MoNA LISA®

BRAND GUIDELINES

MoNA LISA®

OUR BRAND FRAMEWORK

KEY INSIGHT
Creativity delivers value for me, but I'm open to new ideas that help me save time, so I can focus on making the best possible impression on my customers.

TARGET AUDIENCE
Determined artisans & manufacturers in continuous need for inspiration & ingredients to differentiate themselves & help them save time.

CUSTOMER SEGMENTS
Dairy, Ice Cream, Confectionary, Bakery & Pastry, from Artisan to Industrial, Horeca

POSITIONING FOCUS
Gourmet Owners and Managers

ADDITIONAL
Distribution Channels, Retail Buyers Industrial Procurement Specialists

COMPETITION
CORE COMPETITION
Decorations specialists, e.g. Dobla

EXTENDED COMPETITION
All international manufacturers of Decorations & Inclusions.

VALUES
Accessible, collaborative, expressive, inspiring, reliable.

BRAND ESSENCE
THE ART & SCIENCE OF EXTRAORDINARY DETAILS

PERSONALITY
Imaginative, unexpected, awake and delightful

BRAND PROMISE
Empower chefs to impress and indulge their customers with unique and extraordinary creations.

VALUE CREATION
We create value for our customers by enabling them to make their creations stand out and delight customers.

BRAND BENEFITS
PERSONAL EXPRESSION
Enhanced creativity that delivers a personalised 'feel' (difference/identification/uniqueness) that will delight.

DISCOVERING
The on-going process of opening up our customers' worlds to the new possibilities and inspiring applications

REASONS TO BELIEVE
CREATIVE VISION
Committed to creating a multi-sensorial world of indulgence through taste, colour, texture and shapes

TECHNOLOGY
State of the art chocolate and food technology and the resources to invest in innovation to be a recognized leader

GLOBAL NETWORK
Leverage global capabilities and reach with the ability to harness local expertise in a variety of applications

WIDE PORTFOLIO OF PRODUCTS
An extensive portfolio that includes Cocoa Horizons chocolate, sugar and decorations

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OUR BRAND STATEMENT

Mona Lisa provides an inspiring range of 'creative extras & expressions.'

A rich palette of indulgent shapes, tastes, textures and colours that enable food professionals to create and craft anything they can imagine, from impressive temptations to extraordinary works of art.

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OUR BIG BRAND IDEA:
make it extraordinary
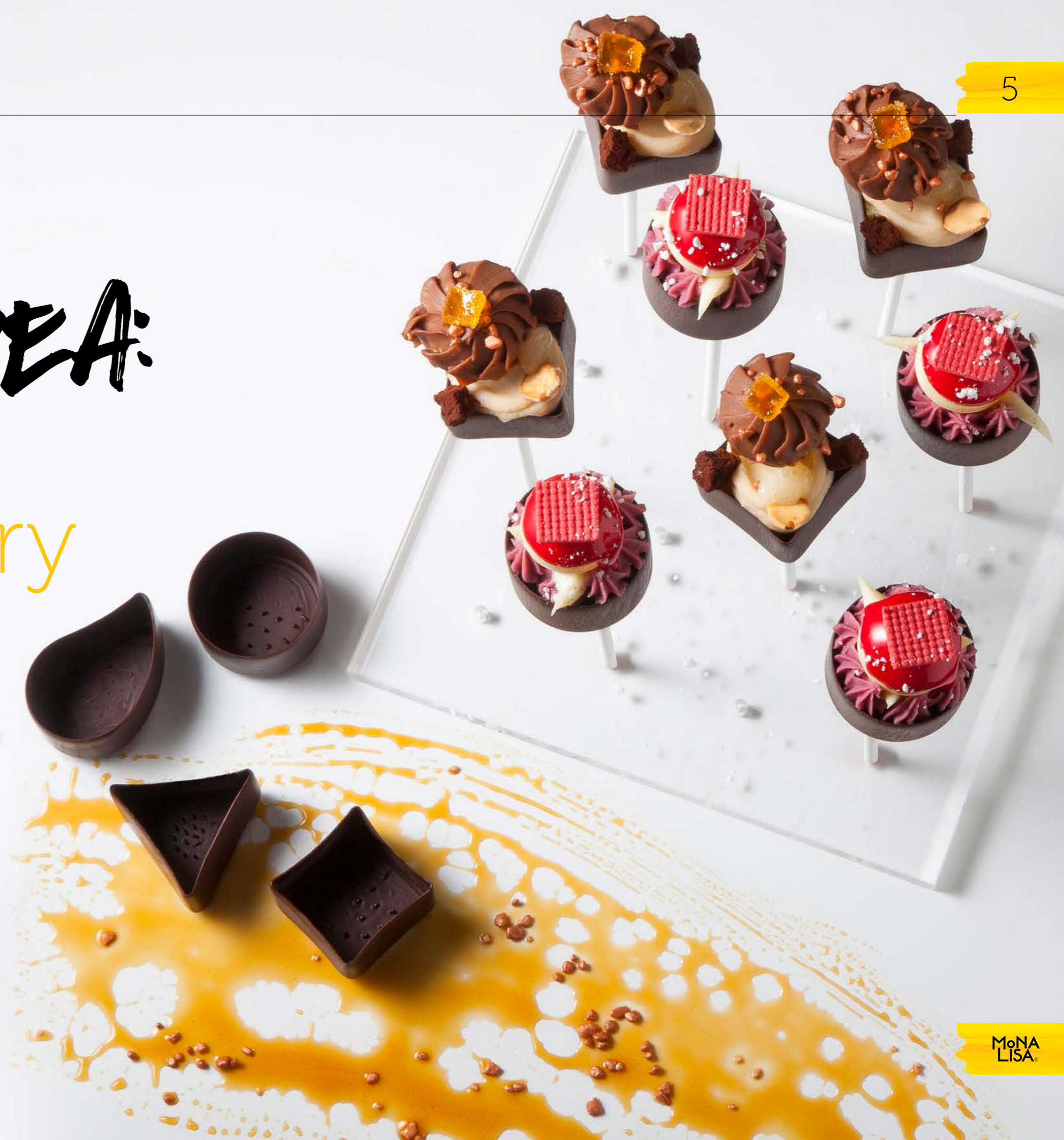
[MONA LISA IS]

