

# Nonna Adelele

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Section: 1.

Instructor: Hazar Bogari.

# Table of Content

01

About Brand.

---

02

The Sketches.

---

03

The Logo.

---

04

The Package.

---



# About The Brand

## The brand story

The name of the brand is Nonna Adele and it's a newborn twin's name. It's a brand was found on Italy. They provide ready packed food like pizza, pasta and souses (pasta and pizza souse).

## Their Slogan

The Taste Of Home



# About The Brand

## The Products

Pizza Sauce

Pasta Sauce

Frozen Pizza

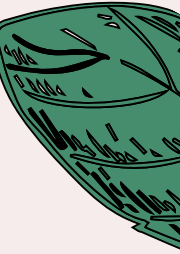
Pasta

Olive

Olive Oil

## The Products Brand Value

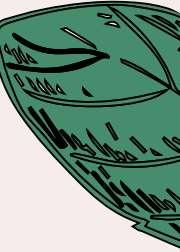
- ✿ Nonna Adele sells high quality natural and organic products.
- ✿ Satisfying the customers.
- ✿ Creating wealth through profits and growth.





“I am Massimo Bottura. I close my eyes and I want to understand where I am, cooking is about emotion, it’s about culture, it’s about love, it’s about memory”

-Massimo Bottura-



# The Mood Board



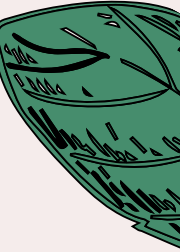
# The Values

## 🌿 Freshness:

Unique italian taste that you can sence and enjoy the real freshness!

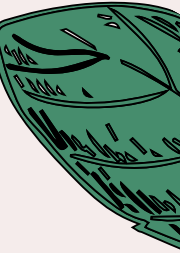
## 🌿 Italian:

As a guaratee of quality and reliability.



# The Objective

- ✿ Build awareness.
- ✿ Create an emotional connection.
- ✿ Differentiate your offering.
- ✿ Create credibility and trust.
- ✿ Motivate purchasing.





# The Target Audiences

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## Geographic

Italy, Saudi Arabia.

## Demographic

Both Gender:  
Males and females.

## Behavioral

Regular customers.  
Customers who like to eat easy to prepare with busy lifestyle but have good taste in food.

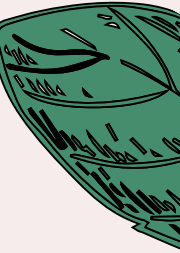
## Psychographic

Italian cuisine lovers, Italian expatriates,  
Expatriates in general and autochthonous Italian cuisine lovers and Italian expatriates in general and autochthonous.



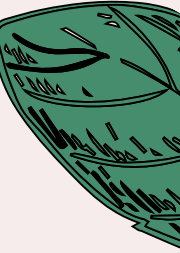
# The Theme Message

Nonna Adele, will introduce a new products of different pasta, sauces, for pizza and pasta, with its delicious taste and Italian flavors, in fast food cans. To attract people: Italian cuisine lovers, Italian expiates, Expate in general and autocht Italian cuisine lovers and Italian expate in general and autocht Italian. Nona Adele will achieve our goals by introducing this new line of instant cans and it will surely make a difference in the lives of this kind of people.



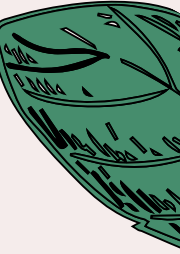
# The Support

Basil is one of the most used and loved spices in Italy, and we use it a lot in our products to give the taste of the homemade food, unlike other brands nonna adele's products have the real taste of the Italian special food.



