



ΠΑΝΕΠΙΣΤΗΜΙΟ
ΔΥΤΙΚΗΣ ΑΤΤΙΚΗΣ
UNIVERSITY OF WEST ATTICA

ΠΤΥΧΙΑΚΗ ΕΡΓΑΣΙΑ

“TENTADORA”

Σχεδιασμός λογοτύπου,
συσκευασιών
και λοιπών εφαρμογών

Φοιτήτρια
Ευγενία Διαμαντή
ΑΜ 521130070228

Επιβλέπουσα Καθηγήτρια
Ιωάννα Δεβετζή

Ημερομηνία
21/7/2021

ΜΕΛΗ ΤΗΣ ΕΠΙΤΡΟΠΗΣ ΕΞΕΤΑΣΗΣ ΠΤΥΧΙΑΚΗΣ ΕΡΓΑΣΙΑΣ

Εισηγήτρια: ΙΩΑΝΝΑ ΔΕΒΕΤΖΗ

ΙΩΑΝΝΑ ΔΕΛΦΙΝΟ

ΜΑΡΙΑ ΠΑΠΑΔΟΜΑΝΩΛΑΚΗ

Ημερομηνία Εξέτασης: 21/7/2021

ΔΗΛΩΣΗ ΣΥΓΓΡΑΦΕΑ ΠΤΥΧΙΑΚΗΣ ΕΡΓΑΣΙΑΣ

Η υπογεγραμμένη Ευγενία Διαμαντή του Βαγγέλη, με αριθμό μητρώου 13007, φοιτήτρια του Πανεπιστημίου Δυτικής Αττικής της Σχολής Εφαρμοσμένων Τεχνών και Πολιτισμού του Τμήματος Γραφιστικής και Οπτικής Επικοινωνίας, δηλώνω υπεύθυνα ότι: «Είμαι η συγγραφέας αυτής της πτυχιακής/διπλωματικής εργασίας και ότι κάθε βοήθεια την οποία είχα για την προετοιμασία της είναι πλήρως αναγνωρισμένη και αναφέρεται στην εργασία. Επίσης, οι όποιες πηγές από τις οποίες έκανα χρήση δεδομένων, ιδεών ή λέξεων, είτε ακριβώς είτε παραφρασμένες, αναφέρονται στο σύνολό τους, με πλήρη αναφορά στους συγγραφείς, τον εκδοτικό οίκο ή το περιοδικό, συμπεριλαμβανομένων και των πηγών που ενδεχομένως χρησιμοποιήθηκαν από το διαδίκτυο. Επίσης, βεβαιώνω ότι αυτή η εργασία έχει συγγραφεί από εμένα αποκλειστικά και αποτελεί προϊόν πνευματικής ιδιοκτησίας τόσο δικής μου, όσο και του Ιδρύματος. Παράβαση της ανωτέρω ακαδημαϊκής μου ευθύνης αποτελεί ουσιώδη λόγο για την ανάκληση του πτυχίου μου».

Η Δηλούσα

Ευγενία Διαμαντή



ΠΕΡΙΛΗΨΗ

Η πτυχιακή εργασία περιέχει σχεδιασμό λογοτύπου, συσκευασιών και λοιπών εφαρμογών ενός brand που έχει να κάνει με πολυτελή σοκολάτα. Η παρουσίαση πλαισιώνεται από διαφημιστικές αφίσες, καταχώριση σε περιοδικό, συσκευασίες του προϊόντος σε παραλλαγές, site, συσκευασίες προώθησης - διαφήμισης, περίπτερο έκθεσης, 20σέλιδο, εταιρική ταυτότητα, βίντεο υπενθύμισης - σποτάκι, πινακίδες καταστήματος. Σκοπός αυτής της πτυχιακής είναι η ολοκληρωμένη παρουσίαση ενός luxury chocolate brand στην αγορά, όπου το σύνολο των εφαρμογών και ολόκληρης της εταιρικής εικόνας θα αποπνέει και θα δηλώνει στον καταναλωτή την αξία της αγοράς και δοκιμής του συγκεκριμένου εξάισιου είδους σοκολάτας.

