

Company: Yummy Italy
Job: Rebrand

*“Yummy Italy are your
definitive Emilia Romagna
food and wine experts”*

Brief:

Yummy Italy offers premium gourmet experiences, cookery courses and wine trails in and around Bologna, capital of Italian cuisine.

Yummy Italy work with the best local artisan food producers, chefs and wine makers, delivering unique discovery experiences for chefs, food buyers, food writers, bloggers, journalists and gourmands.

Yummy Italy’s clients come from across the globe, and the company’s reputation for quality is borne out by the wealth of glowing testimonials from satisfied customers.

The current brand features the ‘Tigella’, a flatbread from the area (which is little recognised outside Italy). The typeface used is a rather too formal old fashioned calligraphic script, which doesn’t adequately reflect the artisanal and contemporary qualities of the brand. In addition, the overall logo is not sufficiently distinctive to promote brand awareness as well as it should.

Current Branding

Sunny Italy 

TYPEFACE: Formal, old-fashioned, staid, florid/decorative

Existing Logo Colour Palette



*Secondary colour
used on website*

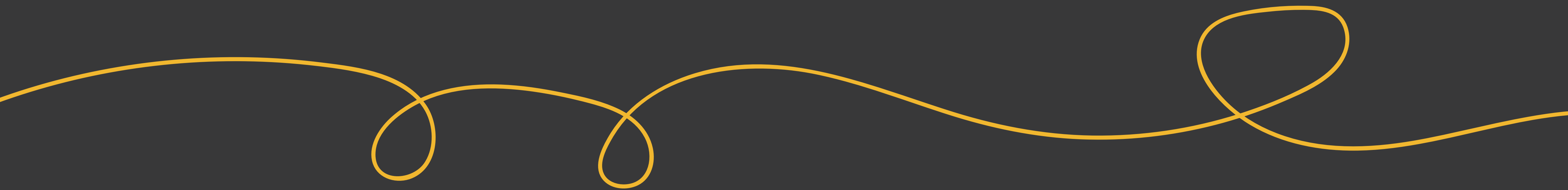
After discussion regarding the colours it has been decided that the browns do not accurately represent the brand. They lend the brand an overly rustic aesthetic, which is at odds with how the business has evolved, and also at odds with the customer base (knowledgeable, worldly, contemporary).

It's all about the Pasta:

