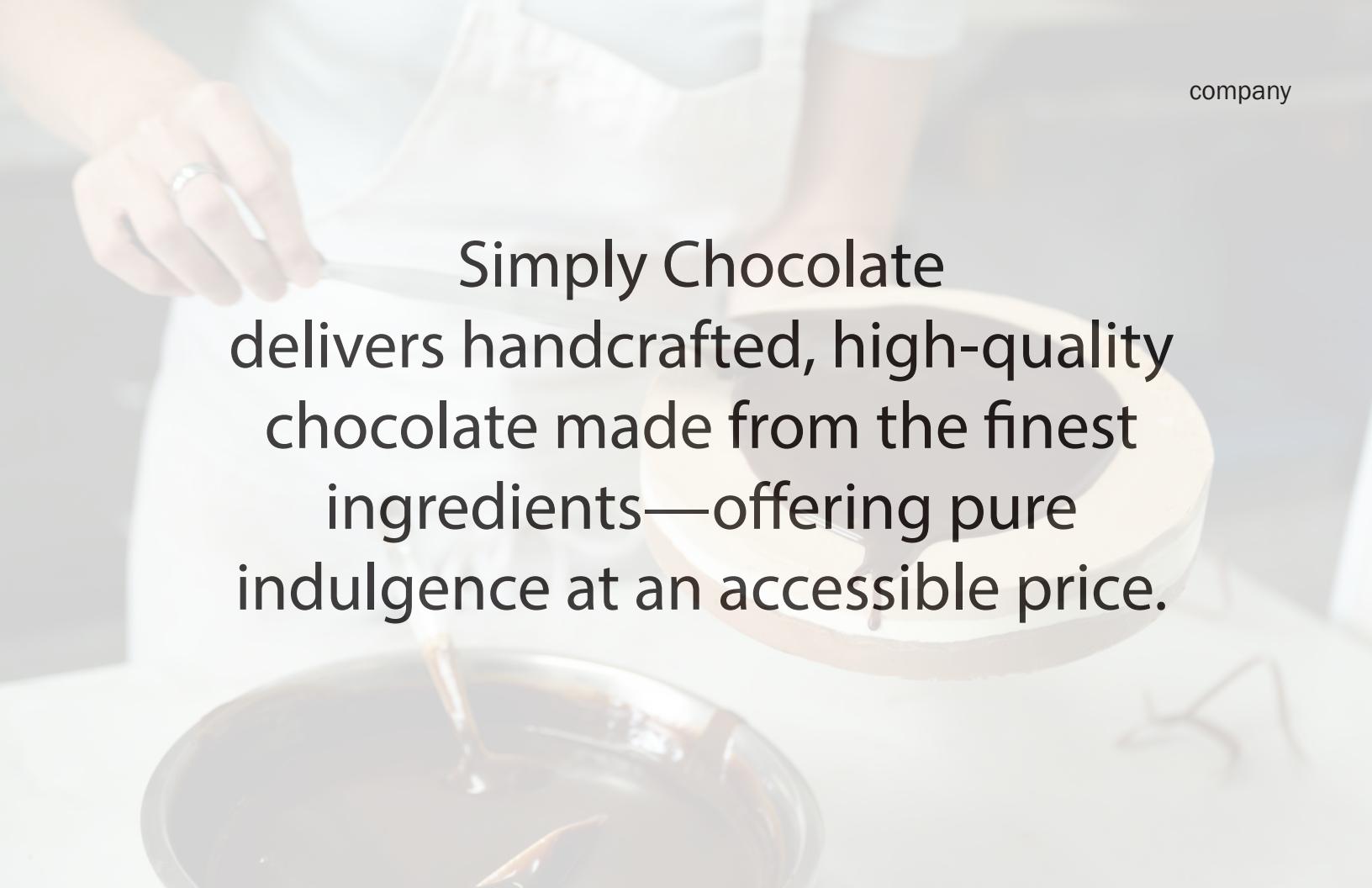


Brand
Development
Guide

SIMPLY CHOCOLATE



CONTENTS	
2	
the company	3
company history	4
name brainstorming	6
philosophy / naming ideas	7
contemporary references	8
historical references	9
type explorations/ logotype development	10
logotype	11
color palette	12
secondary type	13
brand applications	14
company web-page	15

A close-up, slightly blurred photograph of a person's hands holding a white ceramic bowl. Inside the bowl is a rich, dark substance, likely melted chocolate or ganache. A silver spoon is partially submerged in the bowl, its handle extending towards the bottom left. The lighting is soft and warm, creating a cozy and indulgent atmosphere.

