TABLE OF CONTENTS

REDESIGN PLAN

PLAN

Terre di Tartufo has produced high-quality black truffle oil since 1942. Every Autumn the quarrymen and their dogs set out to unearth precious black truffles–an edible fungus similar to mushrooms–which are found scattered around oak and hazelnut trees. The truffles are then used in haute cuisine around the world.

The current packaging for Terre di Tartufo's Black Truffle Oil does not reflect the quality of the product. Rachel Redford proposes a package redesign that will increase product recognition and interest.

A review of the product showed that only a small portion of the target audience knows about black truffle oil and its uses. Redesigning the packaging will expand the audience's knowledge of black truffle uses. In the end the packaging will communicate a stronger message through visual designs such as a logo redesign, improved color scheme, improved font selection, and new graphics.

TARGET AUDIENCE

The product targets men and women ages 35 and up. These people are interested in haute cuisine and have expensive taste. They tend to earn at least $65,000 per year, enjoy traveling, fashion, and foods such as high-end French and Italian cuisine.

The secondary audience is millennials whose age ranges from 20 to 28. These people like to try new foods and are known as "hipsters." They are always looking for the next coolest thing to try so they can be ahead of the curve.

FONTS & COLORS

FONTS

Bodoni 72
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bodoni 72 is the display (title) fonts. It is a classy serif font usually used for fashion or classical pieces. Bold should be used on dark backgrounds. Print size is 36pt for main headers (as seen on the right page) and 15pt for sub headers (as seen on this page). Web size is 50pt and 35pt.

Legacy Sans ITC Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Legacy Sans ITC Pro is the body copy. It is another classic, well-designed font that is highly legible when printed small on black. Print size is 8pt (as seen in this style guide) and web is 18pt.

COLORS

Black is known as a formal, elegant color that suggests strength and authority. Black truffle oil is known to be a high-class delicacy served with haute cuisine. The gold is to suggest the precious metal and denotes wealth, glamour, glitz, and prosperity. The white keeps the brand dramatic and clean while offering a break from the heavy black coloring. The combination makes the brand feel very classy and sophisticated.

Jet Black
CMYK 0,0,0,100
RGB 0,0,0
Pantone 6C
Hex #000000

Glitzy Gold
CMYK 1, 13, 47, 0
RGB 252, 219, 150
Pantone 134 C
Hex #FCDB96

Fresh White
CMYK 0,0,0,0
RGB 255, 255, 255
Pantone No Ink
Hex #FFFFFF

LOGO DESIGN

PRINT

Color Logo

Terre di Tartufo™

Black & White Logo

Terre di Tartufo™

Size and Placement Recommendations:

The logo should be placed bottom-center of the printed box or sticker. The size should be 1.75 inches wide and .25 inches high. There should be at least the distance of the "T" between the logo and any other element.
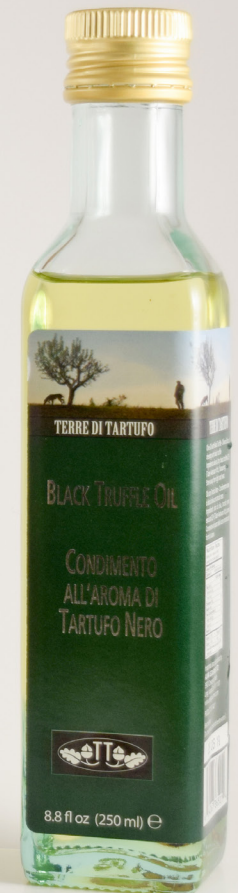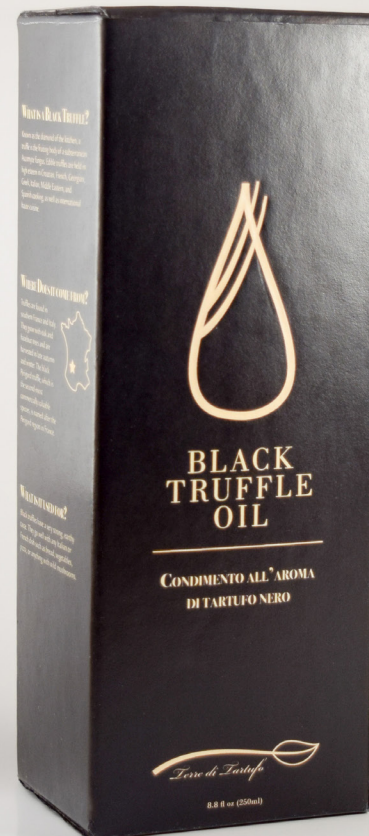
Example of spacing:

Terre di Tartufo™

WEB

Web design should follow the same pattern as print but can be enlarged up to 3.25 inches wide and .50 inches high as needed. Only gold should be used on a black background.

Terre di Tartufo™

FLAT PACKAGE

WHAT IS A BLACK TRUFFLE?

Known as the diamond of the kitchen, a truffle is the fruiting body of a subterranean Ascomyte fungus. Edible truffles are held in high esteem in Croatian, French, Georgian, Greek, Italian, Middle Eastern, and Spanish cooking, as well as international haute cuisine.

WHERE DOES IT COME FROM?

Truffles are found in southern France and Italy. They grow with oak and hazelnut trees and are harvested in late autumn and winter. The black Périgord truffle, which is the second-most commercially valuable species, is named after the Périgord region in France.

WHAT IS IT USED FOR?

Black truffles have a very strong, earthy taste. They go well with any Italian or French dish such as bread, vegetables, pizza, or anything with wild mushrooms.

BLACK TRUFFLE OIL

CONDIMENTO ALL'AROMA
DI TARTUFO NERO

Terre di Tartufo ™

8.8 E oz (250ml)

BLACK TRUFFLE AND MUSHROOM RISOTTO

Ingredients

32 oz low sodium chicken broth
1 tbsp. butter
2 tbsp. extra virgin olive oil
2 tbsp. shallot, minced
1 c. arborio rice
1/2 c. shitake mushrooms
1 1/2 tsp. black truffle oil
Freshly grated parmesan cheese
2 tbsp. Italian flat leaf parsley
Truffle salt

Directions

Heat the chicken broth in a sauce pan over medium heat. Once heated, reduce heat to the lowest setting.

In a large saute pan, heat butter & olive oil over medium heat. Add shallot, and saute until slightly translucent & aromatic.

Add in dry rice, and stir constantly, ensuring that each grain is coated in the butter/olive oil.

Add in a half cup of the warmed chicken broth, stirring constantly until nearly all the liquid has been absorbed by the rice. When the pan starts looking dry, add in another 1/2 cup of broth. Repeat this process for around 13 minutes.

Add in the sliced mushrooms, and continue the stirring/adding broth process until you have transferred all of the broth to the rice pan, and the rice is al dente.

Stir in the truffle oil. Distribute evenly between bowls, and top with desired amount of freshly grated parmesan cheese, parsley, and truffle salt. Serve immediately.

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PRODUCT PHOTOS

ADVERTISEMENT DESIGN

The hottest accessory in haute cuisine

BLACK TRUFFLE OIL

CONDIMENTO ALL'AROMA DI TARTUFO NERO

25% off
Bring this ad to your local grocer and get 25% off your next bottle of Terre di Tartufo Black Truffle Oil. Expires 12/31/16

BLACK
TRUFFLE
OIL

PACKAGE REDESIGN