

DE CECCO

Rebrand

This brief was focussed on redesigning the artwork and packaging of De Cecco pasta, a brand that has been one of the top three providers of pasta around the world, operating since 1886. The aim was to find a way to attract a new generation to the brand, by looking at the brand identity, finding a new USP for the packaging and investigating reducing plastic use.



Research

A group aged 18-25, asked to rate the original brand from 0 (bad) to 100 (good)

46

Logo

54

Colour
palette

42

Flour Girl

31

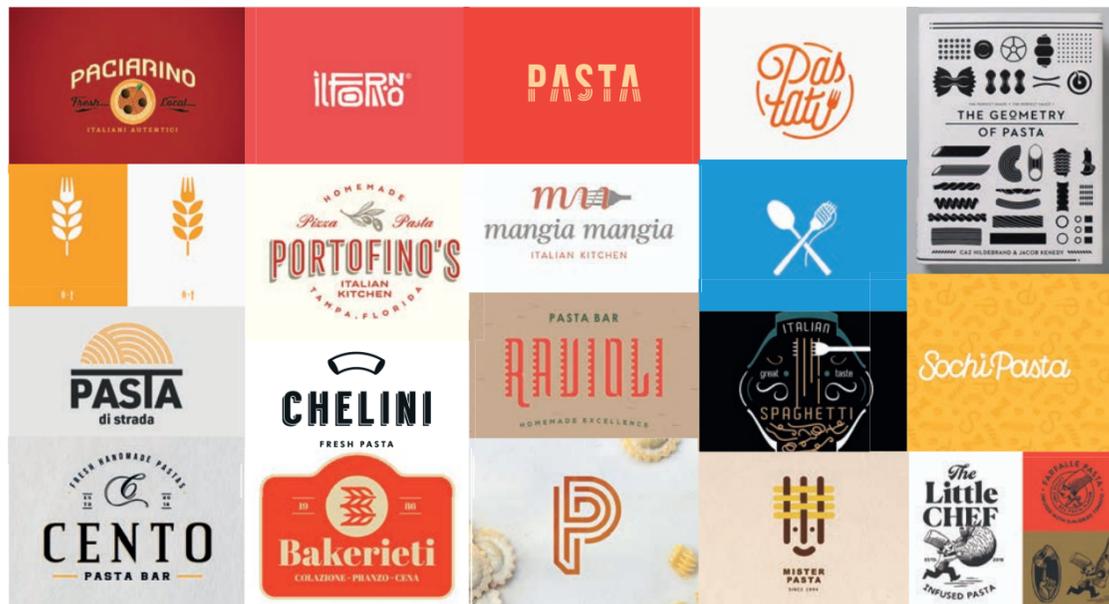
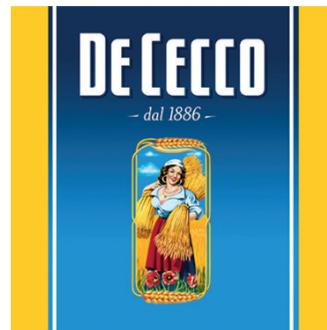
Plastic
packaging

I conducted this survey with the goal to investigate how young adults responded to the current brand. Some comments of improvement included the suggestion of portion sizing, how this could help with food waste, as well as eco-friendly packaging, re-drawing the flour girl in a more illustrative style, and generally pushing the authenticity of the pasta brand. From these results, I was convinced that De Cecco could benefit from a rebrand, and target a younger market as opposed to the dedicated older generation of buyers that it has retained over many years. It is important for the brands success in terms of longevity, that it speaks to newer audiences.