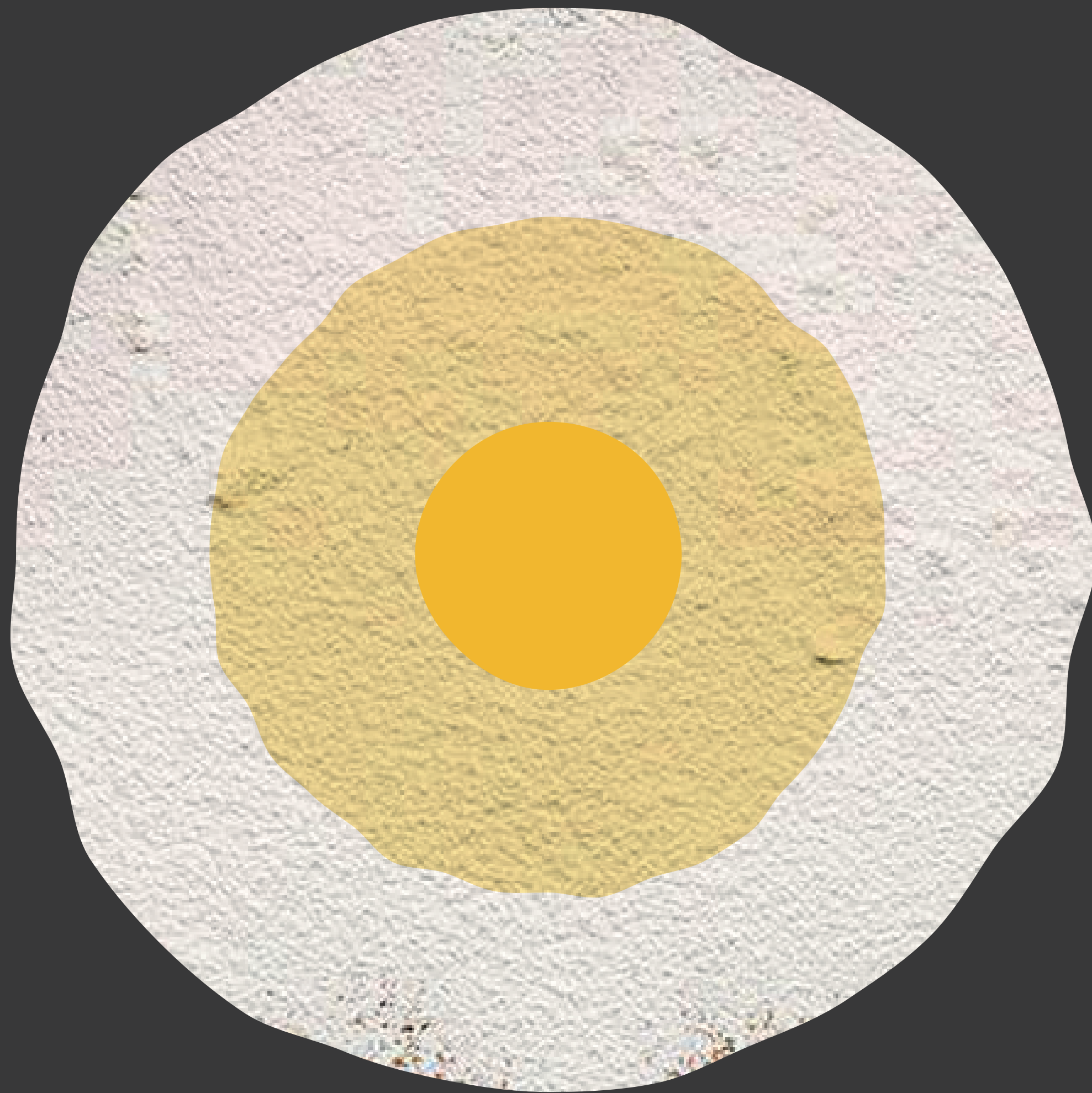
Pasta lies at the heart of Italian Cooking – just two simple ingredients combined with love: Egg and Flour. These are the colours at the heart of the Yummy Italy culinary and colour palettes.

However, Yummy Yolk, and Flour White need at least one additional colour to complete the set as both are too light to use for body text on white paper/screen.

Rather than a traditional black, which provides too harsh a contrast, we suggest the addition of a luxurious dark grey... or Truffle Black as we call it... and it's the colour used in the background to this slide.



It's all about the Pasta:



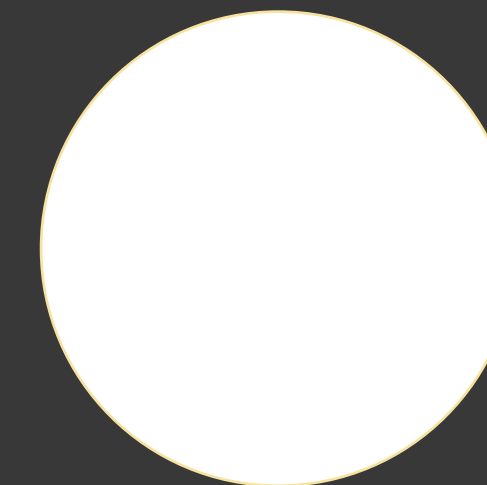
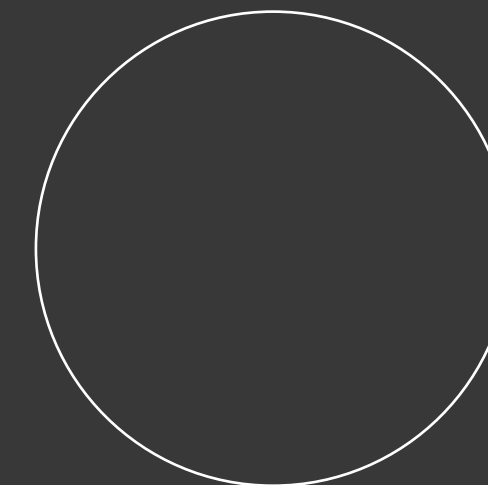
Let's not forget the egg white – which of course isn't white, but a very pale yellow and gives us a bit more flexibility with the palette.