imaginative

creative | wise | sharp | resourceful

[MONA LISA IS]

UNEXPECTED

exciting | surprising | nonconformist | exceptional | indulgent | beautiful

OUR BRAND ✶ PERSONALITY

[MONA LISA IS]

AWAKE

responsive | resourceful | vigilent | energetic | adaptable | progressive

[MONA LISA IS]

Delightful

tasty | beautiful | sensual

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OUR BRAND ELEMENTS

MoNA
LISA®

LOGO

With bold clean forms and lines that feel connected without truly being so, our logo feels balanced, composed and elegant; working as a crest which can be used across each of our touch points.

Our logo:

- Uses one colour only and can appear in either black or white.
- Can be used over imagery but must avoid busy or cluttered areas.
- Can be use independently or locked up within the paint. (Refer to the paint/logo lockup section for guidance.)
- Must respect minimum size and clearance areas at all time.

NOTE: A master set of logos is available to be used. The approved logo has been drawn and artworked and therefore must not be recreated or changed any way.

SINGLE COLOUR LOGO

One colour logo:
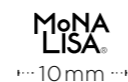black

One colour logo:
white

One colour logo:
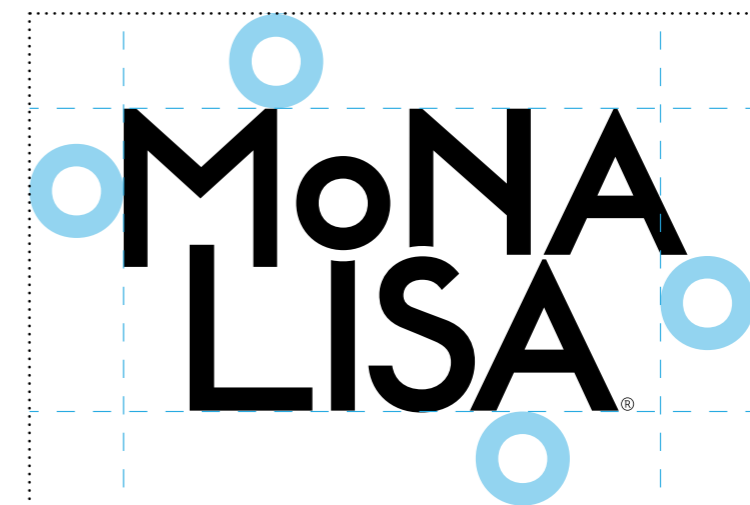black on brand paint swash

® SIZE

Logo > 7 cm
FOLDER: ML logo standard

Logo < 7 cm
FOLDER: ML logo < 7cm ®

Logo < 3 cm
FOLDER: ML logo < 3cm ®

MINIMUM SIZE

Logo minimum size:
10mm wide.
This should only be used in extreme circumstances
(e.g. pin or pen).

MINIMUM CLEARANCE AREA

Logo minimum clearance area:
We use the diameter of the 'o' in 'Mona' to demark the clear space on all side, as shown here.

PAINT AND LOGO LOCKUP

Our brand paint swash is a vibrant, foodie colour and a strong, ownable asset.
It is used with and without the logo to bring vibrance and colour to brand elements.

Our brand paint:

- Must never change in colour.

- Must never change proportions.

- Can be used over imagery but must avoid busy or cluttered areas.

- Must only be used vertically on pack.

- Can be used locked up with the logo. Logo position within the brand paint is determined by the minimum clearance area, adding another 1/2 'o' from the top.

NOTE: Master versions of the paint swash are available to be used. The approved brand paint swash has been created and artworked and therefore must not be recreated or changed any way.

PAINT

This is our complete Mona Lisa paint swash. we have extended it in height for flexibility of use across a wide range of touch points.

