

02. STRATEGY & BRAND IDENTITY SYSTEM

**BUILDING ON OUR
LEARNINGS, LET'S
EXPLORE HOW WE CAN
ELEVATE THE BRAND...**

02. STRATEGY & BRAND IDENTITY SYSTEM | **BRAND PERSONALITY**

BRAND PERSONALITY

As a starting point, we chosen the following traits to describe the personality of the Little Italy brand:

Gregarious

Mischievous

Warm

Authentic

We'll use these as a lens as we deep dive to unpack and articulate the brand identity.