Λέξεις κλειδιά :
πολυτελή, σοκολάτα, brand

Παρουσίαση Πτυχιακής
Ευγενία Διαμαντή

BRANDING LUXURY CHOCOLATE



tentadora

true chocolate

19/7/2021 | 11:00

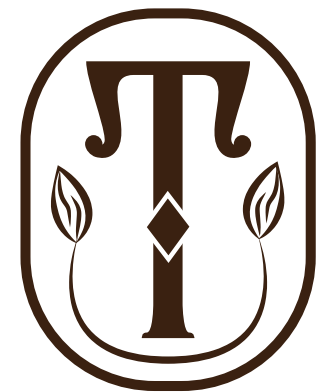
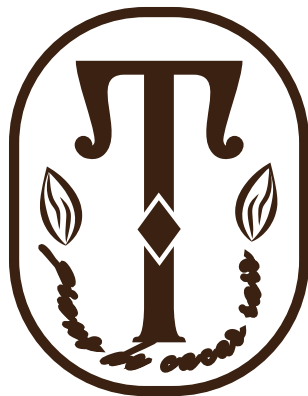
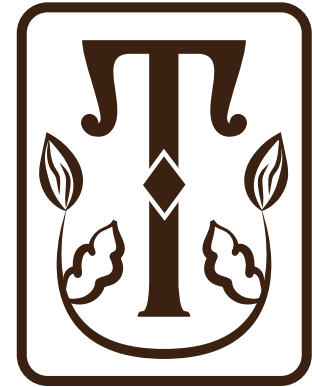
Επιβλέπουσα Καθηγήτρια
Δεβετζή Ιωάννα

- Chocolate Lover
- Luxury Product
- Criollo beans
- Tentantora

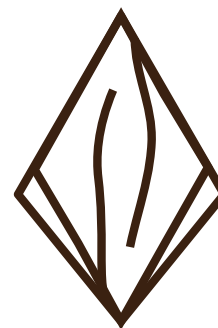
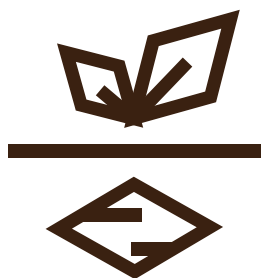
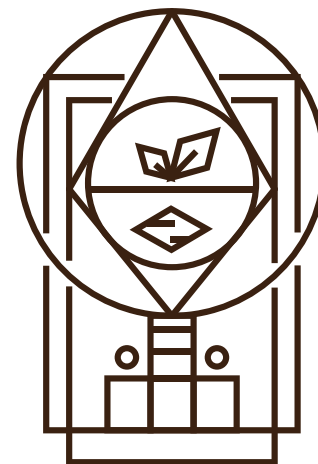
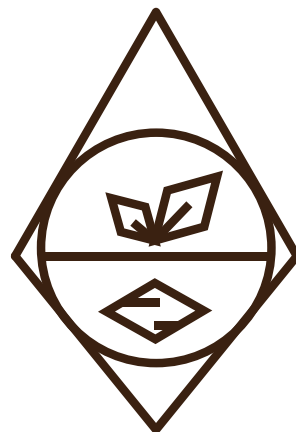
έμπνευση



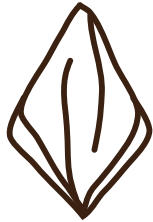
προσχέδια



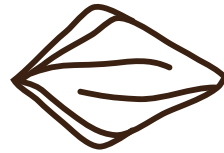
προσχέδια



προσχέδια



Tentadora



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IN VITA SUA



Tentadora



in vita

Tentadora

SUA



προσχέδια



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TENTADORA

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προσχέδια



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προσχέδια



tentadora

chocolate



tentadora

-chocolate-



tentadora

.chocolate.



