



Visual Branding Book

Company Name: De la Rosa

Spring 2020

Designer: Azucena Lopez



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Creative Brief / Design Statement

De La Rosa

Brand Description:

De la Rosa has competition between other famous candy companies of the world. To simply the competition may be more around the Mexican candy companies like Dulces Vero, Lucas, Pipro, Barcel, and etc.

Project Summary:

I hope to upgrade this iconic design and to keep the nostalgia while simplifying it to certain extent.

Target Audience:

The target audience are the people who enjoy these wonderful candies. It could be any age, gender, or race.

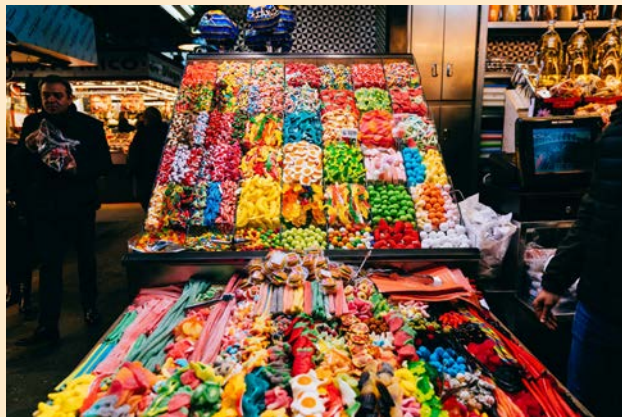
Desired Message & Tone:

I want to keep the nostalgia but at the same time upgrade the design so it's a little more modern .

Problem Analysis/Define:

The logo seems a little old school, but the rose is very recognizable to their audience who purchase their candies. The imagery of the rose could be upgraded and well as the font. The logo is also in a red square that could be a little disadvantageous.

Mood Board (also Including Materials Palette)





Emblematic De la Rosa is a brand that's very representational to Mexican culture, and food.

Colorful

The variety of candy De la Rosa ranges from marshmallows, lollipops and tamarind candy. Making a very colorful range of candy as compared to many beautiful and colorful parts of Mexico.





Delicious

There's a De la Rosa candy for every occasion. Every candy, snack, or gum is savory and leaves you wanting more.



Culture

Founded in Jalisco, Mexico. Where Sir Jesus Michel Gonzalez started the running business of over 70 years. De la Rosa is a brand well known in Mexico, which has been sending shipments to different parts of the world thus spreading Mexican culture with it.





Unique

De La Rosa is the only Mexican brand that has such an iconic candy and its called the Mazapan. Everyone who eats it tries so hard to not let it crumble while opening the wrapping.

Business Card/Stationary Letter Head



De La Rosa

Prolongación Colón 795-A
Col, Los Cajetes, 45609
San Pedro Tlaquepaque, Jal.

Dear,

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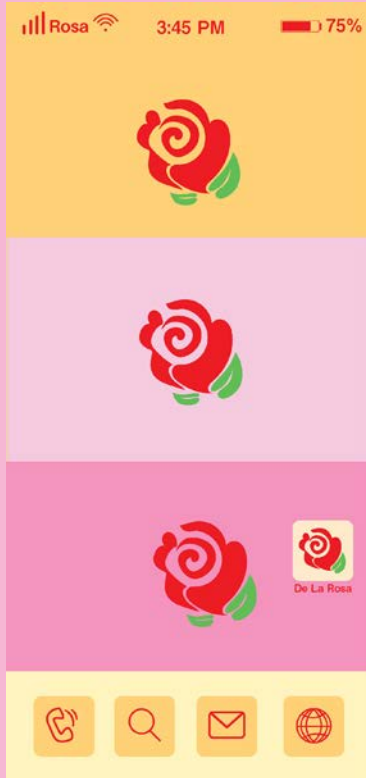
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Best,

Stationaries

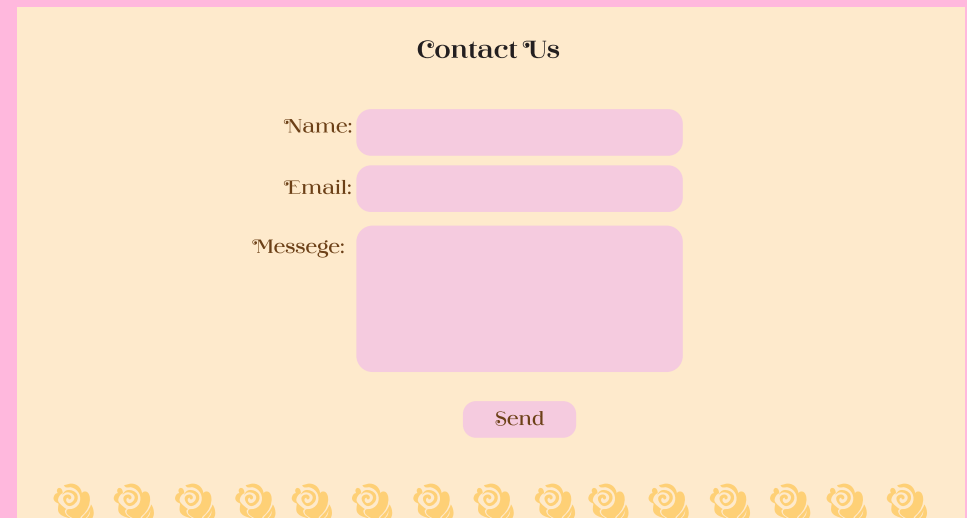




App



Website Page



Mock ups



Process Statement (Conclusion)

I believe the thought process for this project was a little easier this time around since I already brainstormed majority of the colors and fonts from the first part of the project. The only thing I struggled with was most likely the website and apps, I didn't know from where to start. I think that back tracked my process. I wanted to express a more modern twist to the company and a little more colorful approach to its layout and design.