

BELÉN RODRÍGUEZ LORENTE

MR. PANZEROTTO

CREACIÓN DE UNA MARCA Y DESARROLLO DEL MANUAL DE IDENTIDAD VISUAL

SEPTIEMBRE 2017

Tutora: María Begoña Jordá Albiñana

Grado en Ingeniería en Diseño Industrial y Desarrollo de Productos



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA



Escuela Técnica Superior de Ingeniería del Diseño

- INTRODUCCIÓN Y OBJETIVOS**
- PAPERWHITE STUDIO**
- EL PANZEROTTO**
- EL BRIEFING**
- LA MARCA O EMPRESA**
- MANUAL DE IDENTIDAD CORPORATIVA**
- CONCLUSIONES**

-PRÁCTICAS EN EMPRESA / ESTANCIA EN EE.UU.

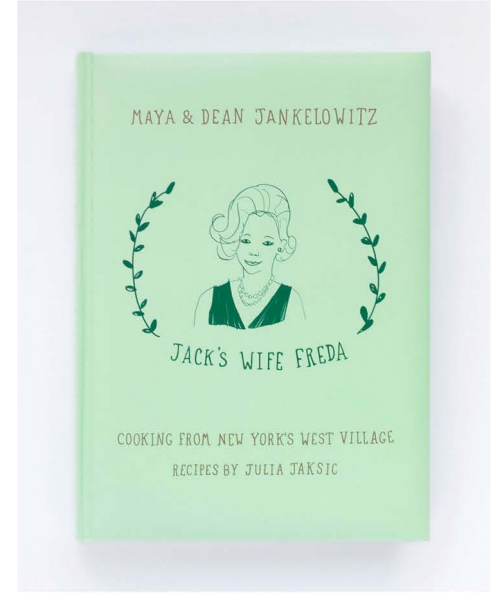
OBJETIVOS:

**-DISEÑO Y DESARROLLO DE LA COMUNICACIÓN GRÁFICA
DE UNA MARCA EN EL SECTOR DE LA HOSTELERÍA**

-APLICAR LA FORMACIÓN ADQUIRIDA DURANTE EL GRADO

-ENCARGO PROFESIONAL

- NUEVA YORK
- BECARIA (3 MESES)
- DISEÑO GRÁFICO
- FOOD BRANDING





6. ENTREGA DE ARCHIVOS DIGITALES

(Archivos del logotipo, guía de estilo, iconos y elementos ilustrativos) al cliente para futuras referencias



5. FINALIZACIÓN



1. BRIEFING

(mercado objetivo, competidores, preferencias visuales del cliente etc) e investigación



2. CREACIÓN/IDEACIÓN

(generación de ideas iniciales) y resolución de conceptos de forma digital



3. PRESENTACIÓN

Presentación al cliente para su consideración



PAPERWHITE



4. FEEDBACK/REVISIONES

(Hasta 3 rondas)

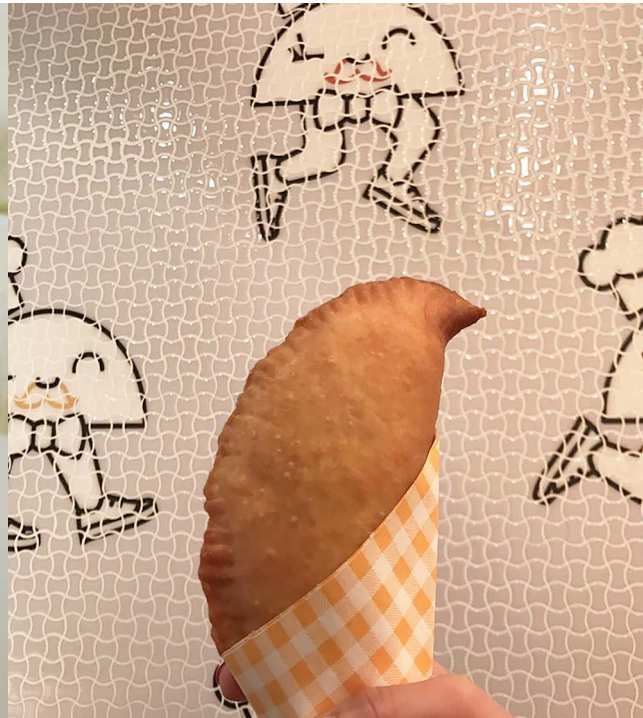
SECTOR DE LA HOSTELERÍA FAST-FOOD





¿QUÉ ES?