tentadora

real chocolate



tentadora

true chocolate



tentadora

the chocolate

τελικό λογότυπο





tentadora

true chocolate



pt serif bold



hofimount

τελικό λογότυπο





tentadora

true chocolate

pantone 113c

C: 3 - M: 8 - Y: 80 - K: 0

R: 251 - G: 223 - B: 80



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true chocolate

pantone 4975c

C: 38 - M: 90 - Y: 80 - K: 60

R: 84 - G: 24 - B: 84



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true chocolate

pantone 7563c

C: 15 - M: 41 - Y: 100 - K: 1

R: 215 - G: 154 - B: 43

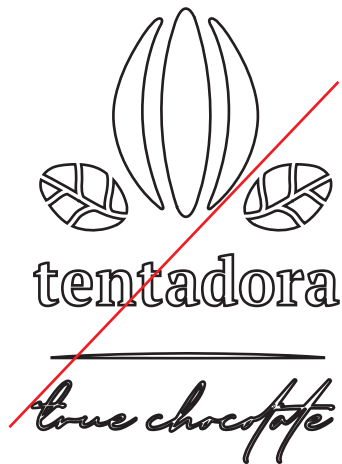
χρήση λογοτύπου - χρώματα



χρήση λογοτύπου για εφαρμογές



λάθος χρήση λογοτύπου



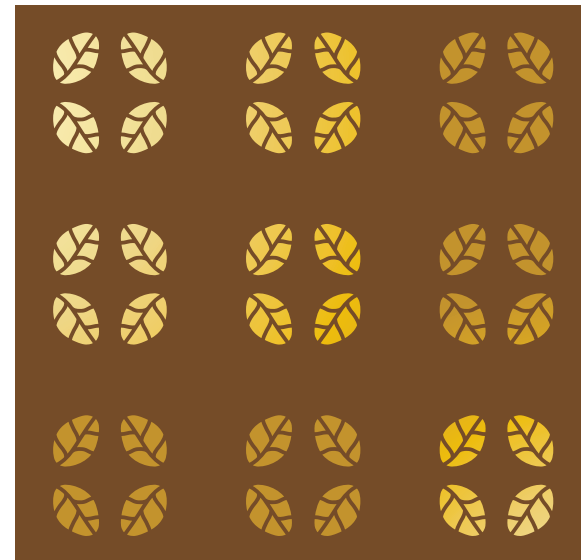
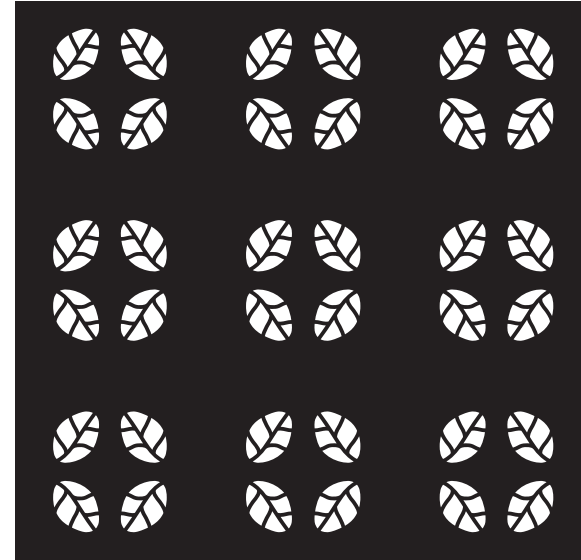
προσέδια pattern



τελικά pattern



τελικά pattern



εταιρική ταυτότητα





tentadora

true chocolate



Heaven 32, Cloud Residence
www.tentadora.he
210 88 32 833

επιστολόχαρτο πρόταση α΄



Date

Most large-scale chocolate is made from Forastero beans - an unexceptional but high-yielding variety from Brazil and W Africa. Better quality Criollo and Trinitario beans are lower yielding and therefore considerably more expensive.