This crop of the brand paint denotes the part to be used for our paint and logo lock up.

PAINT & LOGO LOCK UP

Our brand paint swash can be placed alone or as a background to a piece of text.
(Eg. in presentations it can provide a clean background for a large body of copy.)

PAINT & LOGO LOCK UP

Our brand paint swash can be locked up with the logo (see notes left for guidance).
It can also be extended in length.
On packaging the position of the logo should remain locked to the top measurement as described in the points to the left.

MONA LISA®

BRAND MESSAGE

As important as our typographic treatment is what we say across all of our touch points. We must ensure we communicate the correct message, at the right time so we can connect and engage with our customers worldwide throughout the complete brand experience.

To build a sense of energy, creativity and opportunity we use language that reflects the words we use to express the character of our products, our approach and the people we work with. We want to inspire our customers to make extraordinary creations with our rich palette of indulgent shapes, tastes, textures and colours.

These words act as a celebration of creativity, a call to action and a reminder that it's the little things that can make a big difference.

We call on our customers to...

COLOUR IT
TEXTURE IT
SHAPE IT
TASTE IT
**MAKE IT
EXTRAORDINARY**

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COLOUR PALETTE

Our palette uses bold, savvy and bright colours to express the brand. Used in the correct proportions they inspire our customers to make extraordinary.

Our yellow is our primary colour and is used with white in open compositions to express the self-aware and adventurous side of our brand.

We use black to a lesser extent but carefully for key brand elements such as our word mark and information.

In our secondary palette we have also introduced a warmer tone of yellow for variety and flexibility of design. We use both of our rich yellow tones for depth of colour in our brand paint swash.

All other colour for the brand should come naturally from the rich and colourful food photography, which heros our products and our chef's creations.
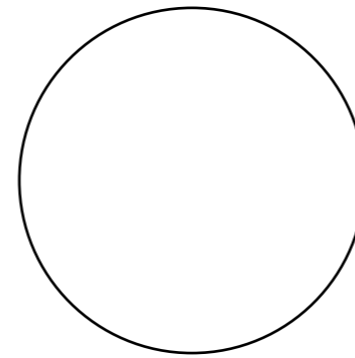
NOTE: For guidance on how colour is used please refer to the example pack designs.
NOTE: All brand colours listed here reference the Pantone Plus Series 2014.
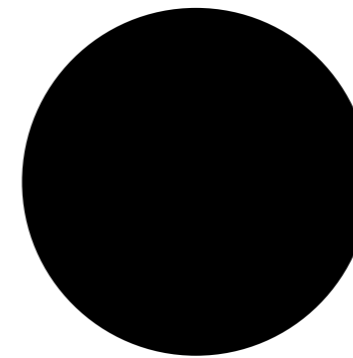
PRIMARY COLOURS
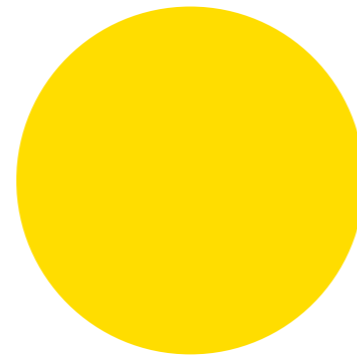
PANTONE 109 C
C:0 M:10 Y:100 K:0
R:255 G:209 B:0
HTML: FFD100
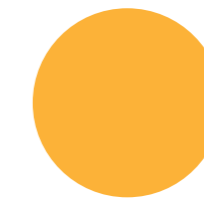
WHITE
C:0 M:0 Y:0 K:0
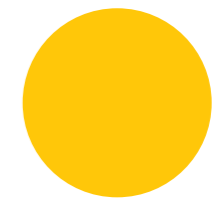R:255 G:255 B:255
HTML: FFFFFF

BLACK
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HTML: 000000

SECONDARY COLOURS

PANTONE 1235 C
C:0 M:34 Y:88 K:0
R:243 G:182 B:50
HTML: F3B632

C:0 M:22 Y:100 K:0

Yellow for text
on white

To guarantee good legibility of yellow text in smaller or finer font types on white backgrounds, we recommend to use this slightly darker yellow.

MoNA LISA

Typeface **MUSEO**

Fonts and typography play an important role in communicating our brand identity and messages. We use Gotham and Museo for a playful modern mix of serif and sans serif.

Museo can be used in any of the weights shown here for descriptive text. Its detailed style is perfect for small amounts of text rather than long body copy.

On pack it is used for the product description (eg. White chocolate).

Museo 700

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Museo 500

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Museo 300

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Museo 100

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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Typeface **GOTHAM**

Gotham is a great typeface to use for large amounts of copy, such as in a brochure or advert. It is to be used primarily for more functional information rather than expressive brand messages.

Clear and legible, Gotham pairs well with the more characterful Museo. It can also be used in Italic where necessary.

On pack Gotham is used for functional information such as the product name in Bold (eg. Blossoms) as well as specific product information in Light (eg. Length/Weight.)

