De La Rosa

Branding Identity Process Book
Spring 2020
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Table of Contents

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 disadvantagous.

Logo Creation (sketches)
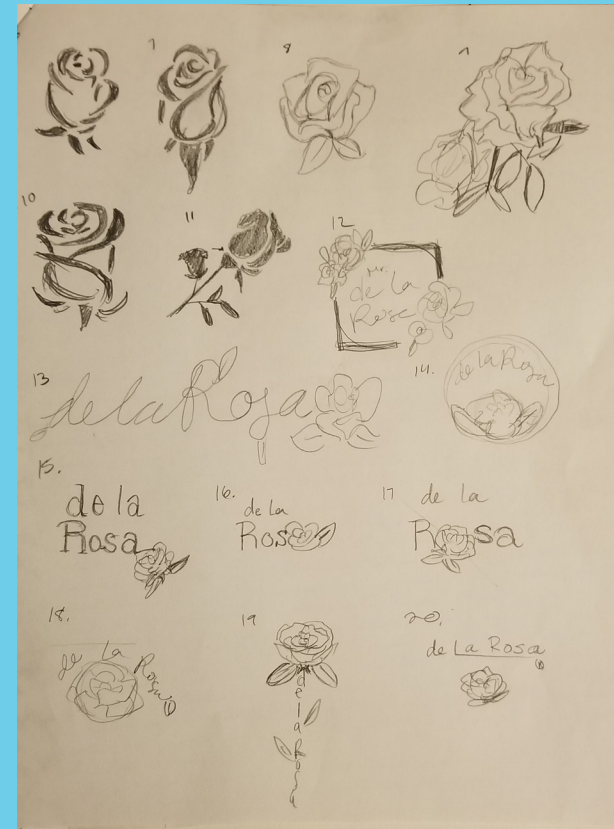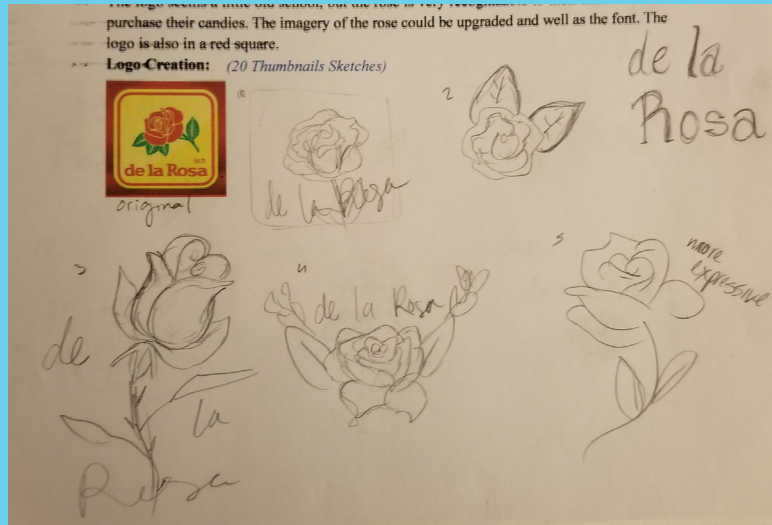
Logo Creation

Logo Description

For the logo I wanted to keep the iconic rose that's been used, which is used to reference the owner Mr. De la Rosa. I also wanted to emphasize their main candy the company produces, the Mazapan which is a peanut roasted candy. Which the audience of their candy is most familar with, so I wanted to capatalize on that and take it further. As it says under the logo "de la Rosa" the candies most emblematic of Mexico.
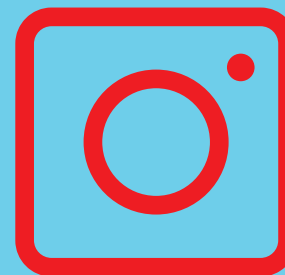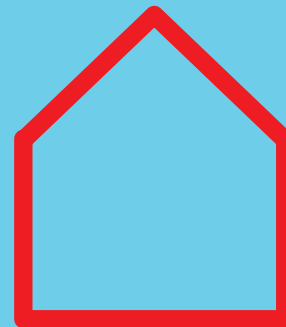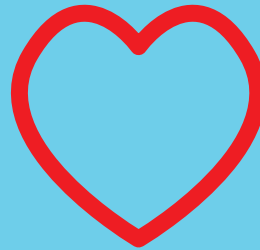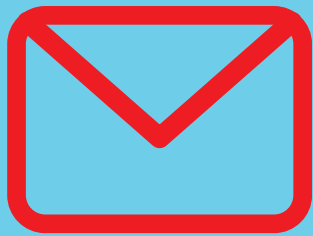
Logo Usage (acceptable)