Criollo

In Spanish, Criollo means 'of local origin'. This is a very high quality cocoa bean and is very aromatic and lacks bitterness. The Criollo is used in luxury chocolate but rarely alone since it is very scarce and expensive. Becoming less and less available. Found in Venezuela, Mexico, Nicaragua, Guatemala, Colombia, Samoan Islands, Sri Lanka and Madagascar. Represents less than 3% of the world's cocoa production. The Valrhona Single Origin Palmira bar is a great example of the Criollo bean, We are very lucky to have a very limited supply of this bar for sale.

Trinitario

Came into existence following the near-destruction of Trinidad's criollo plantations by a hurricane in 1727. Forastero seeds were brought from Venezuela and cross-fertilised with the native criollo beans resulting in the trinitario. Found particularly in the Caribbean but also in Venezuela and Colombia. Represents about 12% of the world's cocoa production.

Forastero

The word means 'stranger' or 'outsider' in Spanish. Ordinary, everyday cocoa with strong, earthy flavours. Found in Ghana, Nigeria, Ivory Coast, New Guinea, Brazil, Central America, Sri Lanka, Malaysia and Indonesia. Represents about 85% of the world's cocoa production.



επιστολόχαρτο πρόταση Β'



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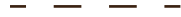
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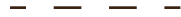


συσκευασίες





8cm



16cm





100g



Ingredients:

Cane sugar, cocoa butter, whole milk powder. Cocoa min. 29%.
May contain traces of hazelnut, almond, pistachio, walnut.

Nutritional values/100g:

energy 2389kJ/574kcal, fat 41g of which saturates: 27g,
carbohydrate 42g of which sugars: 19g, protein 9,3g, salt 0,39g.



Shelf life: 14 months
Net weight: 100g /1,75 oz





100g



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tentadora

true chocolate

100g



tentadora

true chocolate

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0123 4567

Shelf life: 14 months
Net weight: 100g /1,75 oz





tentadora

true chocolate

100g



tentadora

true chocolate

Ingredients:

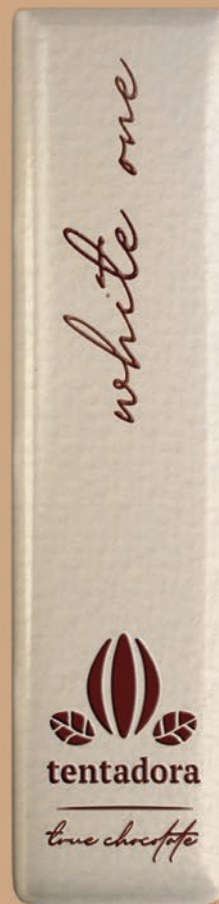
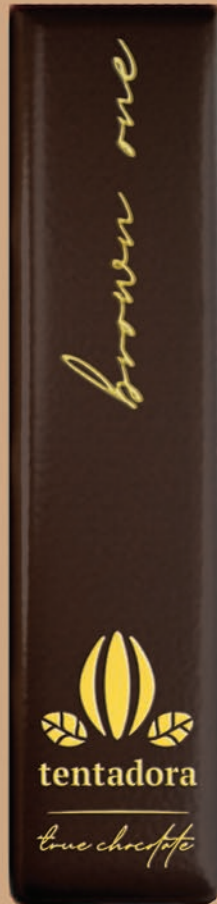
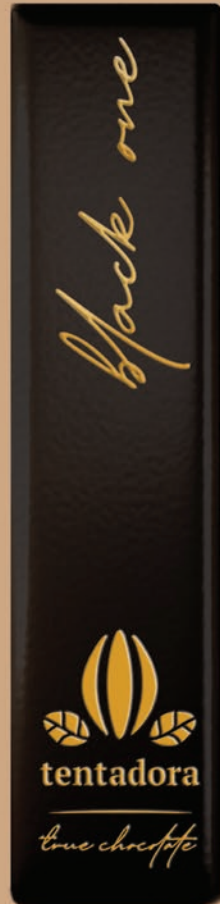
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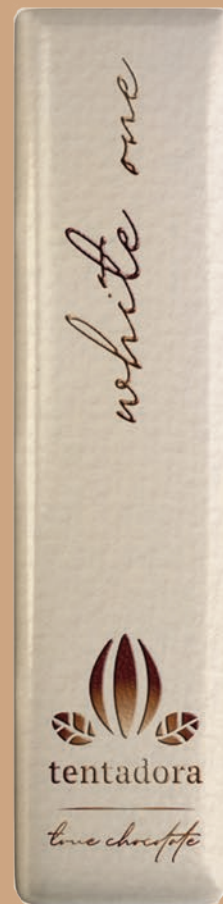
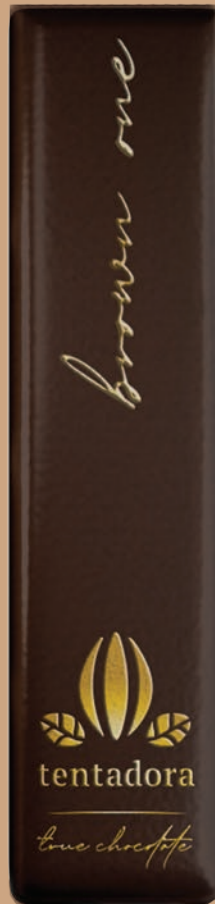
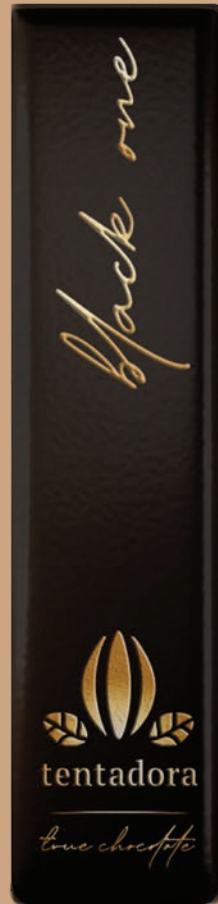
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2,5cm

