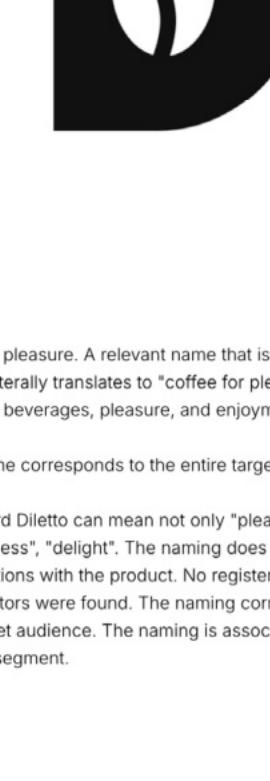


Diletto

coffee



Naming development

DILETTO COFFEE

—BUONA—
—FAVORO—
—BULESCA—
—ITA—
—COPPA—
—AVE—

Diletto - pleasure. A relevant name that is easy to pronounce. Diletto literally translates to "coffee for pleasure". Associations with hot beverages, pleasure, and enjoyment. High memorability.

The name corresponds to the entire target audience.

The word Diletto can mean not only "pleasure", but also "favorite", "sweetness", "delight". The naming does not evoke negative associations with the product. No registered names or competitors were found. The naming corresponds to the mood of the target audience. The naming is associated with the upper-middle segment.