YUMMY YOLK: R:242, G:186, B:28 | #f2ba1c

TRUFFLE BLACK: R:20, G:20, B:20 | #373636

FLOUR WHITE: R:255, G:255, B:255 | #ffffff

EGG WHITE: R:251, G:231, B:164 | #fbe7e4



Truffle Black

What about the TIGELLA?

We showed the TIGELLA to everyone who came office this week and not a single person recognised it (small sample admittedly of 8 people).

Not recognising the connection with the food of the region is not a disaster, but it does then allow us to focus on the shape itself and ask – what does it add to the logo – especially as it is a very small element as compared to the type?

The answer we came up with was: *NOT A LOT.*



... and the Typeface?

As mentioned earlier, we feel that the typeface in current use is staid, formal, old-fashioned and that this does not represent the contemporary values of the Yummy Italy brand.

Over the last few years script fonts have become increasingly popular as people become more aware of and interested in the values of human-ness (and hand-crafted) as opposed to machine processed.



So a more hand-drawn feeling script font would be a double win for Yummy Italy – as it champions both the craft of the artisan, whilst also being hip and contemporary.

This hand drawn feel font also help with putting you front and centre as the face of the Yummy Italy brand.

A typeface that says...

yummy

*Yummy like runny honey, melting in the mouth like a delicious dollop
of typographic onomatopoeia.*

Yummy
What?
Where?

yummy italy

or maybe

yummy
italy

Bologna - What's your type?

On our visits to far flung cities we always look to find out what the typographic style of the city is. Bologna – certainly in the historic centre – is chock full of gorgeous shop signs which have not fallen to the inexorable march of modern homogenised commerce.

Here's what caught my eye on my last visit.



STYLE • DESIGN • CARS • FASHION • FOOD • FILM • SWAGGER

ITALY

*Not just passionate about food and football, but also world leaders in STYLE. From Lamborghini to Prada, Dolce Vita to Roman Holiday and the sprezzatura swagger - Italy is world famous for kick-ass design. **We think this font fits the bill (Rousseau Deco).***

If not a Tigella, then..?

There are many brands out there who rely on a solid word marque only, but we feel that the Yummy Italy brand needs one extra element, and this takes us back to the beginning of this slideshow:

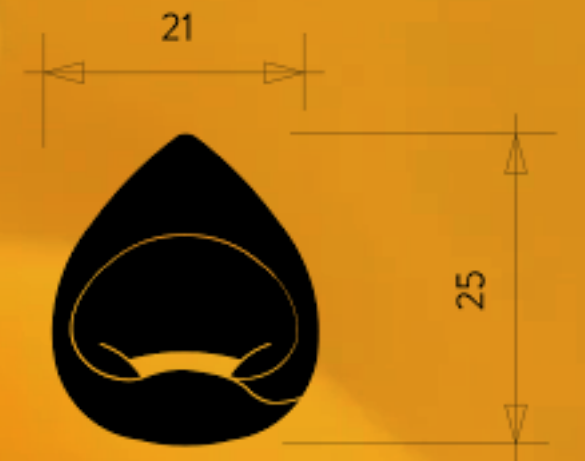
it's all about the

PASTA

So Spaghetti it is then?