PANZEROTTO
PUGLIA, ITALIA



MR. PANZEROTTO
NEW YORK CITY

CHRISTIAN FRANCONI
Contaco via email

"COLOURFUL AND FUN"
"COLORIDO Y DIVERTIDO"



**PAPA
ROSSO**



PAUTAS A SEGUIR + BRIEFING DEL CLIENTE = MR. PANZEROTTO

- Formas geométricas (actualidad: *Shake Shack*)
- Tipografía de palo seco (Claridad y legibilidad)
- Denominación de la actividad
- Colores cálidos (cercanos al público) y que sean representativos del producto que se vende
- Empleo del menor número de tintas posibles (no más de dos) = economicidad y claridad

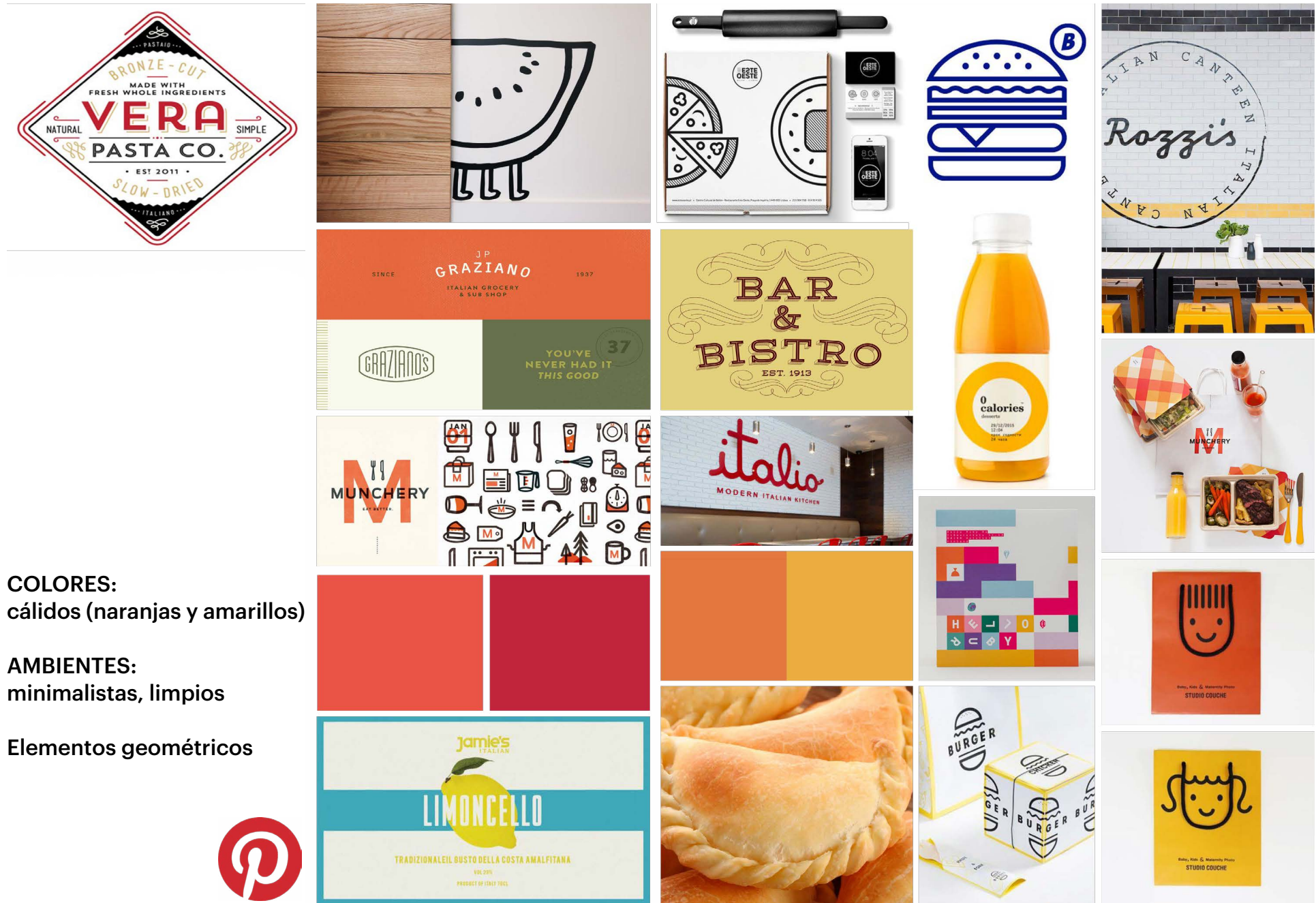
TENDENCIAS EN EL SECTOR DE LA COMIDA RÁPIDA (FAST-FOOD)



