

RADICI



CONTENTS

3
5
6
9
11
12
15
16
17
18
19
20
22
26
28
30

TABLE OF CONTENTS
WHAT IS RADICI?
BRAND STRATEGY
OUR STORY
BRAND OVERVIEW
LOGO SYSTEM
LOGO VARIATIONS
TAGLINE
INCORRECT LOGO USAGE
TYPOGRAPHY
COLORS
ICONS
PATTERNS
SOCIAL MEDIA
WEBSITE
CONCLUSION



WHAT IS RADICI?

Radici is a premium yet accessible Tuscan olive oil brand created for a new generation of passionate cooks. The brand combines authentic Italian heritage and traditional production methods with a modern, playful visual identity that appeals to young adults and aspiring culinary enthusiasts. With a focus on building a community of young adults looking to explore the art of cooking, Radici addresses the challenge of creating a brand that feels both rooted in tradition and relevant to curious and contemporary consumers.

BRAND STRATEGY

The olive oil market is saturated with either highly traditional heritage brands or modern brands that often sacrifice authenticity for trendiness.

Consumers increasingly seek products that feel authentic while also aligning with modern aesthetics and lifestyles.

Radici occupies the space between premium heritage brands and trendy contemporary brands.

Radici is to be positioned as an affordable high-quality Tuscan olive oil brand that makes gourmet cooking more approachable for young adults.



AUTHENTIC
WELCOMING
BOLD
ADVENTUROUS
INFORMATIVE

OUR STORY

"Radici" means "roots" in Italian. The brand represents establishing strong culinary roots through quality ingredients and meaningful cooking experiences. It supports both aspiring cooks and experienced chefs by providing a trusted product that elevates everyday meals.

Radici celebrates the connection between tradition and growth, encouraging consumers to build confidence in the kitchen while honoring the rich heritage of Tuscany.

ROOTED IN QUALITY

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ROOTED IN QUALITY



BRAND OVERVIEW

Radici is built around the idea that great cooking starts with strong roots. The brand combines the heritage of Tuscan olive oil production with the excitement of culinary discovery for a new generation.

The visual identity balances authenticity and upcoming innovation. Most traditional olive oil brands rely on dated visual themes making each bottle nearly impossible to distinguish from one another. Other newer brands place a strong focus on trend-driven aesthetics. Radici grows through the cracks other brands have not managed to facilitate. Maintaining a heritage-driven brand while appealing to younger audiences through bold designs and formal typography.

LOGO SYSTEM

PRIMARY LOGO

Main logo to be used vertically or rotated 90 degrees on packaging. Logo is to be displayed horizontally in the Green, Lime Green, or White formats for digital use. White is only to be displayed on top of images that follow disability standards that vary due to regions. Black is to be reserved for paper print materials only.



SECONDARY LOGO

Secondary logo is a combination of the logo-mark and main logo. It is not to be used on aluminum packaging materials to avoid over-modernization of the brand. The secondary logo is reserved for digital use only to be displayed in Green or Lime Green.