Gotham Bold / *Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Gotham Medium / *Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Gotham Book / *Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Gotham light / *Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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Typeface BRUSHED TRAVELER

An expressive font called Brushed Traveler is used in claim tags only. It's perfect to highlight a personal note, shout-out or thought scribbled down. We recommend to use this font type carefully and in a balanced way. It is at its best when applied as single headline or shout-out.

- Use it to highlight one word or short single headline in layouts
- Play with its size to be in balance with all other layout elements
- It can even be used inclined to highlight it 'personal note' character even more

BRUSHED TRAVELER

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
1234567890

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TYPOGRAPHIC TREATMENT
in communcation tools

It is important to keep typographic treatment light and balanced on any communication tools. Some useful guidelines:

- Always apply typography on white or yellow plane background or on a field

- Use at least a mix of Gotham and Museo in different weights to create clear hierarchy in your message

- Only add Brushed Traveler when it adds dynamics or more personality to the layout: use it only for a short headline or a key word
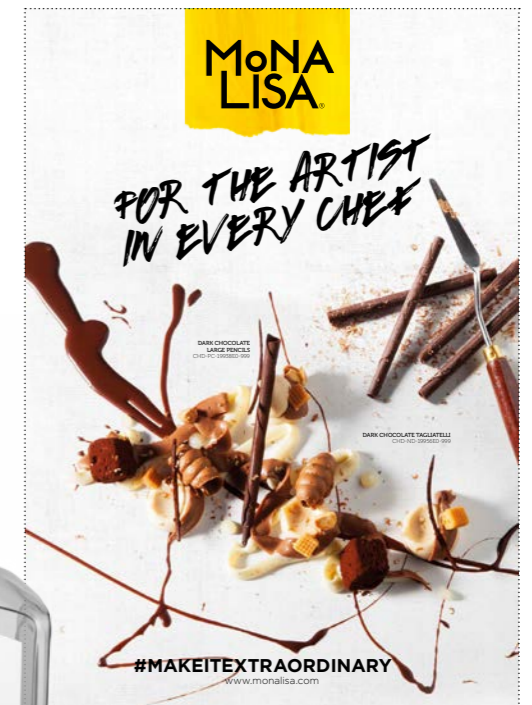
PRODUCT PHOTOGRAPHY
on pack

The product photography is simple, bright and works to hero our products. These will provide the inspiration for chefs to try new ideas and experiment to make extraordinary.

The photography should:

- Be clear and recognisable, using only as much as necessary to easily identify the product.

- Be shot from directly above or from a front angle (eye level) for a contemporary style.

- Keep all elements in focus.

- Be naturally lit, open and airy with subtle drop shadows (from a consistent angle).

- Use a white background so that the vibrant and rich colours come from the products themselves.

- Not be cropped

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APPLICATION PHOTOGRAPHY
on pack

The application photography used on pack is clean, bright and works to hero our products. These will provide the inspiration for chefs to try new ideas and experiment to make extraordinary.

The photography should:

- Work to hero the product using recognisable and relevant combinations.
- Use calm, organised compositions, as if presented on a dish.
- Show premium creations which inspire.
- Feel foodie, delicious and desirable.
- Be shot from directly above.
- Keep all elements in focus.
- Be naturally lit, open and airy with subtle drop shadows (from a consistent angle).
- Use a white background so that the vibrant and rich colours come from the creations and products themselves.
- The creations should not be cropped (there may be some circumstance where this is necessary to create clarity/calm).

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APPLICATION PHOTOGRAPHY

off pack

The application photography used off pack is inspiring and works to hero our products. These will provide the inspiration for chefs to try new ideas and experiment to make extraordinary. When and where possible, shoot applications as if in the stage of being created. Concretely: always showing one (or more) finished applications, yet also showing tools or even unfinished applications to highlight this is a snapshot from the chef's creative phase.

The photography should:

- Work to hero the product using recognisable and relevant combinations.

- Use naturally composed, lifestyle compositions, in a calm environment.

- Show premium creations which inspire.

- Feel foodie, delicious and desirable.

- Be shot from directly above.

- Keep all elements in focus.

- Be naturally lit, open and airy with subtle drop shadows (from a consistent angle).

- Be shown in a natural setting and ensure that vibrant and rich colours come from the creations and products themselves.

Natural composition, calm feeling

Simple, inspiring and delicious

Shows a real environment without distracting from the product or application

Show variety of products to make creations extraordinary

Be premium and inspiring, but accessible and delicious

Feel creative, and aspirational

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OUR TAG

The 'tag' asset is used for extra information on some pack labels and in other touchpoints. It can hold a claim or added benefit as an RTB for the consumer.

