

## DESIGN BRIEF

<b>Brand Name</b>	Barilla
<b>Client/s Email</b>	fgraphic@design.com
<b>Client/s Phone Number</b>	0404 040 040
<b>Contact person/s &amp; role/s (if required)</b>	<i>Joe Blog, Marketing Manager</i>
<b>Description of design project</b>	The project focuses on the rebranding of Barilla pasta packaging. This includes developing a refreshed design for Barilla's pasta products that modernises the brand while retaining its strong Italian heritage. The new design should be print-ready for commercial use and reflect the brand's premium quality. Additionally, a 3D mock-up of the new packaging design will be created for presentation and marketing purposes.
<b>Describe objectives of the project</b> <i>(What does the client want the design to be used for and to achieve?)</i>	The client aims to modernize the Barilla brand to appeal to a broader, younger demographic while maintaining its established reputation as a premium pasta brand. The design should convey authenticity, quality, and the brand's rich history in Italian cuisine.
<b>Describe the business/organisation</b> <i>(Describe the client's organisation/company/business and the products and/or services it provides)</i>	Barilla Group is an internationally renowned Italian food company, primarily known for its high-quality pasta products. With over 140 years of experience, Barilla stands as a symbol of Italian culinary tradition and continues to be a global leader in the pasta industry.
<b>How does the client want their business to be reflected in the design (use 5 words to describe the tone and feeling they want the design to portray) (Use some words that describe the tone and feeling of the design eg sophisticated, streamlined, energetic, fun, dynamic etc )</b>	Authentic, Premium, Modern, Trustworthy, Italian.
<b>Client's USP (unique selling proposition) what differentiates the client's business from others</b>	Barilla's pasta is made from carefully selected high-quality durum wheat and embodies the finest Italian culinary traditions. What sets Barilla apart is its commitment to producing the best pasta with the perfect texture and flavor.
<b>Key competitors</b>	De Cecco, Garofalo, Rana, and other premium pasta brands.

<b>Target audience</b>	The target audience includes young professionals and families who value premium-quality food products, as well as health-conscious individuals who seek authenticity in their culinary choices.
<b>Existing materials – copy, logos, images</b>	Current Barilla logo, existing pasta packaging designs, and any brand guidelines or visual assets related to the rebranding project will be provided.
<b>Non-negotiable elements of design – what has to be included, what not to include, styles to avoid</b>	The new design must incorporate the iconic blue color palette associated with Barilla while introducing modern elements. The brand’s logo and key information (e.g., product name, type of pasta, nutritional facts) must be clearly visible. Avoid designs that stray too far from the brand’s established identity.
<b>Deliverables</b>	New print-ready Barilla pasta packaging design. 3D mock-up of the rebranded packaging using Adobe Dimension.
<b>Specifications of items - sizes, digital files, vector illustration</b>	<ul style="list-style-type: none"> <li>• Packaging design must fit standard pasta box dimensions (e.g., 7 inches x 4 inches x 2 inches).</li> <li>• Digital files in both vector and raster formats (e.g., AI, PDF, PNG).</li> <li>• 3D render in JPEG</li> </ul>
<b>Production timetable and deadlines</b>	N/A
<b>Budget guidelines</b>	N/A
<b>Potential legal, ethical or contractual issues</b>	Ensure that the design respects Barilla’s established brand trademarks and adheres to any relevant packaging regulations.
<b>Information sources (research)</b>	Research will include an analysis of Barilla’s past branding efforts, competitor packaging trends, and insights into modern Italian food branding.