LOGO SYSTEM

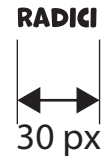
PRIMARY LOGO CLEARSPACE



PRIMARY LOGO MINIMUM SIZE

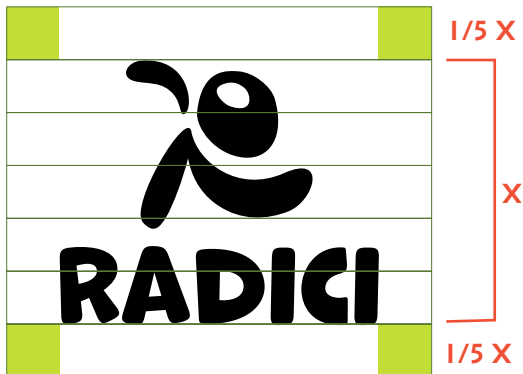


PRINT



DIGITAL

SECONDARY LOGO CLEARSPACE



SECONDARY LOGO MINIMUM SIZE



PRINT

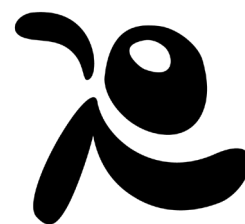


DIGITAL

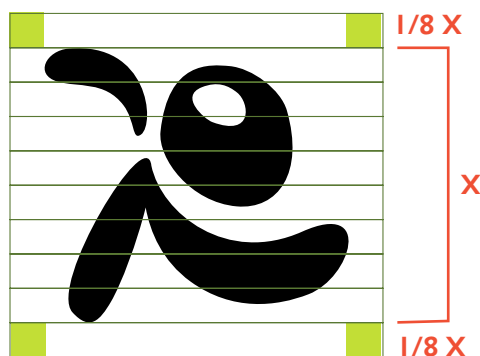
LOGO SYSTEM CONT.

LOGOMARK

Main logo to be used vertically or rotated 90 degrees on packaging. Logo is to be displayed horizontally in the Green, Lime Green, or White formats for digital use. White is only to be displayed on top of images that follow disability standards that vary due to regions. Black is to be reserved for paper print materials only.



LOGOMARK CLEARSPACE



LOGOMARK MINIMUM SIZE



PRINT



DIGITAL

LOGO VARIATIONS

PRIMARY LOGO



SECONDARY LOGO



LOGOMARK



TAGLINE

LOGO WITH TAGLINE

Main logo with tagline is to pay homage to the Italian meaning of the brand "roots." The tagline can be displayed alone for digital use on top of images if formatted in White. The black and white version of the logo with tagline is reserved for paper print use only. Green and Lime Green versions can be put on the backside of aluminum packaging.

RADICI
ROOTED IN QUALITY

INCORRECT TAGLINE USAGE

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RADICI
ROOTED IN QUALITY

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ROOTED IN QUALITY

INCORRECT LOGO USAGE

PRIMARY LOGO



SECONDARY LOGO



TYPOGRAPHY

PRIMARY TYPEFACE

MARVIN ROUND

DISPLAY TEXT

MARVIN ROUND REGULAR

ABCDEF GHIJ KLM
NOPQRST UVWXYZ
0123456789

SECONDARY TYPEFACE

Sharktooth

HEADING

SHARKTOOTH BOLD & CAPS

ABCDEF GHIJ KLM
NOPQRST UVWXYZ
0123456789

BODY COPY

Sharktooth Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789



Lime

HEX	#C1DF35
RGB	193, 223, 53
CMYK	29, 0, 95, 0



Green

HEX	#587934
RGB	88, 121, 52
CMYK	68, 33, 100, 18



White

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0



Sunset Salmon

HEX	#F04F36
RGB	240, 79, 54
CMYK	0, 84, 86, 0



Root

HEX	#2F2506
RGB	47, 37, 6
CMYK	60, 62, 84, 72



ICONS

The olive icon was created as a decorative symbol to be utilized mainly on social media and web graphics. This icon does not represent the Radici brand on its own. The olive was designed as an innovative way to represent the bowl of the "R" in the Radici logomark. If displayed in color, the inner olive must be displayed in Sunset Salmon. Colored stickers with the radici brand name are a great useage of this icon. If used on paper print materials, there are B&W versions provided only to be used on occasion.