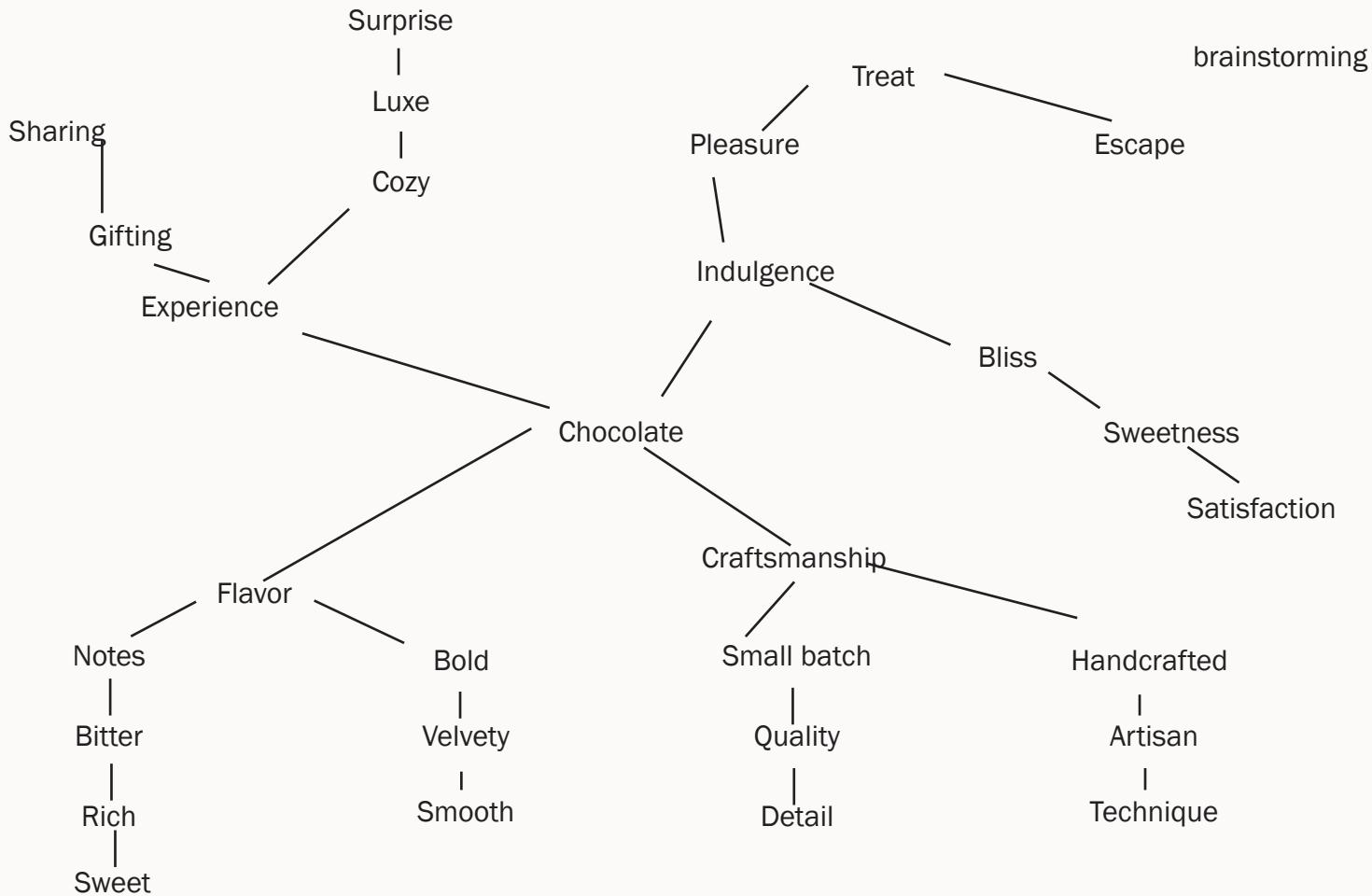
company

Simply Chocolate
delivers handcrafted, high-quality
chocolate made from the finest
ingredients—offering pure
indulgence at an accessible price.

