

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.

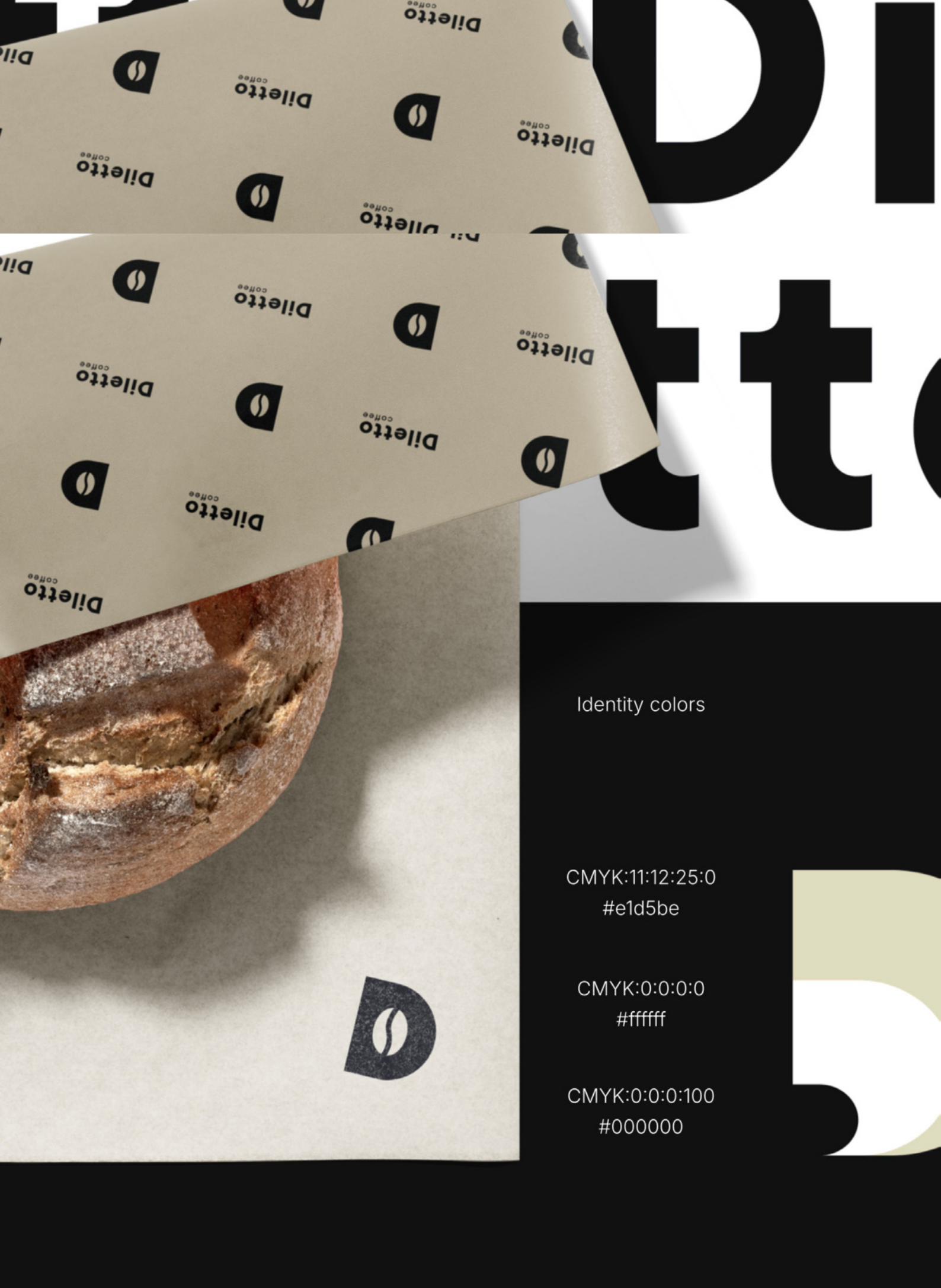
The word Diletto can mean not only "pleasure", but also "favorite", "sweetness", "delight". The naming does not evoke negative associations with the product. No registered names of competitors were found. The naming corresponds to the mood of the target audience. The naming is associated with the upper-middle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

Logo idea & transformation



Packaging & Huge Typography

an important part of the identity



Identity colors

CMYK:11:12:25:0
#e1d5be

CMYK:0:0:0:0
#ffffff

CMYK:0:0:0:100
#000000



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.



Coffee is a beverage that charges you with energy and pleasure. But to get the most enjoyment out of coffee, it is important to choose the right brand.

Diletto is coffee for those who value quality and enjoyment. Its name corresponds to the entire target audience, and the packaging design is strict and contains identity elements. Thanks to this, Diletto creates a consistent image and leaves a bright impression on its customers.

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