No doubt spaghetti is the world's most popular pasta type, BUT... combine spaghetti with Bologna and most westerners come up with the dreaded abomination that is spaghetti Bolognese - and that just won't do in Bologna. Not Yummy

It just has to be



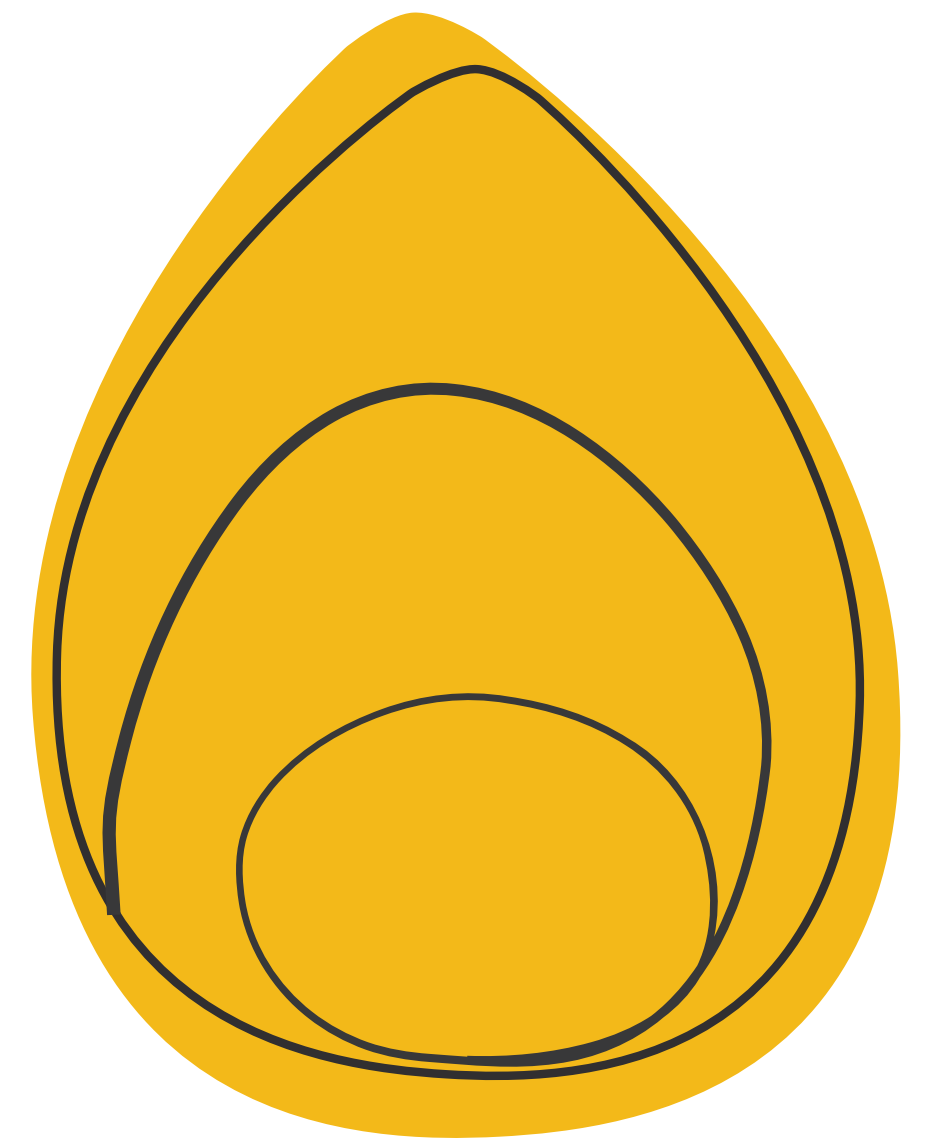
