

THE MILK SHAKE FACTORY

BRANDING
WEB DESIGN
PACKAGING



WEB AND LOGO DESIGN FOR
A NEW DESSERT EXPERIENCE.
NOSTALGIA THROUGH
A STRAW.

CHALLENGE

Having delivered outstanding product packaging and brand identity results to Pittsburgh-based confectionary Edward Marc Chocolatier, the Unison team and Edward Marc management teamed up again to design a new identity for Edward Marc's sister company, The Milk Shake Factory. The Milk Shake Factory, an ice cream and milkshake parlor also in Pittsburgh, was designed to be a throwback, a testament to the old days of soda fountains and neighborhood ice cream shops. Unison's design and strategy team was tasked with creating a new visual identity, packaging campaign, retail environment, and website that blends nostalgia for the traditional with modern quality and panache.

SOLUTION

After conducting an extensive brand audit, Unison staff set out to create an identity and website that appropriated antique imagery with the new functionality of a 21st-century website. In designing the



new retail signage and product packaging, Unison's team understood the risk of creating a nostalgia brand: the brand has to be authentic to the older customer segment who remembers the ice cream fountain of the 1950s while still being novel and interesting in its modern application to attract younger customers who are only familiar with ice cream in its modern form, when household refrigeration became widespread and made ice cream something you bought by the gallon and stored in the freezer.

RESULT

By incorporating a contemporary twist on the existing art deco trademark, Unison created an identity for The Milk Shake Factory that will resonate with customers of all ages. The logo represents the consistency of quality seen in the Factory's product base and service, and balances tradition with modern design and approach. The new Milk Shake Factory website - www.themilkshakefactory.com - incorporates images of historic Pittsburgh to further accentuate the nostalgic identity of The Milk Shake Factory.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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