Logo idea & transformation

Diletto

coffee

balance 0 0 0 0

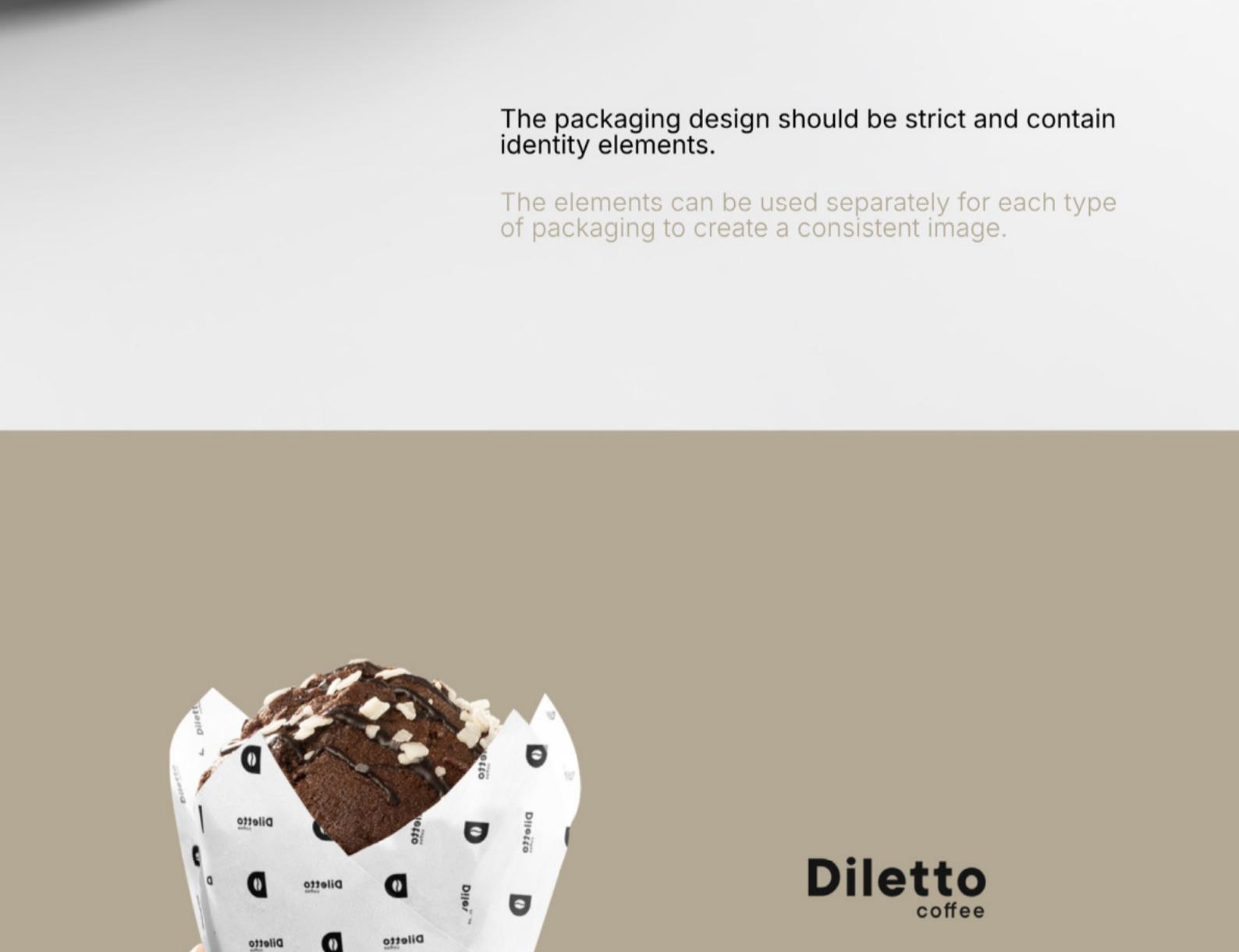
flavor 0 0 0

0.1



Packaging & Huge Typography

an important part
of the identity



Identity colors

CMYK:11:12:25:0

#e1d5be

CMYK:0:0:0:100

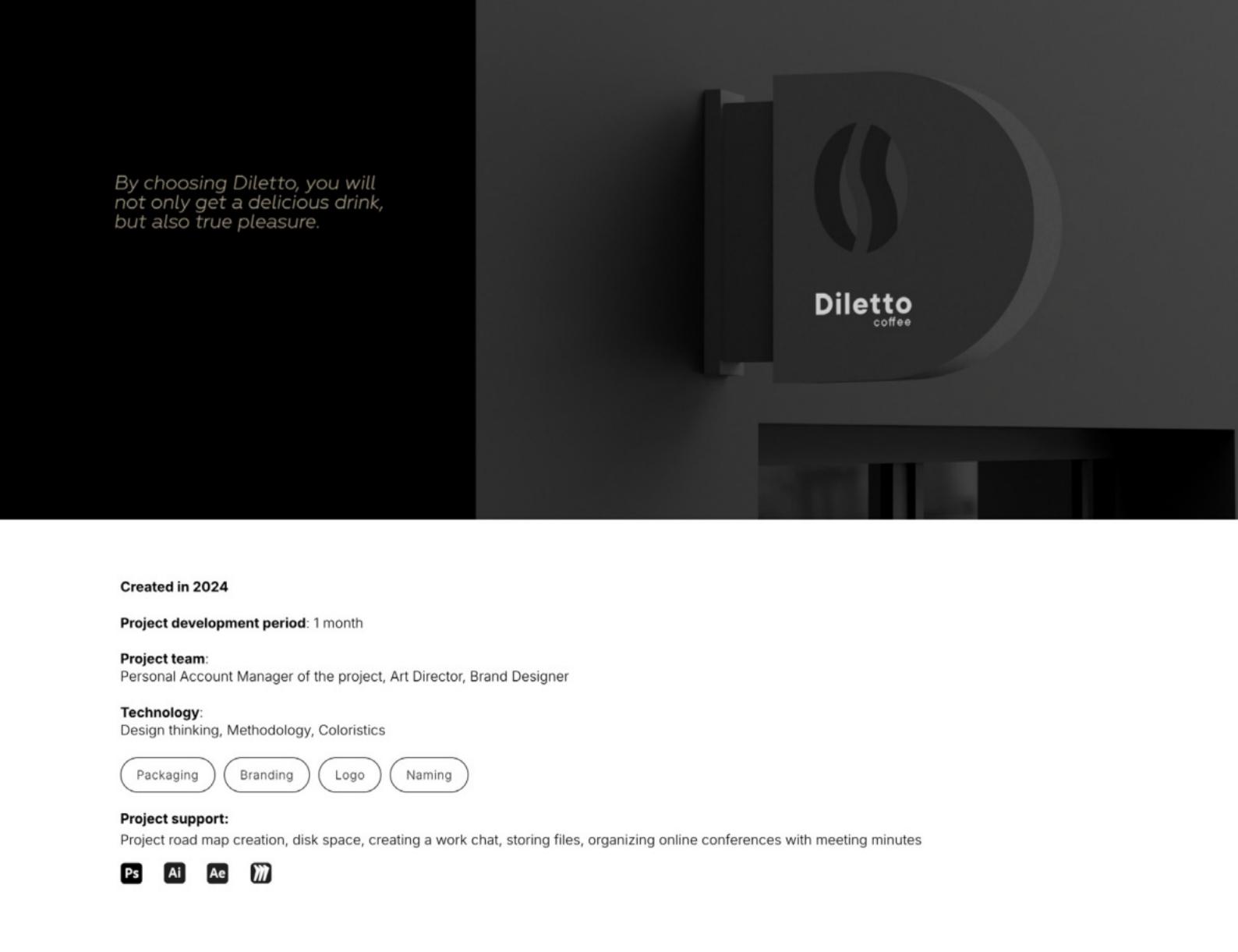
#000000



By choosing Diletto, you will
not only get a delicious drink,
but also true pleasure.

The packaging design should be strict and contain
identity elements.

The elements can be used separately for each type
of packaging to create a consistent image.



Created in 2024

Project development period: 1 month

Project team:
Personal Account Manager of the project, Art Director, Brand Designer

Technology:
Design thinking, Methodology, Coloristics

(Packaging) (Branding) (Logo) (Naming)

Project support:

Project road map creation, disk space, creating a work chat, storing files, organizing online conferences with meeting minutes

PS AI AE