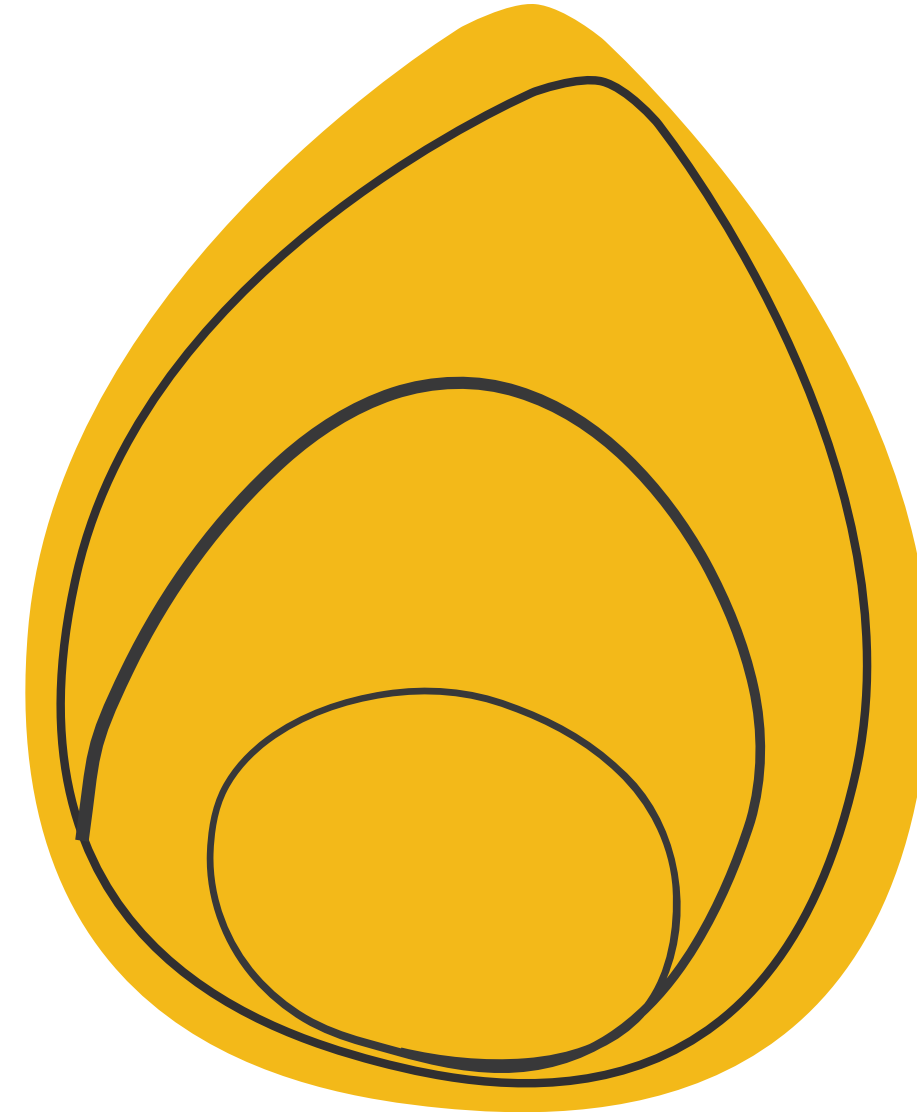
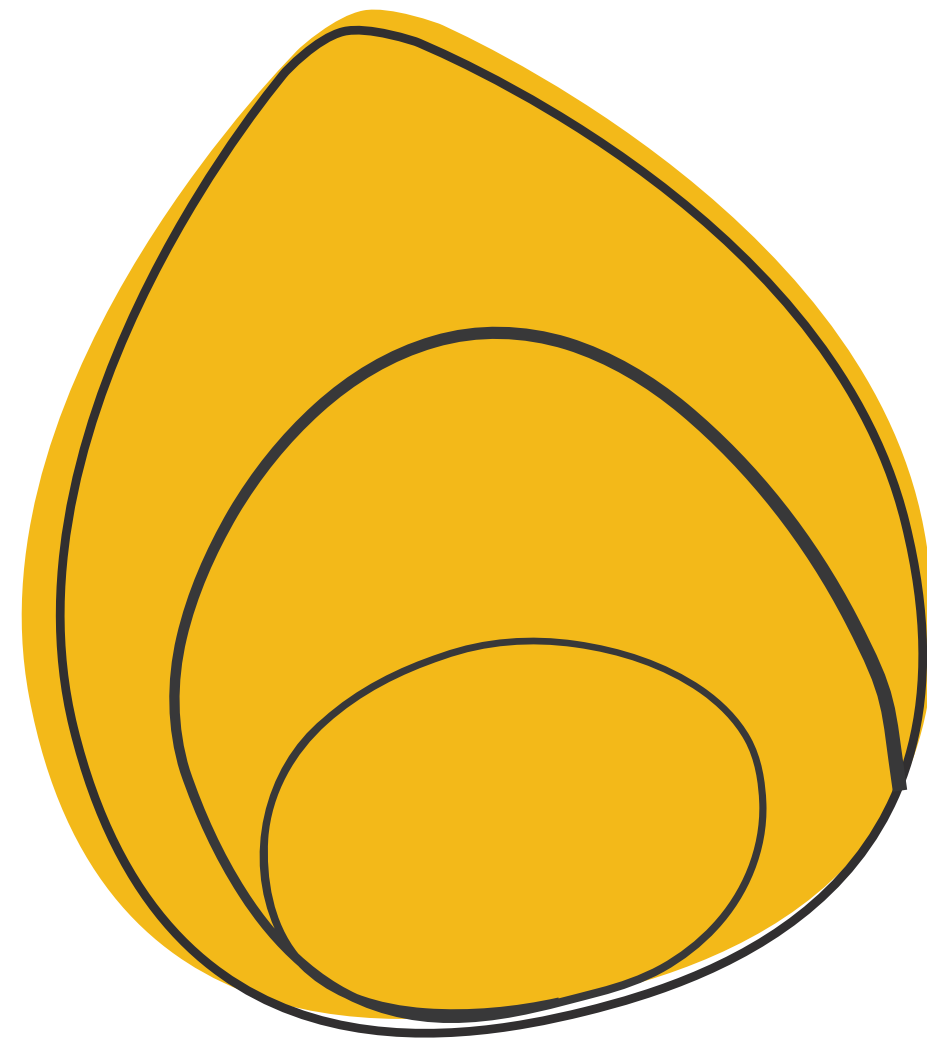
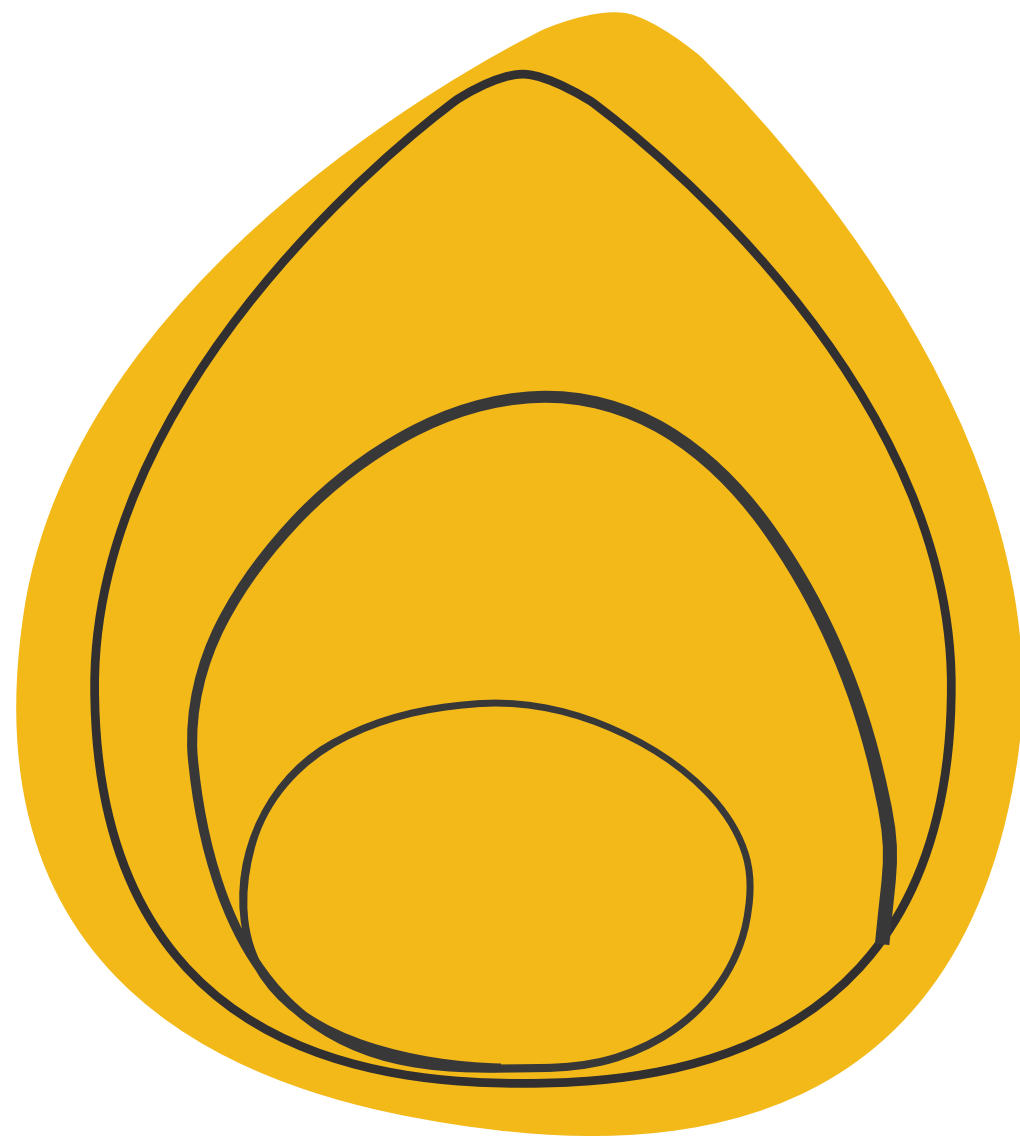
TORTELLINI