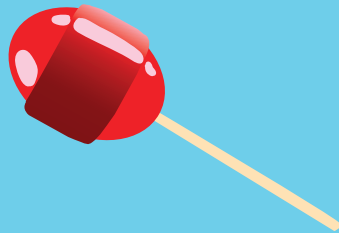# *Logo Usage (unacceptable)*
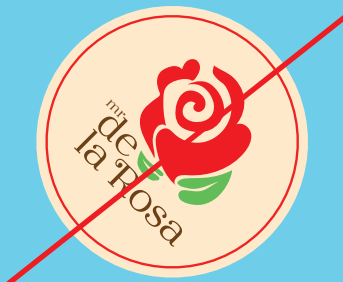
Icons Creation (10 Universal Icons)

Color Palette
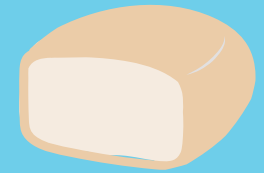
C:0% M:8% Y:21% K:0%
R:255 B:204 G:234
HEX # FFEACC
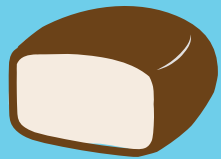
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R:237 B:36 G:28
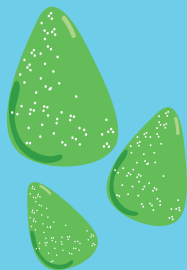HEX #ED1C24

C:0% M:7%Y:0% K:0%
R:253 B:245 G:239
HEX#FDEFF5

C:0% M:18%Y:63%
K:0%
R:225 B:119 G:209
HEX#FFD177

C:7% M:19%Y:34%
K:0%
R:234 B:169 G:204
HEX#EACCA9

C:40% M:68%
Y:100% K:42%
R:108 B:25
G:66
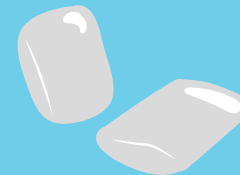HEX#6C4219

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Y:100% K:42%
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G:66
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C:3% M:0%
Y:54% K:0%
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G:243
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Y:0%K:0%
R:246 B:207
G:177
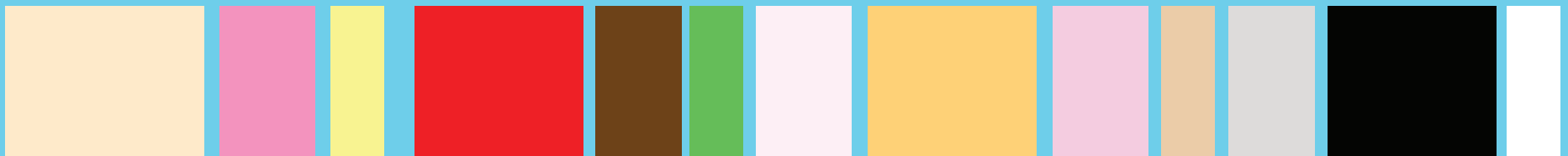HEX#F6B1CF

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Y:0%K:0%
R:244 B:223
G:202
HEX#F4CADF

C:13% M:10%
Y:10%K:0%
R:220 B:219
G:219
HEX#DCDBDB

C:0% M:38%
Y:0%K:100%
R:35 B:32
G:31
HEX#231F20

C:0% M:0%
Y:0%K:0%
R:255 B:255
G:255
HEX#FFFFFF

Font Family

Bartekdes Small

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

Bartekdes Small

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
1 2 3 4 5 6 7 8 9 0

Phoreus Cherokee

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

Omnes

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
1 2 3 4 5 6 7 8 9 0

Omnes Bold

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
1 2 3 4 5 6 7 8 9 0

Omnes Bold Italic

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
1 2 3 4 5 6 7 8 9 0

Process Statement

The process of redesigning this logo was challenging . I've known this logo my a whole life, even the thought of changing it gave me a certain amount of pressure. So many people I know who look at this logo think of their childhood, culture, and lives right now. I hope I gave it enough justice I believe it deserves.