MINIMUM SIZE

3 Line tag

±11 mm

COLOUR FROM NATURAL ORIGIN

24 mm

2 Line tag

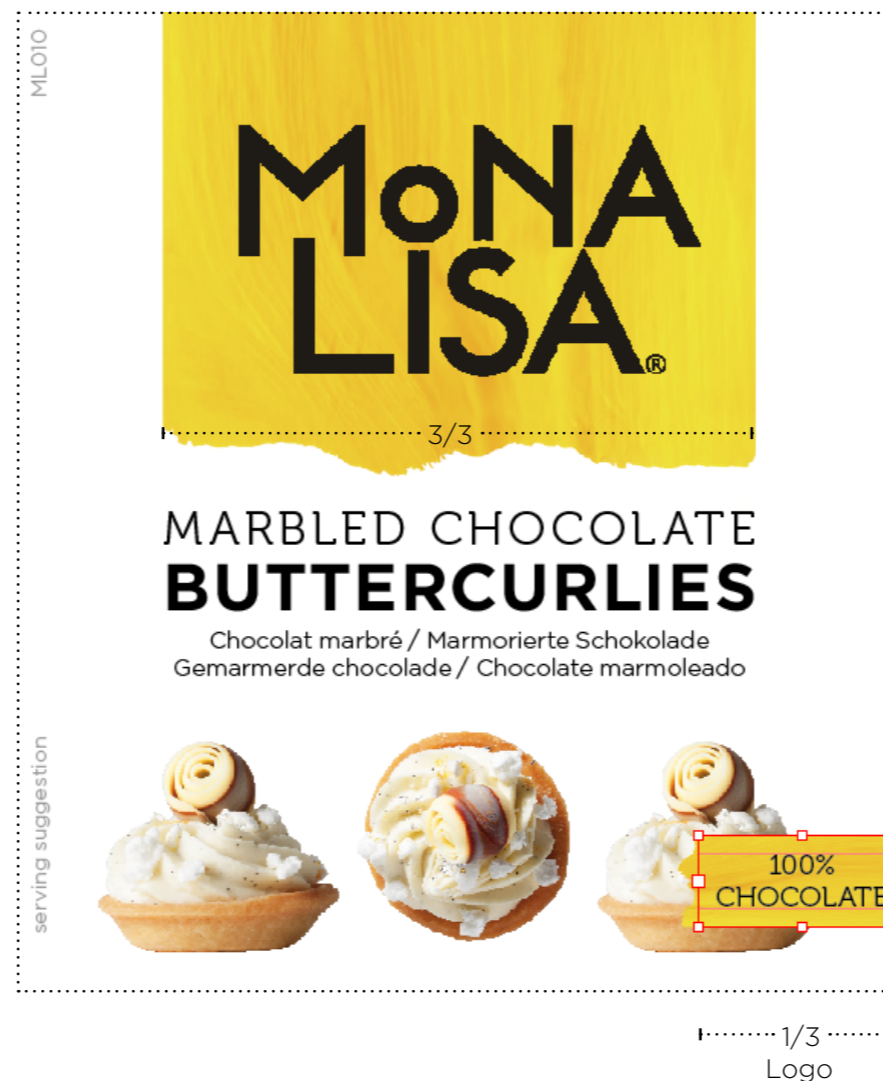±9,5 mm

100% CHOCOLATE

24 mm

The tag consists of:

- The paint texture: Mona_Lisa_CMYK TAG
- Font Museo 300
- Minimum font size: 7pt
- Font colour black

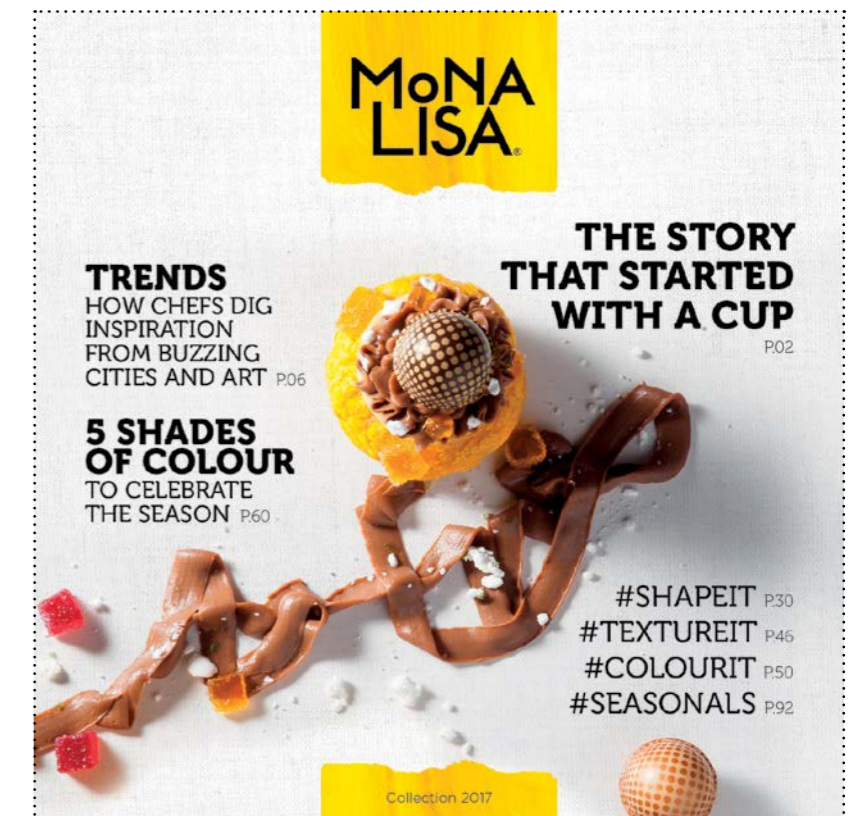It must not fall below the dimensions as shown above to ensure clear legibility.

