

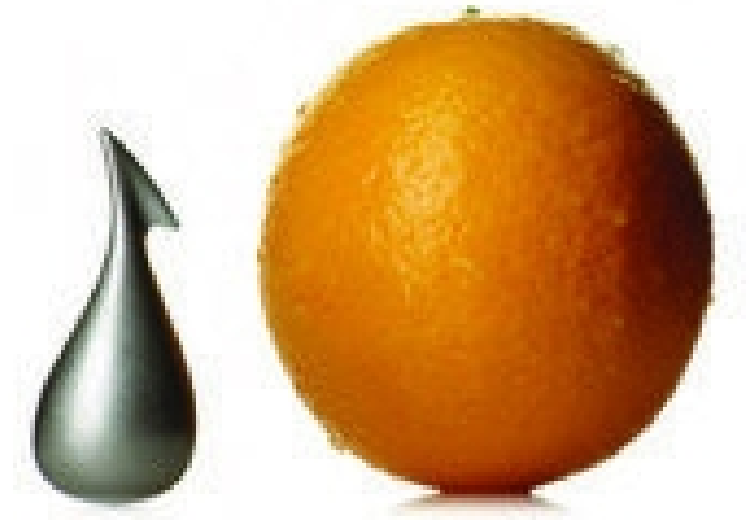
ALESSI



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The project



Alessi is a housewares company founded in Italy, that utilizes designs from various architects, artists and industrial designers to bring innovation and creativity to everyday kitchen utensils.

However, our client expects a modern update on their long lasting logo to improve the appeal the brand possess and boost their public recognition.

ALESSI

Key challenges

Clarity

The logo should find no issue in regards to reaching the target audience and evoke the brand idea, being easily assimilated by the public.

Innovation

The logo must be innovative, trendy, but still clean and easy to apply.

Loyalty

The new logo must retain the same principles that the brand follows in the design of its products, maintaining a loyal bond with the company legacy.

Appeal

The logo main goal is to appeal to new audiences that the brand's long history hasn't been able to reach yet, breaking the generation gap.

Purpose of communication



The brand has been successful in its 100 years of existence utilizing only design as voice. Now the company has decided that reaching newer generations should configure the next peak to be reached in the climb for higher market rankings.





Canada also should be focused as a land of opportunity for the brand to establish roots once the new project releases a logo that can be easily associated with the brand's passion for design and craftsmanship pride.



Competitors

In Canada, these are some of the few competitors that Alessi will dispute the market of kitchen utensils and housewares.

	<div>Crate&Barrel</div>	<div></div>	<div></div>	<div>BED BATH & BEYOND</div>
style	wordmark	combination	combination	wordmark
complexity	none	small	medium	small
color	black	blue/yellow	red/green	blue
recognition	high	high	high	high
applicability	small	medium	high	small

Target audience

Our client would like to target millennials and gen X. As a recommendation, we should also consider the appeal to reach content creators, who already cater their content to that same generation and possess high social media influence and large audiences.

Demographic

Millenials	1977 - 1995
Generation X	1965 - 1976
Social class	middle/upper class

Geographic

Region	Canada
Population	14.57 mi
Language	English/ French

Behavior

Lifestyle	student/worker
Brand loyalty	highly susceptible
Social media	recurrent user
Product interest	stylish yet affordable



Deliverables

Logo

Logo in black/white background

Colored logo

Format

AI/
JPG/
PNG

Usage

Logo application:

Bus stop ad

App icon

ANIFEST

Tone and brand voice

Alessi aims to innovate everyday kitchen appliances with design and finesse.

The desire of the brand is not only sell quality products, but also engage the consumer in its long and rich history of design and craftsmanship.

Minimalism is a very evident aspect of Alessi's designed utensils, without sacrificing in aesthetic and creativity, and keeping it sophisticated, yet practical.



Media strategy

Alessi already uses Instagram and Facebook as social media outlets. However, to reach the new target audience, more "trending" channels of content propagation might be of better use.

Amongst the current social media platforms, two very prominent that have a high influx of people, especially from the demographic that consists the target audience are: livestreams (the largest one being Twitch.tv) and Tiktok.

