



SAVEUR

PROCESS BOOK

BRAND CREATED BY FENIX, TAIS, & VIKTORIIA

BRAND GUIDE

LOGO COLOR



FLAVOR COLORS



TYPOGRAPHY

Antartican Mono - Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Antartican Headline - Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Antartican Headline - Semibold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

BRAND STORY

From the ecuadorian rainforest to the chocolate factory. As a company that grows and purchases organic chocolate , we are committed to deliver amazing raw products with the most advance knowledge and traditional techniques. Throughout the development of our brand, we have gone to great lenghts to celebrate our cultural identity to provide the best quality bean to bar chocolate. We create alliances with local producers to strenghten traceability and promote the preservation of artisanal techniques, developing sustainable production of organic chocolate as well as building a relantionship with families that organically grow and harvest cacao beans on small family farms.

Saveur Organic Chocolate is a new family-owned and operated business . The founder, is an experienced chocolatier from a small village located in Pedernales, a county in the coastal province of Manabi, Ecuador, where majority of cacao farmers and families work and live. Her journey as a chocolatier started at the age of 10 in her families farm .Over time, dedication to her craft led to constructing and selling memorable chocolate bars across the country and eventually to the United States. Saveur Organic Chocolates will always standF or great chocolate made with all-natural ingredients.

BRAND STATEMENT

Promotion of organic chocolate and traditional Ecuadorian recipe and technique by providing accurate and truthful content that makes sweet engagement between consumers and the brand, so they can collaborate or complement chocolate - lover community.

PACKAGING DESIGN



PACKAGING MOCKUPS



PRINT ADVERTISEMENTS



Bean *to* Bar

Connecting You and Nature in one bite!



Pure Culture
Pure Chocolate

Culture Connects to Organic Chocolate,
Once you have it, You love it!