MR. PANZEROTTO

DISEÑO DE LA MARCA

PRIMERAS IDEAS/INSPIRACIONES/MOODBOARDS/PROCESO DE BOCETAJE

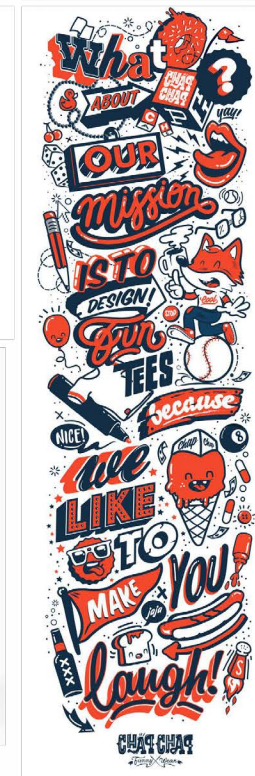
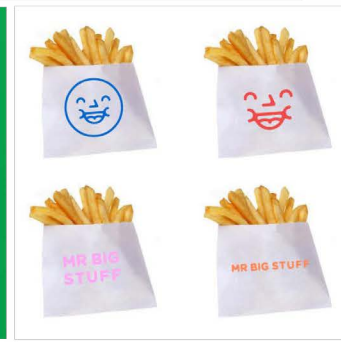
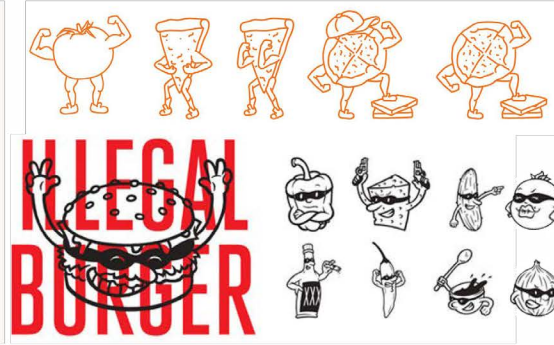


COLORES:
cálidos (naranjas y amarillos)

