



# Brand Strategy

---

Dana Deschene  
538 Union Street  
Vancouver BC  
V6A 2B8  
604.842.7562  
hello@danabird.com  
www.danabird.com



## CIOFFI'S REBRAND

*The Cioffi's brand is comprised of three main elements: quality service, adherence to tradition, and gourmet products.*

### Challenge

The brand has a diverse clientele, from Mothers intent on getting dinner on the table to gourmet chefs who design meals that tantalize every sense. Cioffi's Meatmarket and Deli provides an authentic Italian shopping experience. Maintaining a family relationship with everyone who comes in contact with the brand; from suppliers, to customers, to community members is the kind of service that Cioffi's provides. And, when we say family, we mean the wise Zia (Auntie), who is happy to help, always knows the right answer, and always has your best interest in mind.

Cioffi's Deli has been in business for over twenty years. They rely heavily on their acquisition of high quality specialty items, knowledgeable and helpful service, and strong traditional ties with the Italian community. Their age has earned them credibility- and a recognizable name throughout metro Vancouver, in both the Italian community, as well as with those who are urban and cook gourmet. Cioffi's deli is built on strong foundations of Italian service and tradition.

# CIOFFI'S REBRAND

## The Concept

*"Ingredients your Zia cooks with"*

Cioffi's stocks finest products and maintains the strictest of expectations. They adhere to Italian tradition and allow family values to be a main driving focus for their brand. They are more than quality ingredients and attentive customer service, they are an authentic Italian experience.

## Brand Elements

The Cioffi's brand is designed with the intent of modernizing Italian heritage and tradition without losing the friendliness and tradition the of the current brand. The logo has been developed to promote high visibility of the mark balanced with clear legibility of the name.



Cioffi's Boutique Bag

## Typographic Treatment

The primary typeface for the Cioffi's Brand is Clarendon. Clarendon is an English slab-serif commonly used in dictionaries, and has a very authoritative feel. It has strong traditional roots and, although well respected, it still imbues the friendly personality that is the Cioffi's brand.

The secondary typeface for the Cioffi's Brand is Din Light. It is a straightforward and utilitarian typeface, with no unusual or distracting features. Din has a cheerful and reassuring aura because of its familiarity and practicality. Cioffi's packaging features a pairing of Din light and Din bold condensed. The pairing of the tall narrow and shorter narrow type is formal yet friendly.



Business Card



Packaging, Olive Oil