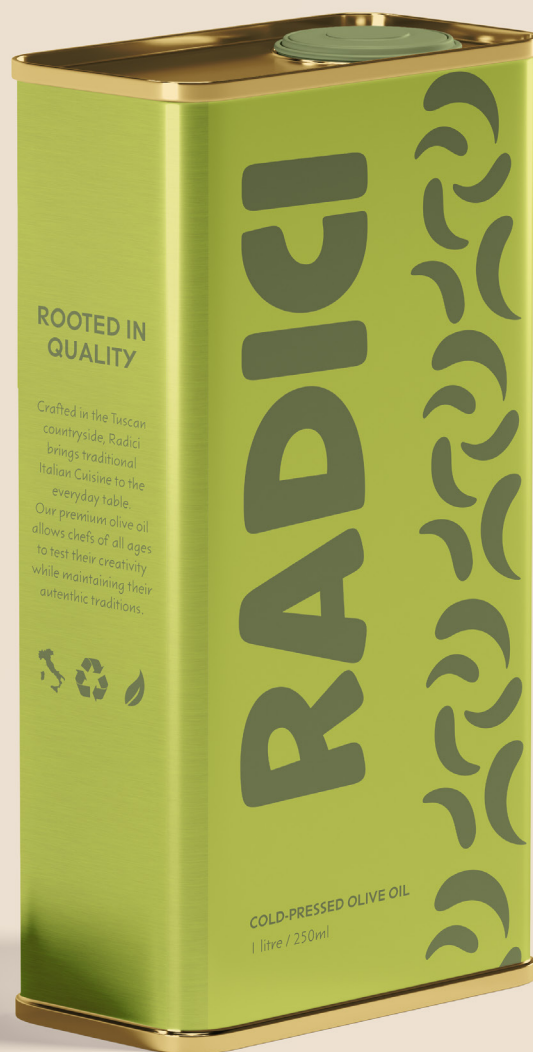
PATTERNS

This pattern is used on the aluminium can packaging. Alternative (inverse) versions can also be displayed on the product but must be used interchangeably. The pattern is created from the remaining curved symbols which create the "R" logomark in various sizes. The symbols represent dollops of oil as they would fall onto a plate.









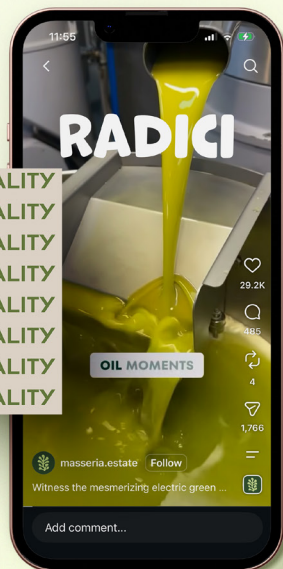


WHAT'S ON SOCIAL?

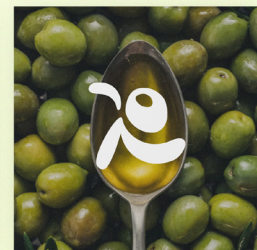
GRAPHIC
ADVERTISEMENT



SHORT-FORM
VIDEO CONTENT



DETAIL SHOTS



BRAND PHOTOGRAPHY

WEBSITE MOCKUP

The foundation of the website is rooted in sales, maximizing SEO factors to promote the brand. It is suggested the opening page is eye-catching and easy to navigate for consumers. To do so, the main image of olives shall be a moving gif to retain user engagement and conveniently locate navigation tools at the top for a user-friendly experience. The Shop navigation leads users to all products versus the main three featured below. Our Story button leads users to learn about the brand and it's mission. The Blog feature is meant to promote community and conversation amongst customers. Users could share their experience with the brand or subscribe to the newsletter featuring accessible recipes for new consumers. Modern users utilize their cellular devices to make purchases, it is important to prioritize the mobile layout over the web version due to popularity.

ROOTED IN QUALITY

est. 2026

SPECIAL DISCOUNT

OUR PRODUCTS



Almond Butter



Cashew Butter



Hazelnut Butter

CONCLUSION

Radici establishes a distinctive visual identity that stands out in a traditional market. Built on a community of aspiring cooks, Radici fosters connections between those at all stages of their chef journey. Providing authentic Tuscan tradition to the new generation, Radici olive oil ensures their products are rooted in quality.



NAME

Ashlynn Chavez

COURSE

Brand Design

COURSE CODE

GRA 381 F 301

SESSION & YEAR

Summer I June 2026