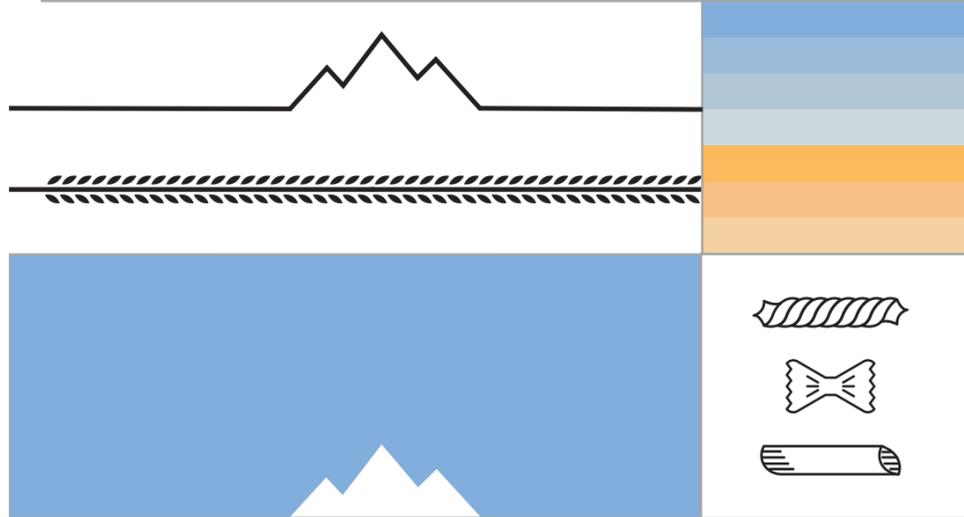
Moodboards

DE CECCO
— dal 1886 —

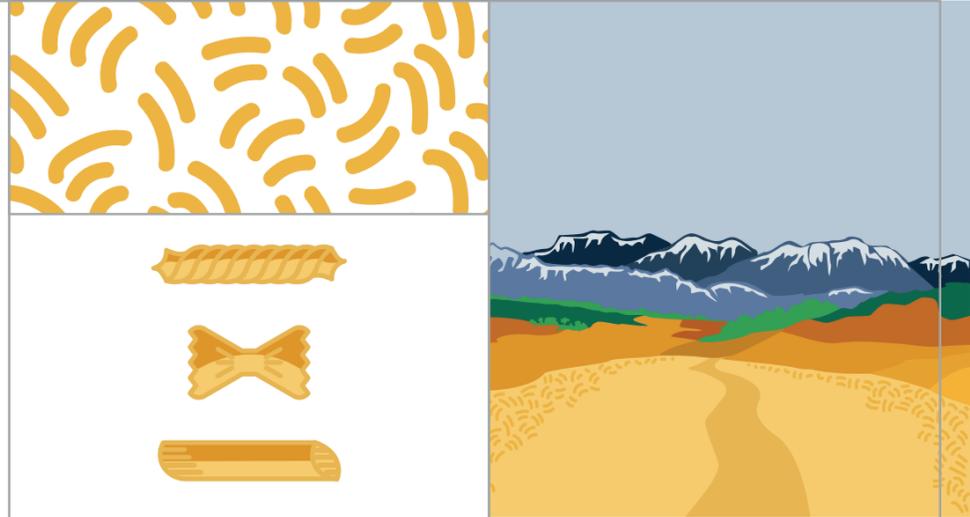
DE CECCO[®]
dal 1886



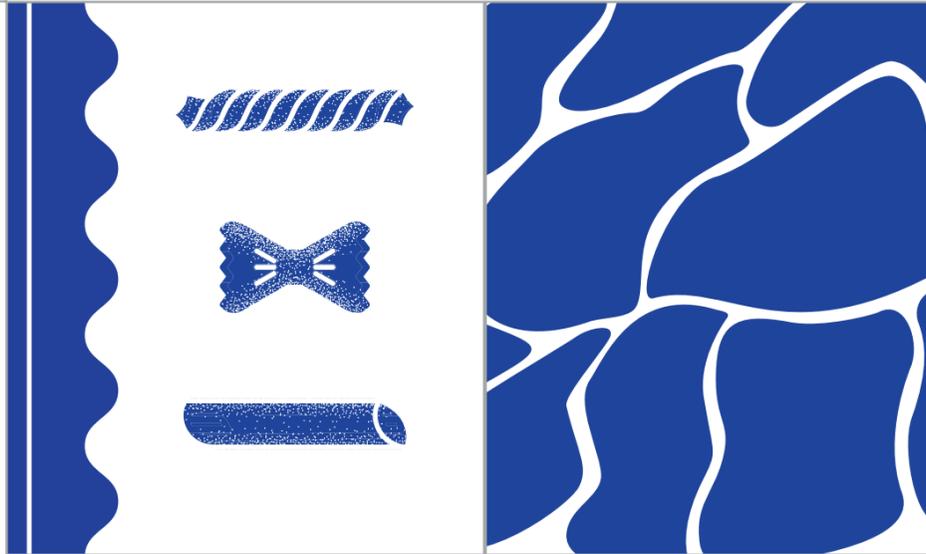
3 Concepts



This concept was concerned with utilising the flour girl, added to the original packaging in 1907, as a main feature in the logo. This preserved the authenticity of the brand, accompanied by a deep royal blue colour to keep the brand presence strong. The striped pasta icons added a vintage nostalgic style texture; this concept went on to be chosen to develop further by peers and tutors.



The above concept explored a more geometric and stripped back approach to the brand, which utilised softer blue and yellow tones, alongside bold black linear artwork. The logo featured the Abruzzo landscape, including the sorgente that runs down the mountains. In tutorial, it was considered to be perhaps too abstract and lose the opportunity to display authenticity.



The above concept looked to presenting the location in which the pasta is created, Abruzzo, and show how the wheat fields are adjacent to a vast mountain range. This would show personality and locality within the brand, accompanied by a warm mustard colour to connote the durum wheat. This concept was considered to be underdeveloped and generic, so was not chosen.

The brand logo features the flour girl, but with added facial features, advised by tutors, and yellow wheat. This presents a more illustrative depiction of the key De Cecco trademark, in a cleaner, more flexible circular logo, maintaining the historical nature of the brand. Din Condensed mirrors the original condensed type used for the logo, but avoids excess shading or gradients that may make the brand gaudy.

The colours have been kept blue and yellow solely, however choosing a deeper royal blue to emulate a more prestigious brand, alongside a warm mustard yellow. Illustrations include the stippled pasta icons, which continue the authentic, vintage themes, as well as a line drawing of the mountains on Abruzzo, to pay homage to the location that has remained the same for over 100 years.

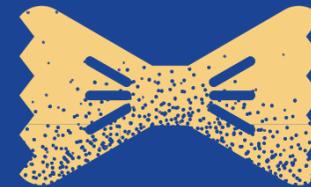
DE CECCO

DIN Condensed Bold



Dal 1886