bologna's signature pasta

Tortellino style:

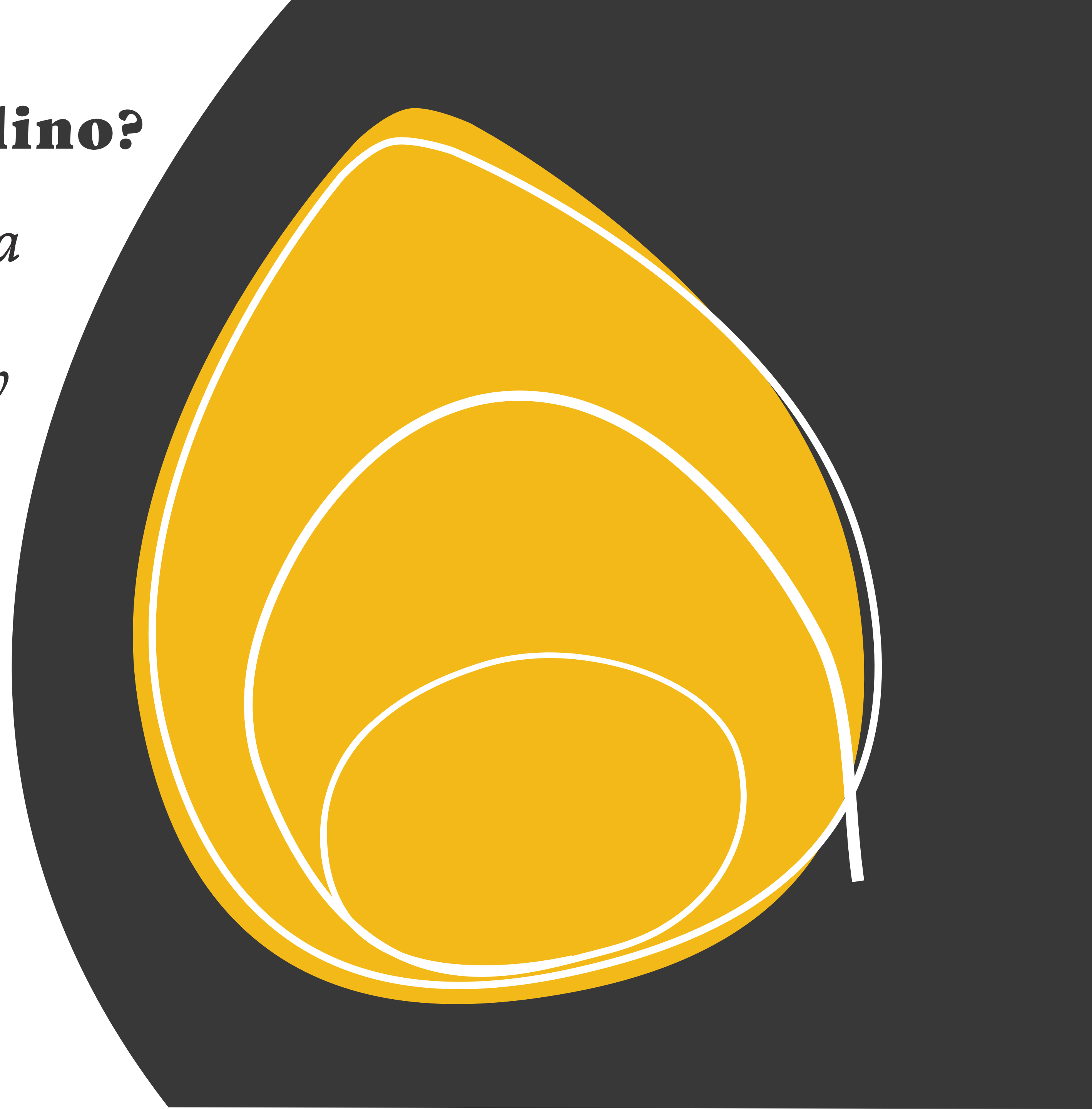
Hand made, hand drawn, hand crafted.

