTE

You don't need sprinkles when your brand colors
already bring the party.
Here's our official scoop of colors – bold, bright, and built
to make your day taste better.

Sky Pop

Light. Fresh. Feels like
that first lick of your
favorite flavor.

C=43 M=2 Y=2 K=0

Hex #86D0EF
RGB 134, 208, 239
HSB 198, 44%, 94%
CMYK 43, 2, 2, 0
Ink Type Process

Friday Blue

A bold, royal vibe that
says "we're the cool kids."

C=89 M=74 Y=0 K=0

Hex #3256A6
RGB 50, 86, 166
HSB 221, 70%, 65%
CMYK 89, 74, 0, 0
Ink Type Process

Midnight Swirl

Deep, rich, and ready to
anchor the fun.

C=100 M=95 Y=22 K=10

Hex #2A3275
RGB 42, 50, 117
HSB 234, 64%, 46%
CMYK 100, 95, 22, 10
Ink Type Process

Berry Blush

Sweet with a bit of sass
– this is our flavor pop
queen.

C=0 M=66 Y=2 K=0

Hex #F27CAD
RGB 242, 124, 173
HSB 335, 49%, 95%
CMYK 0, 66, 2, 0
Ink Type Process

Milky White

The blank canvas that
lets every other color
shine.

C=0 M=0 Y=0 K=0

Hex #FFFFFF
RGB 255, 255, 255
HSB 0, 0%, 100%
CMYK 0, 0, 0, 0
Ink Type Process

OUR SPRINKLE SQUAD

(aka: The Secondary Color Palette)

									
<u>Ci=5 M=88 Y=100 K=0</u> Hex #E12726 RGB 225, 39, 38 HSB 0, 83%, 88% CMYK 5, 98, 100, 0 InkType Process	<u>Ci=17 M=64 Y=69 K=3</u> Hex #C87357 RGB 203, 115, 87 HSB 14, 57%, 80% CMYK 17, 64, 69, 3 InkType Process	<u>Ci=40 M=73 Y=79 K=45</u> Hex #66392A RGB 102, 57, 42 HSB 15, 59%, 40% CMYK 40, 73, 79, 45 InkType Process	<u>Ci=2 M=71 Y=98 K=0</u> Hex #E66C35 RGB 238, 108, 57 HSB 21, 84%, 92% CMYK 2, 71, 98, 0 InkType Process	<u>Ci=2 M=38 Y=100 K=0</u> Hex #F5A71D RGB 245, 167, 29 HSB 38, 88%, 96% CMYK 2, 38, 100, 0 InkType Process	<u>Ci=0 M=24 Y=98 K=0</u> Hex #FFC433 RGB 255, 196, 50 HSB 43, 80%, 100% CMYK 0, 24, 98, 0 InkType Process	<u>Ci=8 M=20 Y=100 K=0</u> Hex #FFCA65 RGB 255, 202, 5 HSB 47, 98%, 100% CMYK 0, 20, 100, 0 InkType Process	<u>Ci=2 M=12 Y=95 K=0</u> Hex #FDD81E RGB 253, 216, 30 HSB 50, 88%, 99% CMYK 2, 12, 95, 0 InkType Process	<u>Ci=1 M=0 Y=13 K=0</u> Hex #FFC9E3 RGB 252, 201, 227 HSB 58, 10%, 99% CMYK 1, 0, 13, 0 InkType Process	<u>Ci=38 M=8 Y=89 K=0</u> Hex #D8C341 RGB 218, 196, 65 HSB 63, 77%, 89% CMYK 18, 8, 89, 0 InkType Process
									