**Nature *to*
Chocolate**

You're One Bite Away From Nature



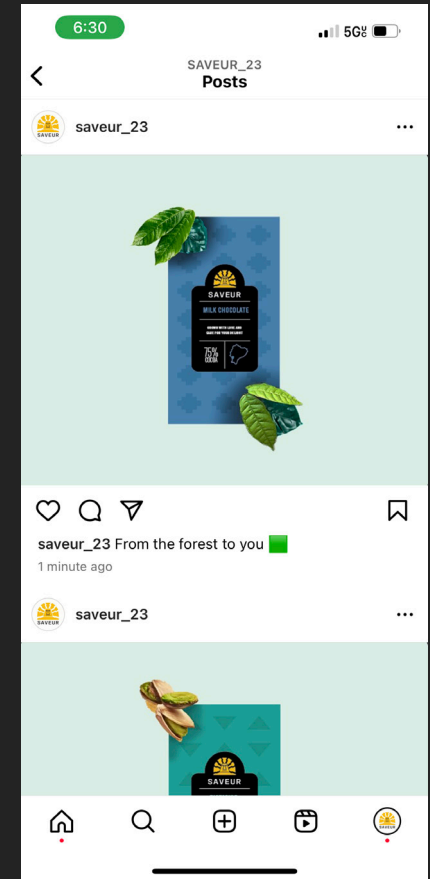
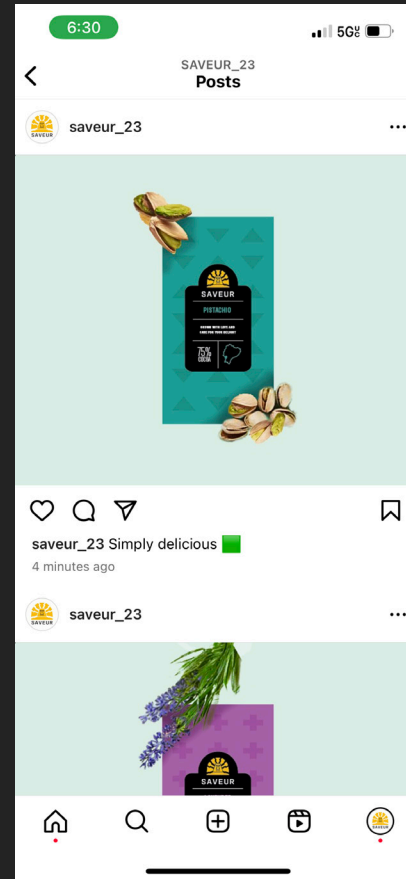
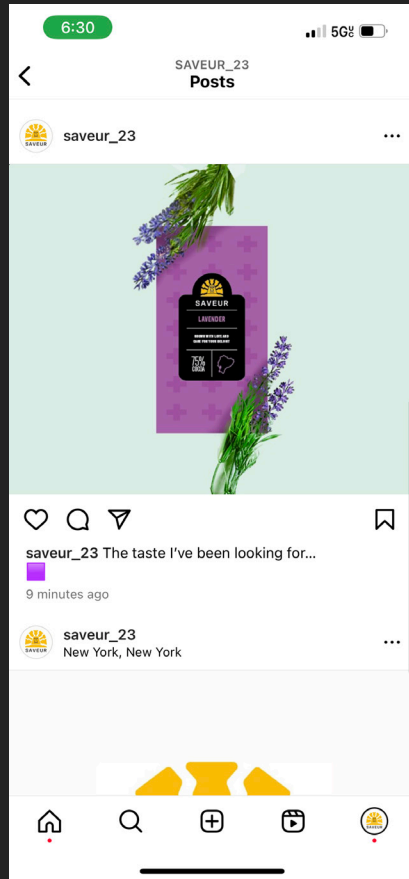
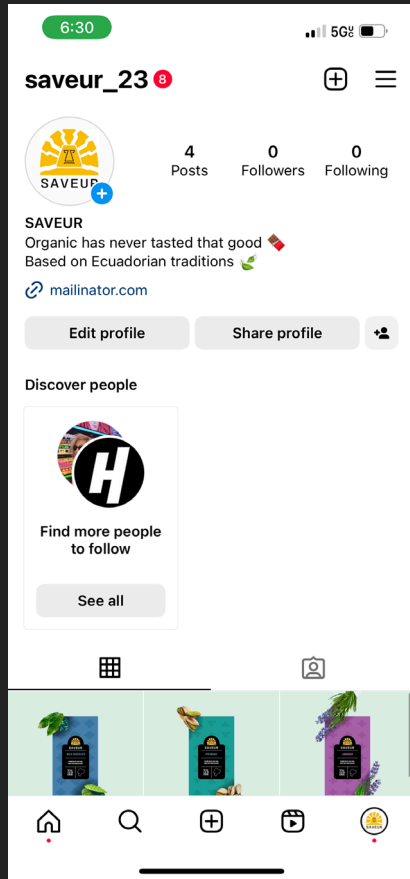
PRINT MOCKUPS



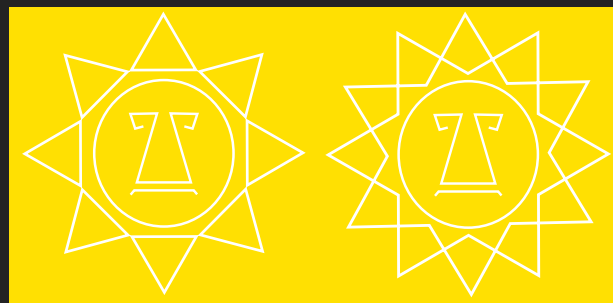
SOCIAL MEDIA ADVERTISEMENTS



SOCIAL MEDIA MOCKUPS



LOGO SKETCHES



Our first logo sketches had great concepts but was a little too on the nose for a “High-end chocolate brand”. The reason we wanted to make the “cocoa bean” the center of the brand was not only to be representative of the natural and organic aesthetic but to also pay homage to ecuador and its farmers who take pride in their crop. We were thinking too small, we began to brainstorm and decided to pay homage to ecuador through their culture instead. We did some research on many aspects of their culture, especially their religion and clothing, and shaped the logo and packaging around that. Most of the inspiration comes from the inca sun god, “inti”. Inti became our face of the brand.

ADVERTISEMENT SKETCHES

Print Ads Sketches