history



Simply Chocolate was born in the heart of Chernivci, where two friends joined forces over a shared love for pure, simple pleasure: chocolate. Frustrated by over-priced premium options and bland supermarket offerings, they began in a modest kitchen with direct-sourced cocoa and minimalist wrapping. Within months, word-of-mouth spread, and Simply Chocolate bars started appearing in concept stores and gift boxes. Their signature approach—clean design, bold flavor, honest pricing—sparked a cult following, and today, Simply Chocolate continues to deliver moments of pure delight worldwide.



phylosophy

naming

1.

Indulgent

2.

Refined

3.

Approachable

1.

Velvet Bar (Sensory-driven and upscale,
though more poetic/abstract)

2.

Cocoa & Co. (Stylish, boutique vibe,
could extend to related goods later)

3.

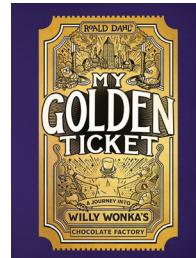
Simply Chocolate

(Top choice – clean, memorable,
positions the product clearly with
emotional elegance)

contemporary reference



historical reference



type explorations

Simply Chocolate

Simply Chocolate

SIMPLY CHOCOLATE

SIMPLY CHOCOLATE

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logotype development



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color palette

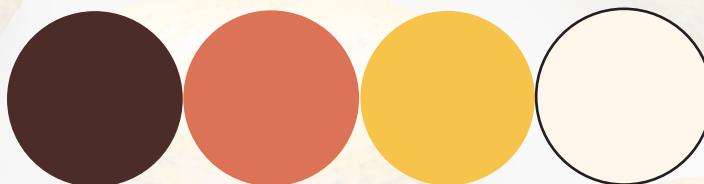
Primary



Palette Variation A:
Winter Edition



Palette Variation B:
Summer Edition



secondary type

Reviving the traditional Ukrainian artistry in every stitch.

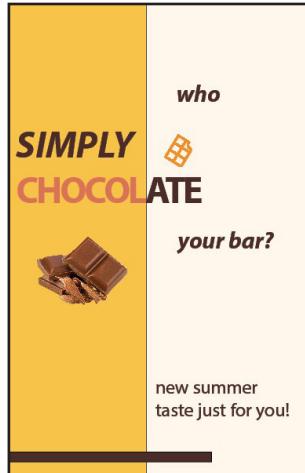
Reviving the traditional Ukrainian artistry in every stitch.

Reviving the traditional Ukrainian artistry in every stitch.

Reviving the traditional Ukrainian artistry in every stitch.

Reviving the traditional Ukrainian artistry in every stitch.

**Reviving the traditional Ukrainian artistry in
every stitch.**



brand application

brand web page

The image displays three devices showing the Simply Chocolate website:

- Desktop Monitor:** Shows the homepage with a large image of a chocolate bar and nuts, and a central text block: "Treat yourself or a loved one to our finest ingredients for a moment of pure delight!" Below it are two buttons: "Buy now" and "How it's made".
- Smartphone:** Shows a section titled "Afforded" with text about the brand's focus on quality without luxury price tags, followed by a "Buy now" button.
- Tablet:** Shows a section titled "IT ALL ADDS UP TO ONE EXCEPTIONAL TASTE SENSATION" with text about the secret to their exceptional chocolate, followed by four categories: MILK CHOCOLATE (image of milk chocolate), SEMI-SWEET CHOCOLATE (image of dark chocolate), MILK (image of a milk bottle), and NUTS (image of hazelnuts). At the bottom is a "HOW IT'S MADE?" button.

brand application



A digital application page for the 'SIMPLY CHOCOLATE' brand. It features the brand name at the top with a small orange square icon. Below the name is a grid of nine images representing different flavor combinations: coffee beans with coffee, dark chocolate shavings, a chili pepper, orange slices, cocoa beans with leaves, sea salt, a chocolate rose, a cowboy hat, and a piece of chocolate cake. At the bottom of the page is the text 'Collection of taste'.

SIMPLY CHOCOLATE