PLACEMENT

The tag must be alligned flush with the edge. It can come from either the sides or the bottom.

On pack always at the right

ML010

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3/3

MARBLED CHOCOLATE
BUTTERCURLIES

Chocolat marbré / Marmorierte Schokolade
Gemarmerde chocolade / Chocolate marmoleado

serving suggestion

100% CHOCOLATE

1/3
Logo

Bottom

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TRENDS
HOW CHEFS DIG
INSPIRATION
FROM BUZZING
CITIES AND ART P.06

**5 SHADES
OF COLOUR**
TO CELEBRATE
THE SEASON P.60

**THE STORY
THAT STARTED
WITH A CUP**
P.02

#SHAPEIT P.30
#TEXTUREIT P.46
#COLOURIT P.50
#SEASONALS P.92

Collection 2017

MoNA LISA®

COMMUNICATION TOOLS

MoNA LISA®

WEBSITE

The website is currently under development and is scheduled to go LIVE in september 2017. It will become our central and inspirational platform of communication where product info, creative videos, chefs' points of view, art and cultural inspiration will come to life.
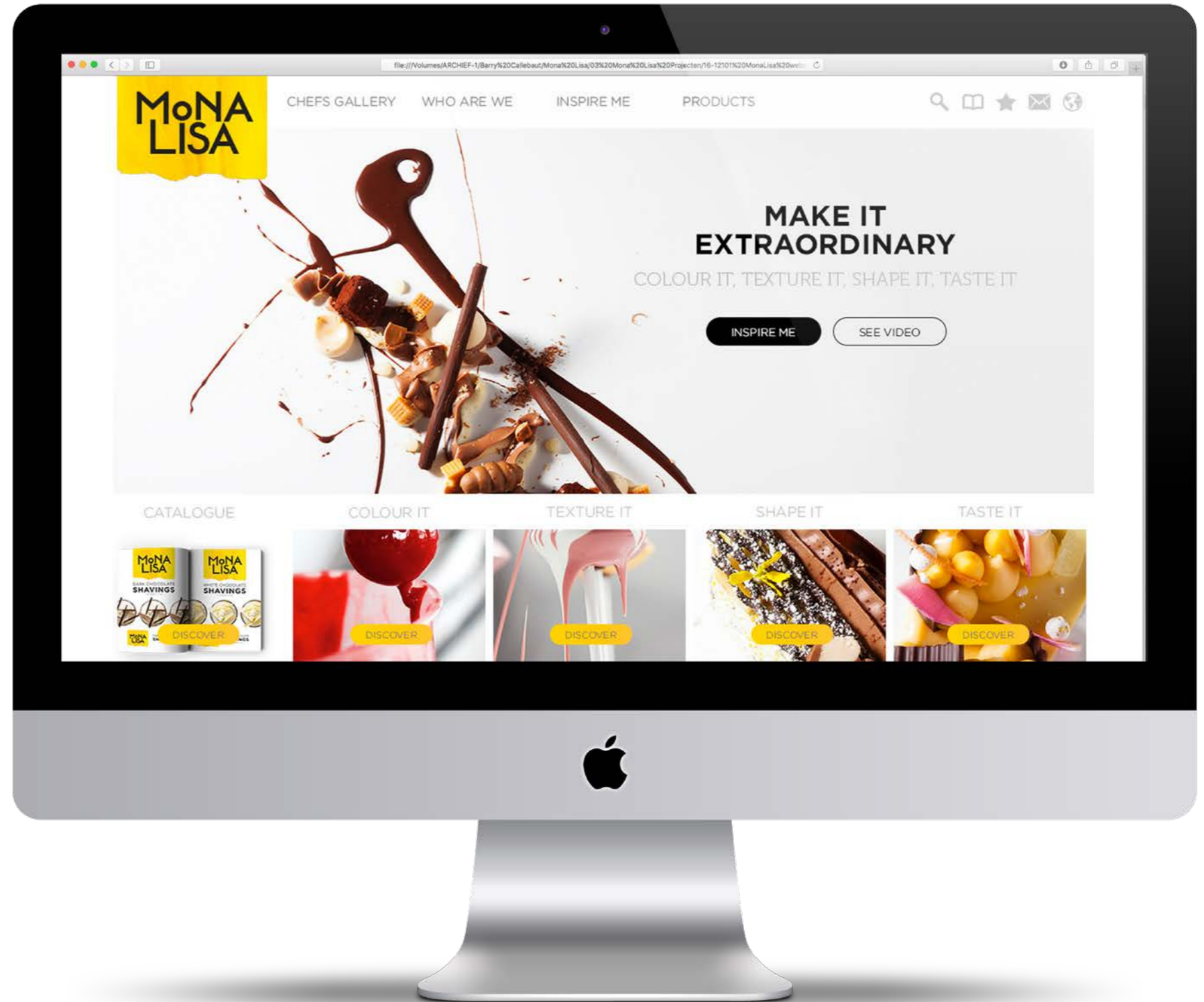
CATALOGUE

