



# Cassandra.it| New Logo design

Deadline: 27.02.2010 23:59 GMT

Brand: cassandra

Sector: Food

Country: Italy

Category: Design : Logo

Published: 28.01.10 07:35 GMT

Budget: \$800

Status: Closed

Language of Solutions: English

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

Cassandra.it is the first Italian online store specialized in selling regional genuine Italian products.

What makes Cassandra.it unique is its passion for quality. We offer a wide and refined selection of typical Italian products. We carefully choose them to offer nothing but the best of the Italian gastronomic tradition. If you're looking for authentic Italian food from national top notch brands, crafted with genuine ingredients and natural production techniques, then Cassandra.it is the right place.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

We ask Creators to develop a logo to represent the identity of Cassandra.it.

The logo has to comprise both the name of our website (Cassandra.it) and a distinctive symbol (descriptive or imaginative) immediately relating to our brand. Since we are an online company we would like our logo to be a cutting edge one – web 2.0 like - while adequate and appealing for our main target. Also the logo should communicate authenticity and last but not least it should recall the great Italian gastronomy.

## 3 Step Target Audience

[ who should you influence ? ]

Our main target is the average Italian user (30-50 years old) allocating an important part of his budget for food expenses while being familiar with the online world and the online shopping. Inside this target there are two identifiable typologies:

- ∞ Individual consumers – people browsing on the Internet interested in trying out authentic and well studied products.

- ∞ Business clients like small retailers interested in buying products in bulk (medium quantity).

Do not underestimate the importance and the potential of the international web Clients.

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

Our objective is to “educate” people into appreciating and buying authentic products – genuine and healthy food.

Cassandra.it is:

- ∞ A specialized retailer with a retail experience of over 10 years, selling high quality slowfood with a slightly higher price compared to the average
- ∞ A new way to shop online

- ∞ A quick way to find and purchase real Italian products (the site is fast and is very easy to use)

- ∞ Not just an e-commerce platform, but a great place to look for inspiration and all sorts of informations about Italy's traditional recipes.

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

Cassandra.it is a last generation online shop (2.0).<br/> Our offer comprises high quality products at highly competitive prices.

We commercialize only premium brands considered the top of the Italian gastronomy.

## 6 Step Character

[ what are the features that define the personality of the Brand ? ]

Cassandra.it is:

- ∞ Innovative in terms of technology, safety, velocity
- ∞ Simple, intuitive but not general
- ∞ Well studied, but not exclusive
- ∞ Not expensive but in line with the type of products sold
- ∞ Nice because you're always going to find something new and good
- ∞ Trustworthy because it pays attention to the client

## 7 Step Media Plan / Placement

[ where will your work appear? ]

The output required (Logo) will be implemented directly on the website and will represent our identity.

The logo will be used for future internet marketing campaigns (Eg: banners, newsletters).

The logo should be recognizable even if applied to different formats and must not lose its recognition if included in a banner.

## 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

Formats requested for submitting solutions: JPG - PDF - DOC – PPS

Please note:

The winner, should implement the following additional formats:

1 High Resolution Tif – for professional printing

1x Jpg in gray scale for trademark and registration purposes

3x Jpg (normal, medium, small) for office printing and web design with an indication of the dimensions/tolerance suggested for use

1x transparent PSD for web design

1 vector based EPS file (fully editable Master file) for professional printing.

Many Thanks

## Attachments

idee1.pdf

300.79 Kb

idee2.jpg

774.35 Kb