

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.

02. STRATEGY & BRAND IDENTITY SYSTEM | ITALIAN CULTURE & DESIGN SEMIOTICS

DEEP DIVE INTO THE VISUAL
CODES & CUES THAT DEFINE
ITALIAN CULTURE & DESIGN
TO INFORM OUR BRAND
IDENTITY SYSTEM...