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A photograph of a modern glass building facade. The building is covered in a grid of blue-tinted glass panels. In the center of the facade, the word 'icool' is displayed in large, silver, 3D block letters. The 'i' is lowercase, while 'c', 'o', 'o', and 'l' are uppercase. The letters are mounted on the glass, creating a slight shadow. The sky is visible through the glass panels, showing a blue sky with some clouds.

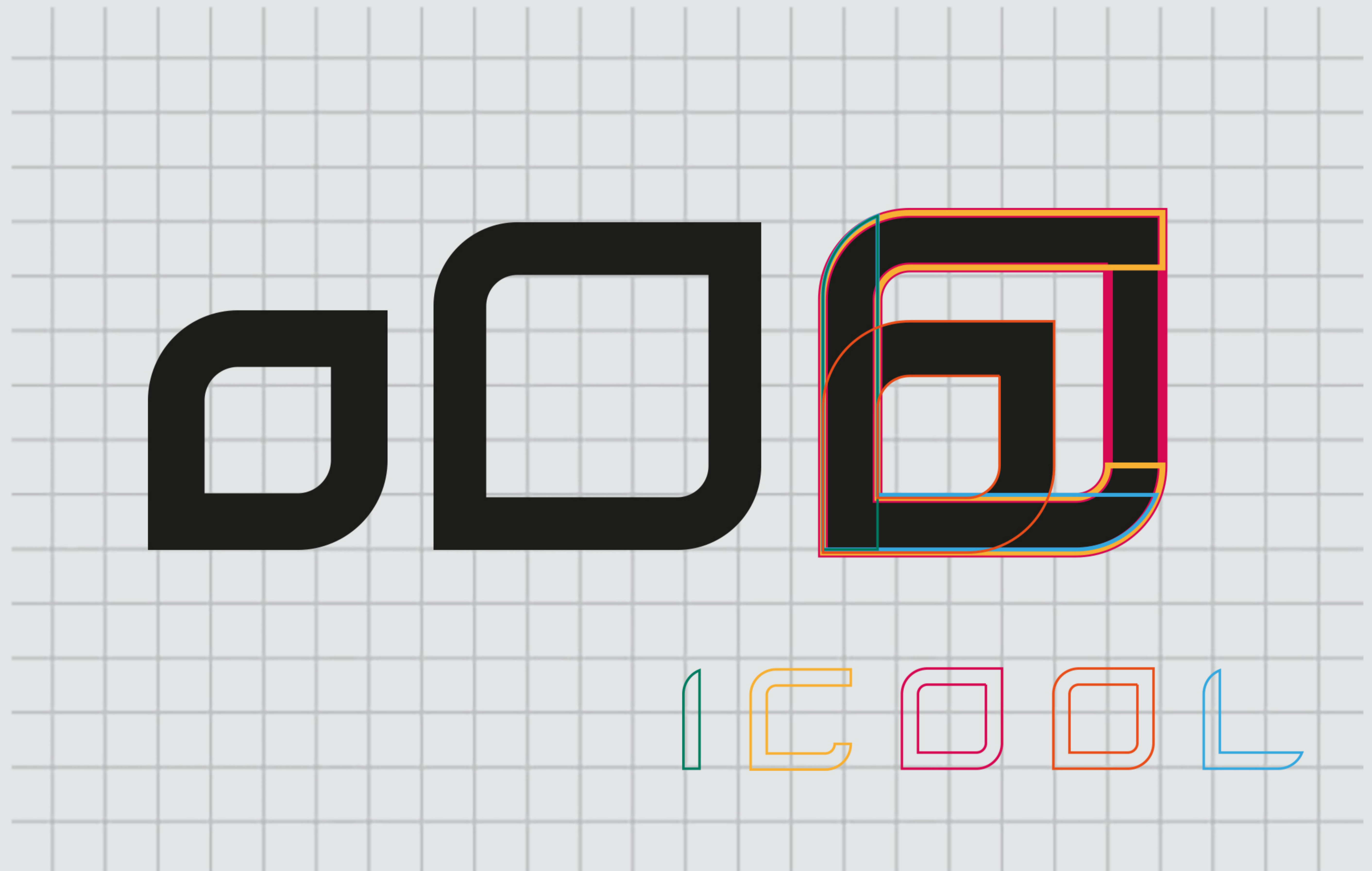
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“REFRESHMENT IN A BOX”

The philosophy behind ICOOL logo 'Refreshment in a Box' is rooted in the fusion of simplicity, freshness, and modernity. At its core, the logo embodies the essence of oral refreshment by seamlessly integrating a stylized box with waves or droplets, symbolizing coolness and hydration.

The typography is chosen for its clean and contemporary appeal, ensuring clarity and a modern touch. Subtle elements such as leaves or fruit slices contribute to the logo's symbolism, hinting at the natural and flavorful components within the product.

The composition strikes a balance between stability and innovation, while negative space is strategically employed to suggest the act of unboxing. Versatility is a key consideration, with scalable and monochrome options ensuring adaptability across diverse applications. Inclusivity is embraced through cultural sensitivity, ensuring the logo resonates globally. Ultimately, the logo serves as a visual storyteller, weaving a narrative of refreshing oral experiences within a convenient and stylish box, forging a memorable connection with our audience.





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prepared by T E M A T A