|
|
|
10cm
|
|





4cm

4cm

συσκευασία προβολής - πώλησης





tentadora

true chocolate



tentadora
lous chocolate








tentadora
the art of style









tentadora
tencrispito



tentadora

handwritten




tentadora
true chocolate



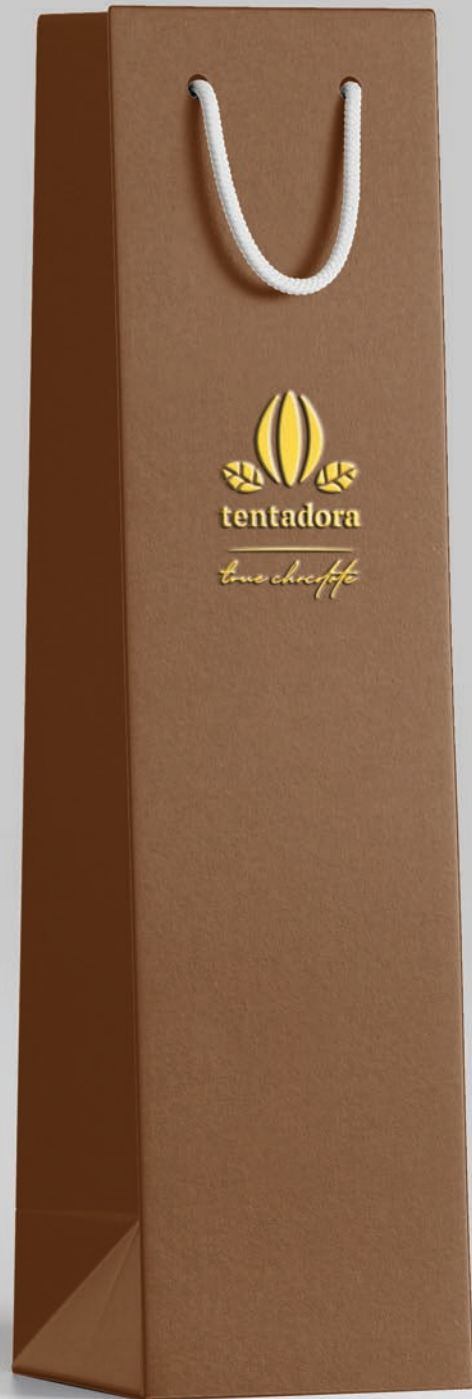
tentadora

crus chocolate



tentadora

true chocolate



συσκευασία διαφήμισης





tentadora

true chocolate




tentadora

tous chocolats







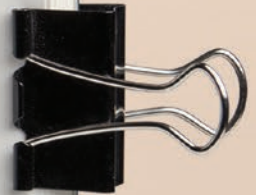




recipe

ingredients

directions



recipe

ingredients

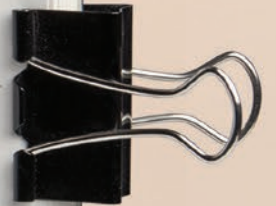
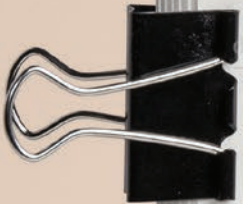
directions



recipe

ingredients

directions











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true chocolate

tentadora
true chocolate

tentadora



tentadora

true chocolate



tentadora

true chocolate



tentadora

true chocolate



tentadora

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23.07.2021 ——— 29.07.2021

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29.07.2021



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23.07.2021

29.07.2021



tentadora

true chocolate

brochure



Who we are



Artisanal techniques, inimitable taste and a unique style, all made in Tuscany, are the distinctive features that make Amedei's chocolate renowned all over the world.

The promise of the highest quality meets the emotion of our unconditional dedication, making Amedei the ambassador of a culture of chocolate that encompasses pairing and tasting.

"Quality comes from rigor, knowledge, respect, wonder"

Our philosophy



Our production chain has developed over the years as the result of our constant commitment and growing expertise, in a search for excellence that combines tradition and innovation.

It all starts with the selection of the finest cocoa beans in the world's most remote lands of origin, it continues with the creativity that produces exclusive innovative blends, to end in the laboratories where top-quality ingredients are masterfully dosed and hand-processed.

tentadora

Who we are?

Most large-scale chocolate is made from Forastero beans - an unexceptional but high-yielding variety from Brazil and W Africa. Better quality Criollo and Trinitario beans are lower yielding and therefore considerably more expensive.

In Spanish, Criollo means 'of local origin'. This is a very high quality cocoa bean and is very aromatic and lacks bitterness. The Criollo is used in luxury chocolate but rarely alone since it is very scarce and expensive. Becoming less and less available. Found in Venezuela, Mexico, Nicaragua, Guatemala, Colombia, Samoan Islands, Sri Lanka and Madagascar. Represents less than 3% of the world's cocoa production. The Valrhona Single Origin Palmira bar