Also, the culture of air pods and earbuds makes adds on music streaming apps as Spotify and Youtube Music retain a high chance of gathering a lot of attention from millenials and gen X individuals.



Budget

	Time window	Est. cost
Brand research	1 week	\$ 1.500
Sketch elaboration	3 days	\$ 3.500
Sketch refine	4 days	\$ 5.000
Client's feedback	2 days	\$ 0
Sketch 2nd refine	3 days	\$ 5.000
Client's 2nd feedback	2 days	\$ 2.000
Final product elaboration	1 week	\$ 33.000
Total	4 weeks	\$ 50.000

Chief message



"If you know.. you know"

-Alberto Alessi

New Logo design



white background



Black background

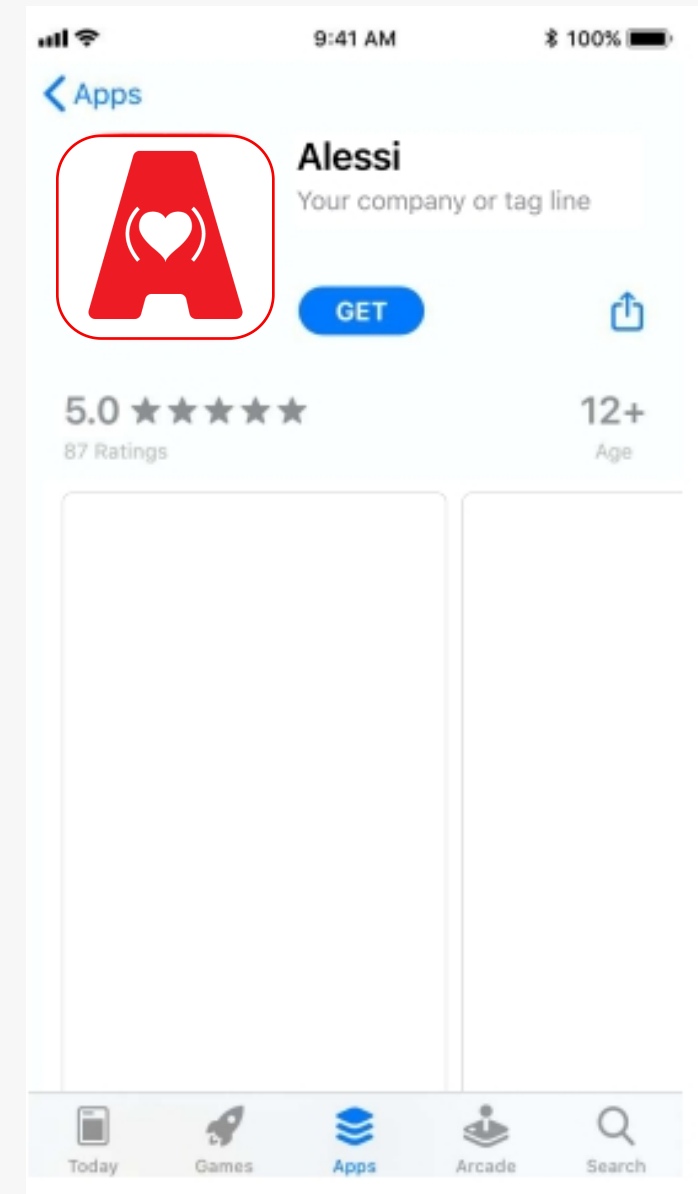


Logo application

Bus stop ad



App icon and store



Process explanation

My first step was to redesign the logo was to do a research about what characterizes the brand Alessi. The company seems to use a lot of minimalistic approaches, in a sophisticated way, especially taking into consideration that, with less components, a higher level of finesse is necessary so the product seems reduced, but not limited.

After that, I did more research for inspiration to find something that could be used as a symbol. It's very common in current company logos to add some symbol that can be repeated for icons and ads. Then, I came to the decision to utilize the heart shaped symbol with parentheses that appear reasonably often in Alessi's products.

Once the symbol was chosen, I decided to go with a letter mark logo approach, and making use of the heart shape to create the central whole in the letter "A" with negative white space.

The result is what has been proudly presented in this work.