<u>Ci=45 M=2 Y=100 K=0</u> Hex #99C53D RGB 153, 197, 61 HSB 78, 69%, 77% CMYK 45, 2, 100, 0 InkType Process	<u>Ci=100 M=7 Y=92 K=0</u> Hex #009C37 RGB 0, 156, 57 HSB 153, 100%, 61% CMYK 100, 7, 92, 0 InkType Process	<u>Ci=45 M=0 Y=18 K=0</u> Hex #85D1D4 RGB 132, 209, 212 HSB 182, 37%, 83% CMYK 45, 0, 18, 0 InkType Process	<u>Ci=61 M=0 Y=18 K=0</u> Hex #51C5D0 RGB 81, 197, 211 HSB 185, 62%, 83% CMYK 61, 0, 18, 0 InkType Process	<u>Ci=63 M=10 Y=10 K=0</u> Hex #51B5D5 RGB 81, 181, 213 HSB 195, 62%, 84% CMYK 63, 10, 10, 0 InkType Process	<u>Ci=84 M=60 Y=24 K=5</u> Hex #38648F RGB 59, 100, 143 HSB 211, 59%, 56% CMYK 84, 60, 24, 5 InkType Process	<u>Ci=40 M=47 Y=0 K=0</u> Hex #9C8BC1 RGB 156, 139, 193 HSB 259, 28%, 76% CMYK 40, 47, 0, 0 InkType Process	<u>Ci=71 M=85 Y=11 K=1</u> Hex #69478E RGB 105, 71, 142 HSB 268, 50%, 56% CMYK 71, 85, 11, 1 InkType Process	<u>Ci=0 M=92 Y=0 K=0</u> Hex #ED3794 RGB 237, 55, 148 HSB 329, 77%, 93% CMYK 0, 92, 0, 0 InkType Process	<u>Ci=3 M=67 Y=8 K=0</u> Hex #EA78A3 RGB 234, 120, 163 HSB 337, 49%, 93% CMYK 3, 67, 8, 0 InkType Process
									
<u>Ci=11 M=87 Y=62 K=1</u> Hex #D84755 RGB 216, 71, 85 HSB 354, 67%, 65% CMYK 11, 87, 62, 1 InkType Process	<u>Ci=13 M=95 Y=85 K=3</u> Hex #CF3136 RGB 207, 48, 54 HSB 358, 76%, 81% CMYK 13, 95, 85, 3 InkType Process								

If our primary colors are the ice cream...
these are the sprinkles, sauces, toppings, and surprises.
The extra flavor. The "oh wow, I wasn't expecting that!" moment.

SO, WHAT DO THEY DO?

They let us stretch. Play. Get weird in the best way possible. Whether we're launching a limited-edition flavor, designing a poster, or making your feed scroll-stoppingly colorful – these colors got our back.

WHY THEY MATTER:

They expand our personality. From bold reds to chill teals, they give us more moods to play with.

They add flexibility. We can go louder, calmer, funkier, or fresher – depending on the message.

They work as accents, backgrounds, or feature elements. Like the cherry on top, or the unexpected swirl in the middle.



USE THEM WHEN...

You want to add contrast without overpowering the core vibe.

You're crafting seasonal or campaign-specific content.

You want to feel like Friday... but on a Tuesday.



These aren't just colors. They're our celebration toolkit.
Use them wisely. Use them joyfully.
Just don't forget – the party always starts with the scoop.



WHY THEY MATTER:

Because branding shouldn't be boring.
These patterns help us turn anything into a Friday moment
— from packaging to posters to that cute cup you can't throw
away.

HOW TO USE THEM (THE SMART WAY):

Be playful, but balanced.
A whole wall of watermelon pops? Fun. A logo lost in the chaos? Not
fun.

Let them support, not steal the show.
Use patterns as backgrounds, accents, or bold dividers — but keep
your hero (logo, headline, product) center stage.

Mix flavors, not confusion.
One pattern per space is cool. Two is cheeky. More than that? We're
not making a fruit salad.

WHERE THEY SHINE:

Ice cream packaging sleeves
Social post backgrounds
In-store displays
Kids' kits, napkins, uniforms
Even your email footer (yes, really)

So sprinkle them with love.

Use them where it feels right.

And always remember — they're not just pretty graphics.
They're the Friday feeling... on repeat.



FRIDAY ICE CREAM

Pattern Collection

These aren't just patterns.

They're the confetti of our brand — fun, bold, and
full of flavor.

Every swirl, stick, sprinkle, and pop in this
collection is made to make people smile before
they even taste a thing.