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περίπτερο έκθεσης





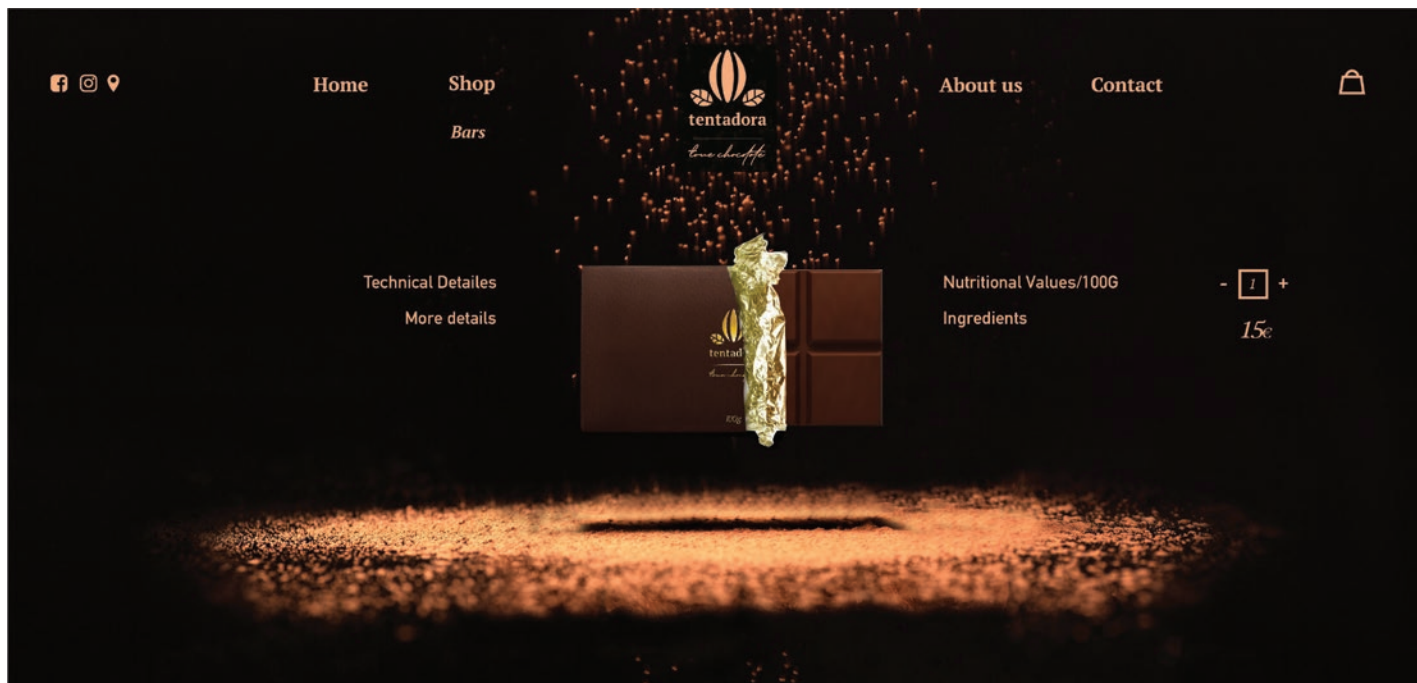
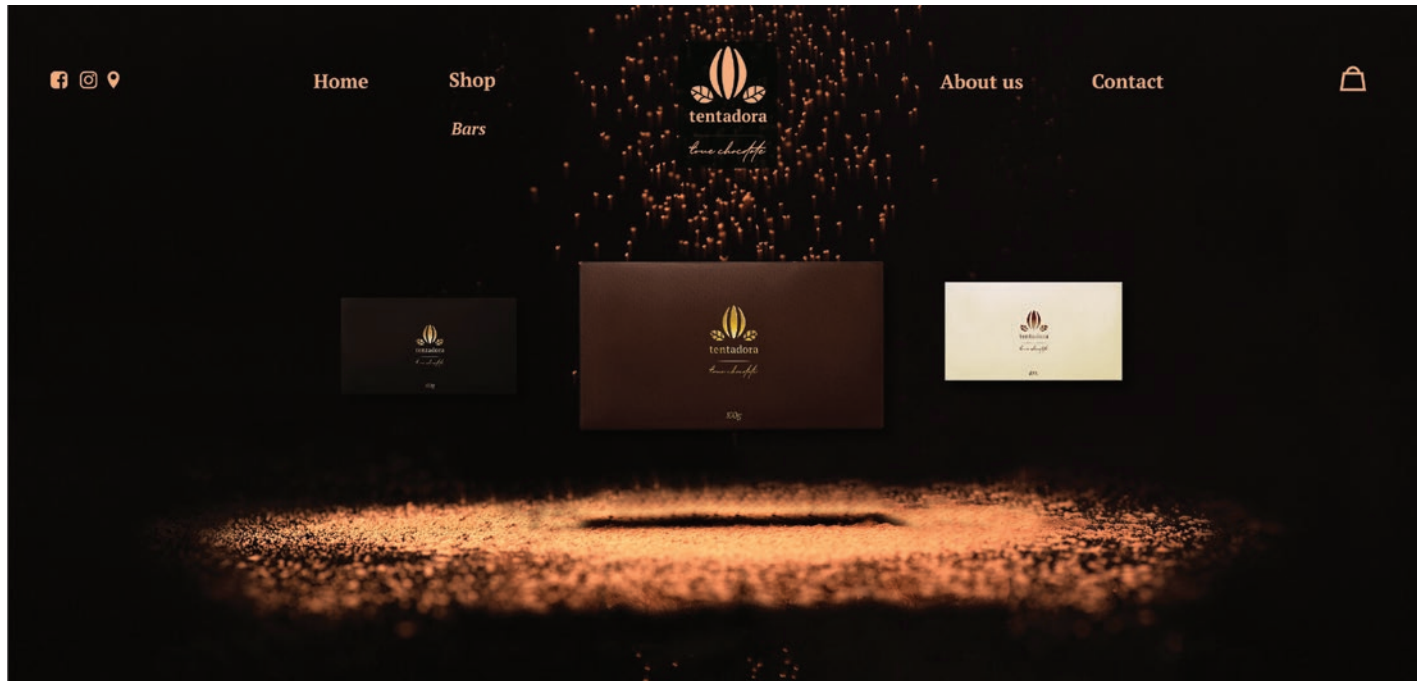
tentadora

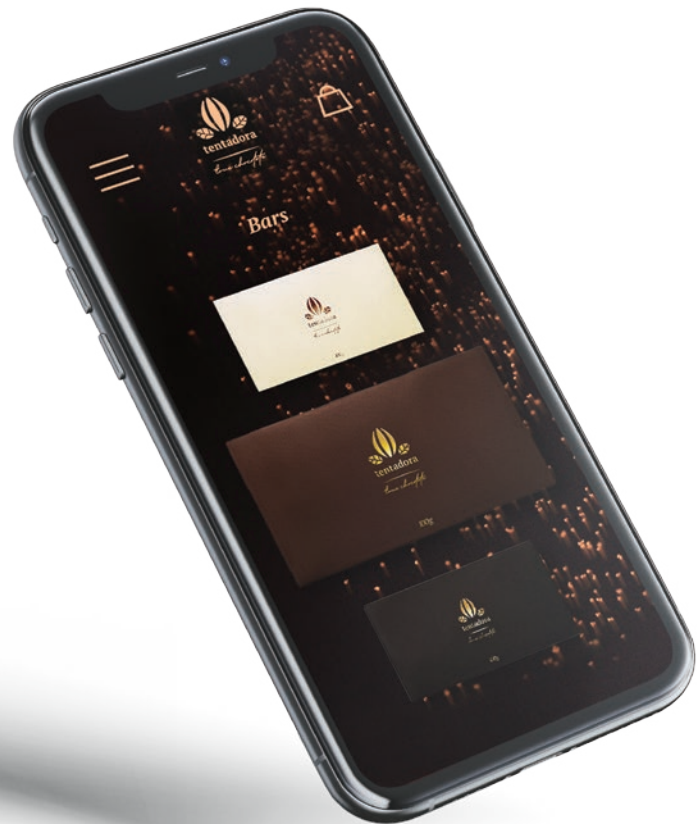
true chocolate

true chocolate



site





ΕΥΧΑΡΙΣΤΩ