Every year/season, Mona Lisa will publish an offline and online and exhaustive catalogue. It will focus on:

- Trend foresights and interpretation through the eyes of a chef
- Product information in a clear and functional overview
- Seasonal inspiration: the trends for the coming season brought to life by one or more chefs
- Clear overview of seasonal products
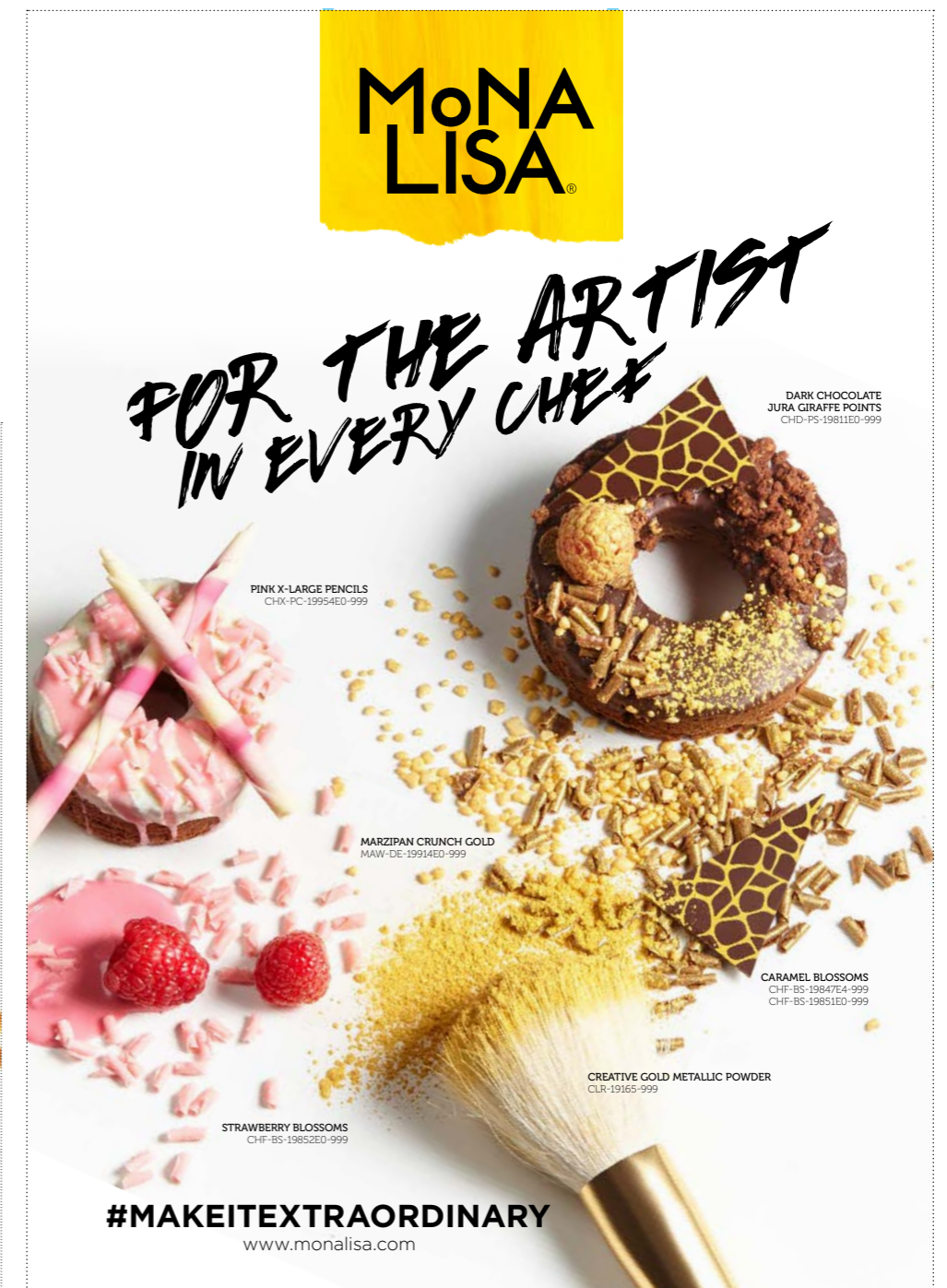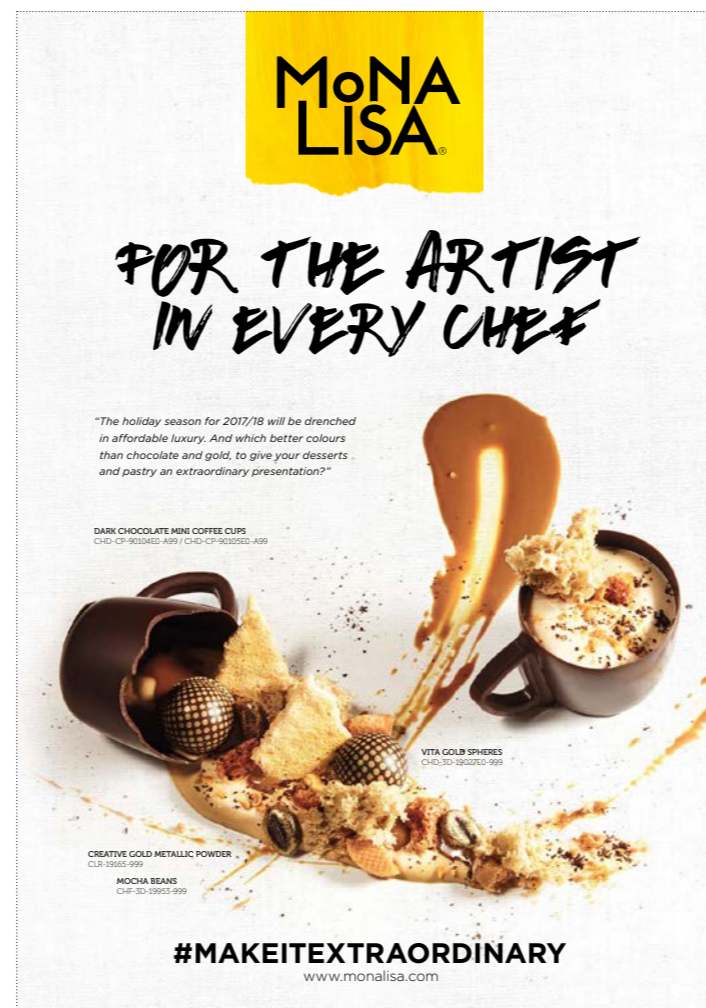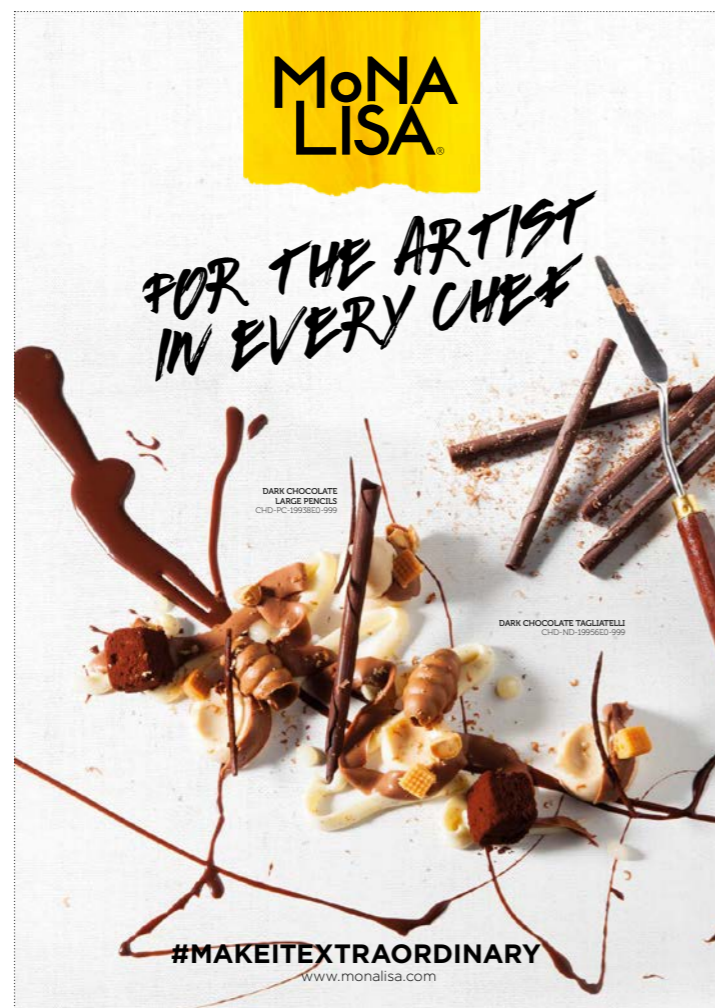- Techniques: step-by-step explanation whenever needed
- ...

The 2017/18 catalogue is available now.

Advertising

A few advert templates are available now for publication in trade magazines or other professional publications.

We recommend to keep them focused on the chefs' expressive creativity, linking back to part of the Mona Lisa (seasonal) product range.

POSTERS AND WALL DECORATION

To bring our brand to life in physical spaces,
on trade fair booths, etc. a first wall banner
has been created.

A branded booth where Mona Lisa's inspirational
character is fully brought to life is still under
development and will become available as
of early 2018.

PACKAGING

All Mona Lisa product come in newly designed packagings and reviewed packaging formats. The pack labels have a clear communication hierarchy, focusing on the product offer inside and some creative applications with the product.

THANK YOU.

CONTACT US

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