Pacifico Regular



FARA S . MARTINO

Raleway Medium



R 34 G 58 B 137
C 100 M 86 Y 7 K 0
#223A89

R 248 G 212 B 130
C 4 M 18 Y 57 K 0
#F8D482





Design

The packaging design was based around the idea of Heinz beans snack-pots, that are pre-portioned and detached individually. I chose to therefore collate 6 mixed pasta portions together into a brown package, connoting a more homely, handmade package, and hence appearing more dedicated to authenticity. Each box would feature a window, mirroring the circular logo and type style, but more stripped back, so that the blue logo sash stands out. Furthermore, the back of each box, when placed correctly, would make up the illustrated Abruzzo landscape. The sash acts as a recognisable component, with the relevant information and story of the business detailed in the back. The sash wrapped around the product further encourages the idea of a delicately packaged product, therefore a higher quality pasta.



In this current day and age, it is imperative that alternative methods of packaging are considered when selling food products. In this case, the only plastic component would be the window to enable the customer to see the product they are buying. The rest of the packaging would be made of food grade paper and card, so would therefore be fully recyclable. In addition, the fundamental purpose of the boxes is to reduce food waste and also control portions, so by this theory, there would be no instances in which too much pasta is cooked and then subsequently thrown away.



Persona

The main theory behind this product is to enable meals to be prepared with ease and without hesitation. My persona here was a young masters student, living alone, studying and also juggling a tutoring job. Food preparation therefore comes lower on the list of priorities, never mind measuring quantities to avoid food waste and control portions. These packages would tear apart easily, and contain a ready portion of pasta to be cooked, as well as each pack of six providing a selection of pasta types.

In general, my audience would be young professionals living individually, and are first and foremost career focussed, so these pasta packages would be ideal in such a lifestyle.