Not perfect, not machined, not homogenous.



Does it look like a tortellino?

It is a stylised representation of a tortellino. It shines like the sun and is a positive, vibrant, happy shape, with echoes of egg.



Putting it all together:



It works on truffle too

yummy
ITALY



Apron mockup



Phone mockup





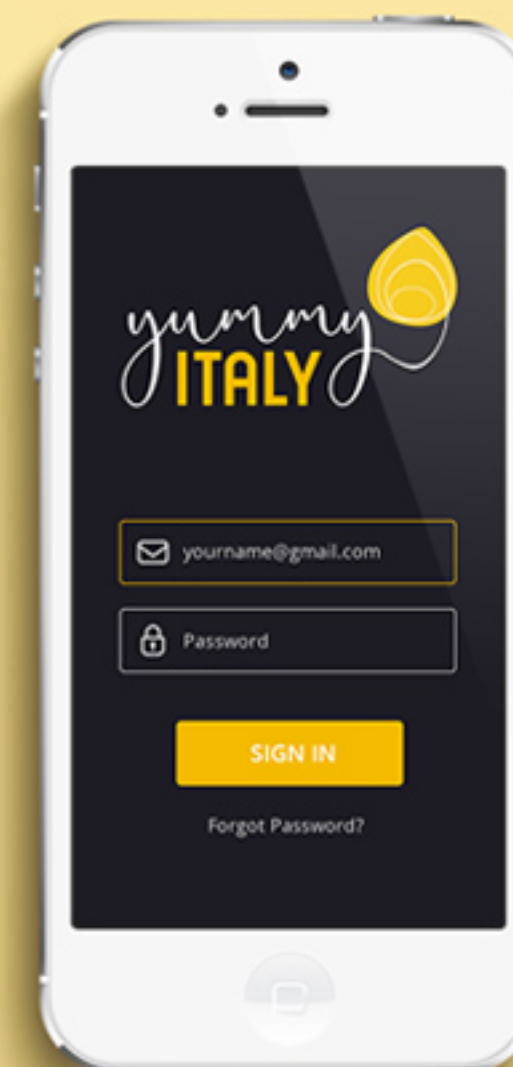
OUR MISSION

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Emma Doe

Emma Doe, Co-Founder & CEO

(912) 555-1234
john@yourwebsite.com
yourwebsite.com





Some variations on the theme:

