

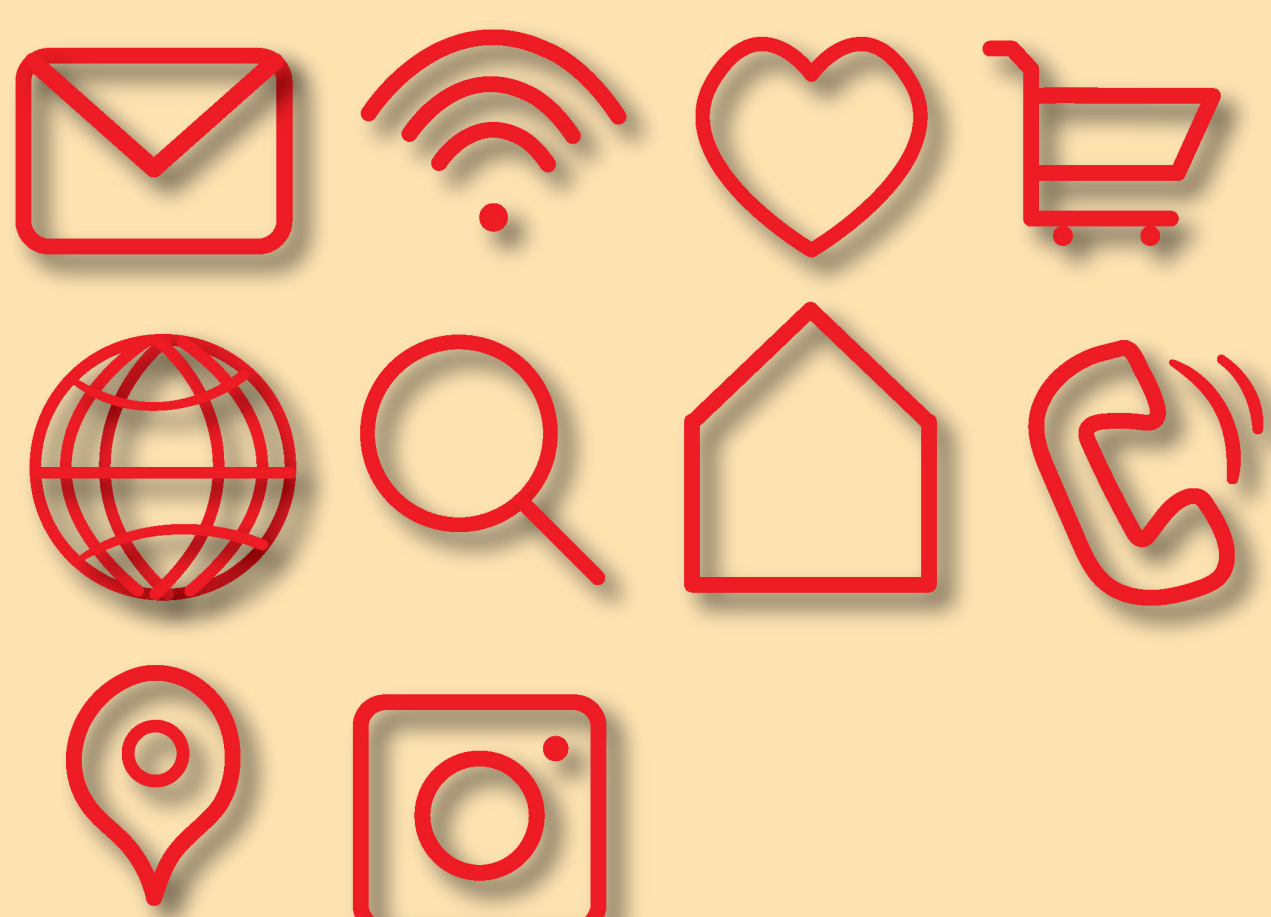
de la Rosa
los dulces Más Emblemáticos
de México

de la Rosa



De la Rosa is an iconic brand to its consumers. The brand is nostalgic to those who grew up with the candy. If its picking the assorted candy off the ground from recently broken pinata, or from visiting a relatives house, to carefully removing its wrapper so the candy doesn't break.

De la Rosa leaves memories with their people. I wanted to keep that nostalgia but modernize the design without going to off from its roots.



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
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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
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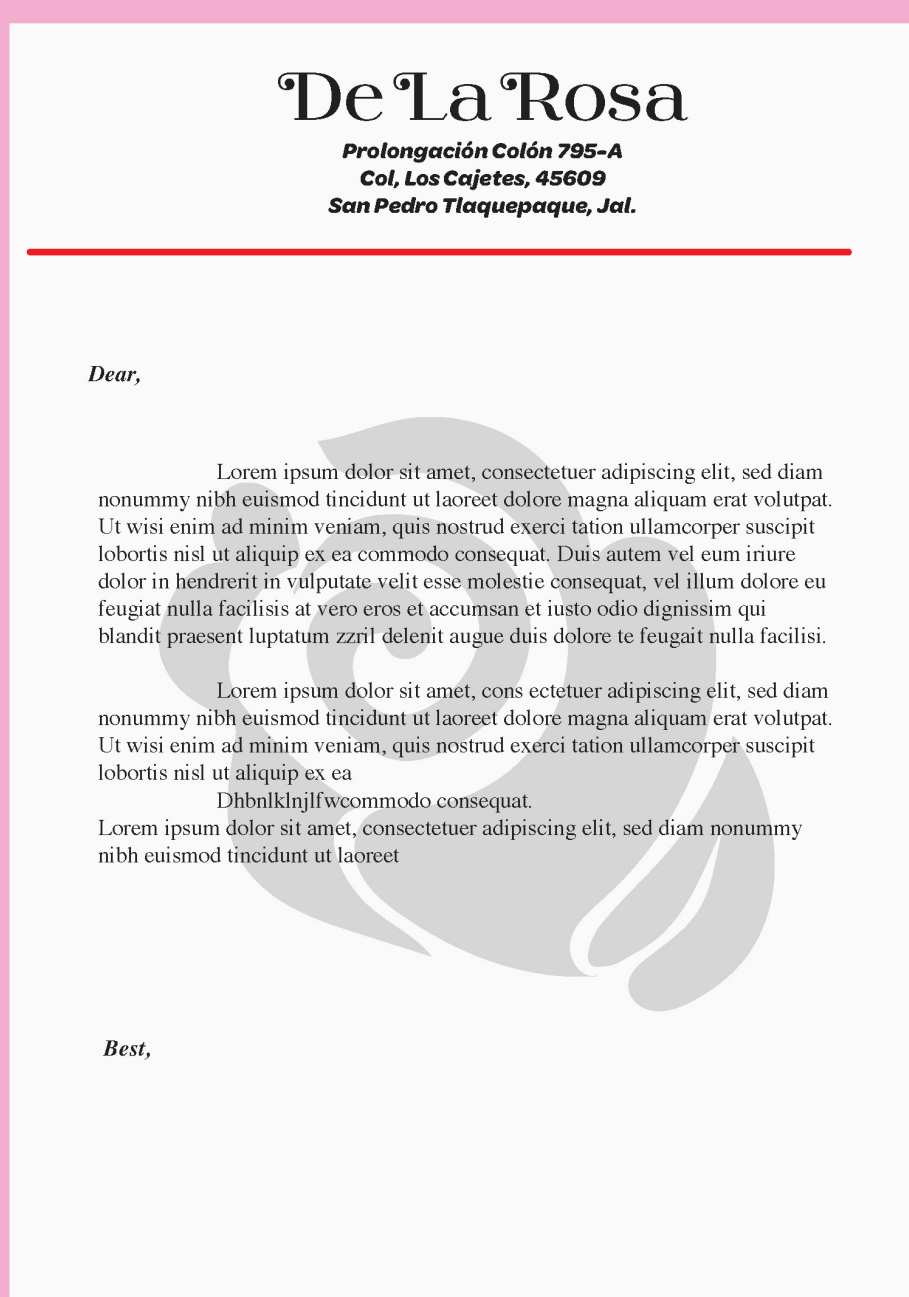
Omnes Bold

**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
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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
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Emblematic Colorful Delicious Culture Unique



**Azucena Lopez
ART 323A
Spring 2020**