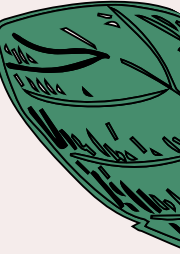
# The Deliverables

To consider the basil in every aspect



# The Strategy

To become number one brand with fresh ingredients and unique design



# The Tone of Voice

1

Friendly

2

Cleans

3

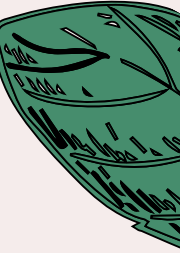
Positive

4

Trusting

5

Quick



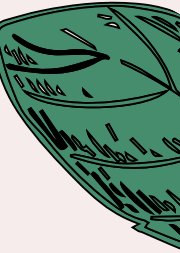
# Abeer's Sketches

NONN **A** DELE

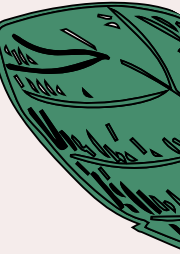


NONN **V** DELE

NONN **A** DELE



# Dana's Sketches





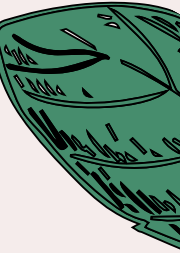
# Ruyuf's Sketches

NONN  DELE

NONN  DELE

NONN  DELE

NONN  DELE



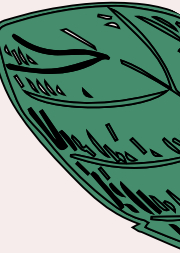
# The Process Old Logo



M



NONNA ADELE

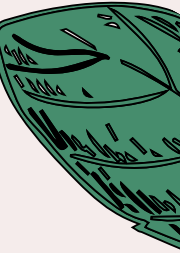


# The Final Logo



Nonna Adele

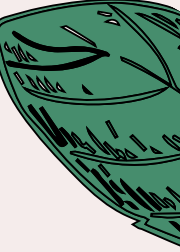
The Taste Of Home



# The Logo Adaptation



نوننا اديزر  
طعم كالمنزل



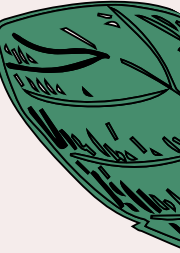
# The Meaning of Logo

Combination Mark



Nonna Adele

The Taste Of Home



# The Color Meaning

Dark Green



Greed  
Ambition  
wealth

Light Green



Peaceful  
Health  
Fresh

Red



Passion  
Associated with food  
Energy

Beige

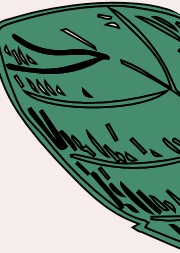
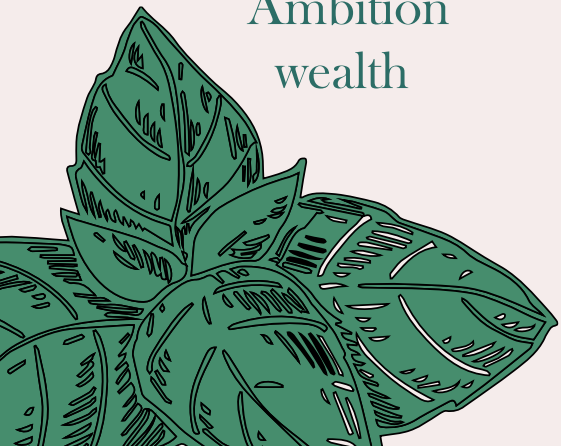


Flexible  
Neutral  
Elegance

White



Purity  
positive color  
virginity

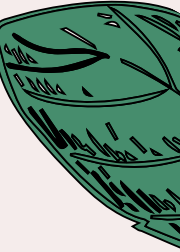


# The Logo Guideline



Nonna Adele

The Taste Of Home



# The Color Plate



0B675F



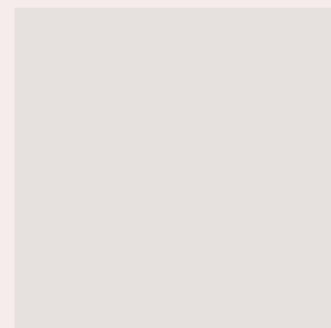
468C72



B9363A



D7B87F



F6EED





# Typography and Font For Logo

Andalus

Nonna Adele

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

أ ب ت ث ج ح خ د ذ ر ز س ش ص

ض ط ظ ع غ ف ق ك ل م ن ه و ي



# Typography and Font For Slogan

Berlinsans-Light

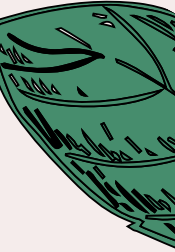
The Taste Of Home

courier New

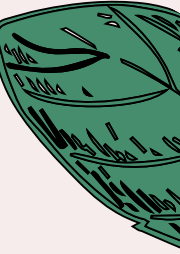
طعم كالمنزل

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

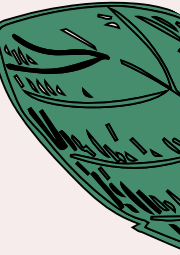
ص ش س ز ر ذ د خ ح ج ث ت ب ا  
ي و ه ن م ل ك ق ف غ ع ظ ط ض



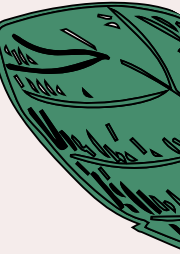
# The Characters Design



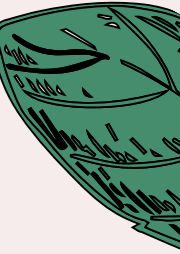
# The Packaging With Pattern



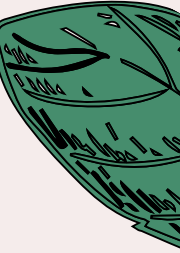
# Pizza and pasta Sauce



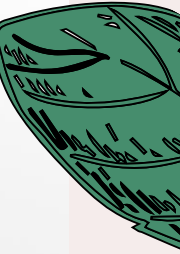
# Frozen Pizza



# Pasta

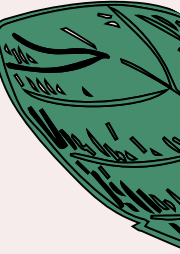


# Olives





# Olive Oil



# The References

- ✿ [www.culinariaitalia.co.uk](https://www.culinariaitalia.co.uk). (n.d.). Pasta. [online] Available at: <https://www.culinariaitalia.co.uk/pasta-1-c.asp> [Accessed 22 Dec. 2021].
- ✿ Amato, M. (2018). The 5 most popular Italian pasta brands worldwide. [online] Bell Italia. Available at: <https://www.bell-italia.com/blog/en/food/the-5-most-popular-italian-pasta-brands-worldwide>.

# Thank You ..

*Any Questions?*