AMBIENTES:
minimalistas, limpios

Elementos geométricos





**IL
PANZEROTTO**

MADE IN PUGLIA
F.LLI D'ALESSIO

Lunitas

il PANZEROTTO
del
SENATORE

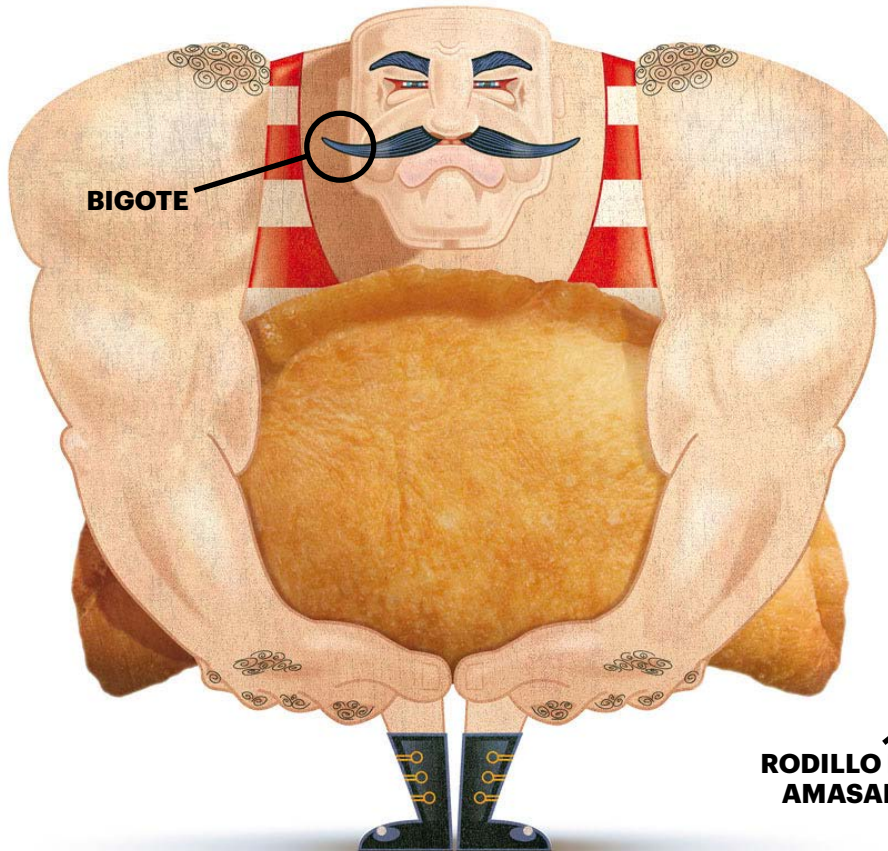
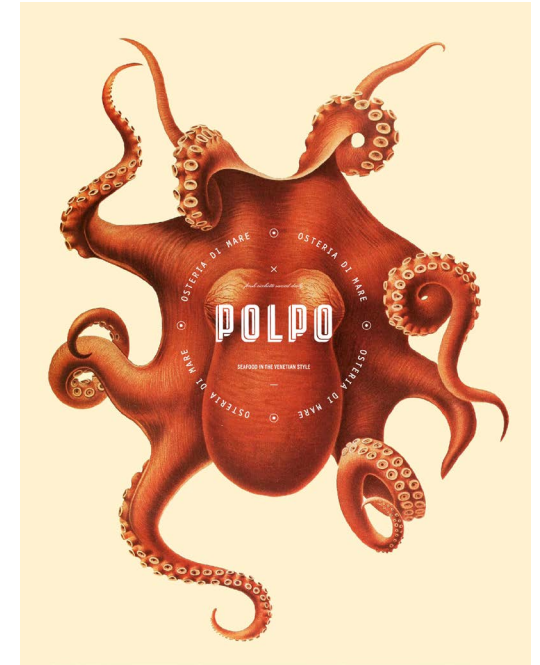
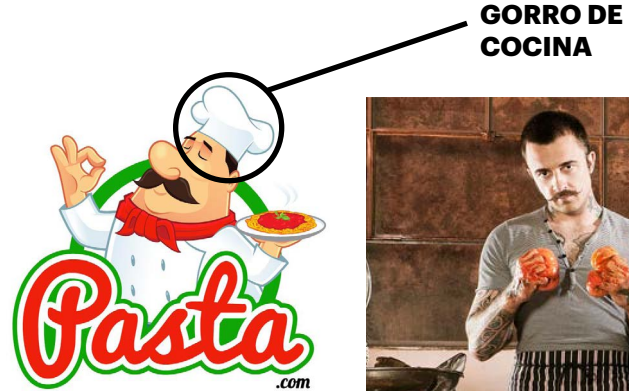
Del campo a...
LA PANZA



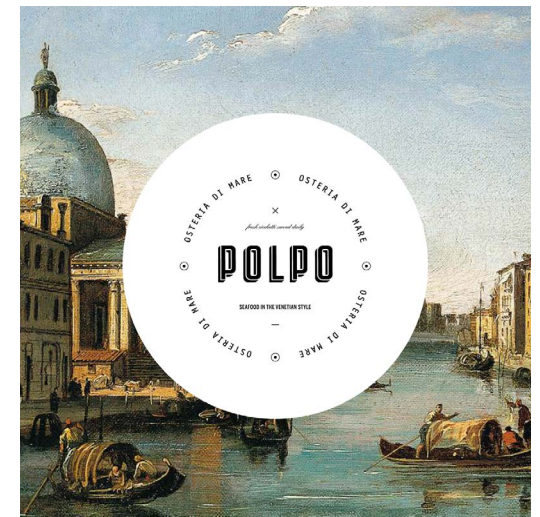
1. El chef italiano y sus tres elementos característicos.

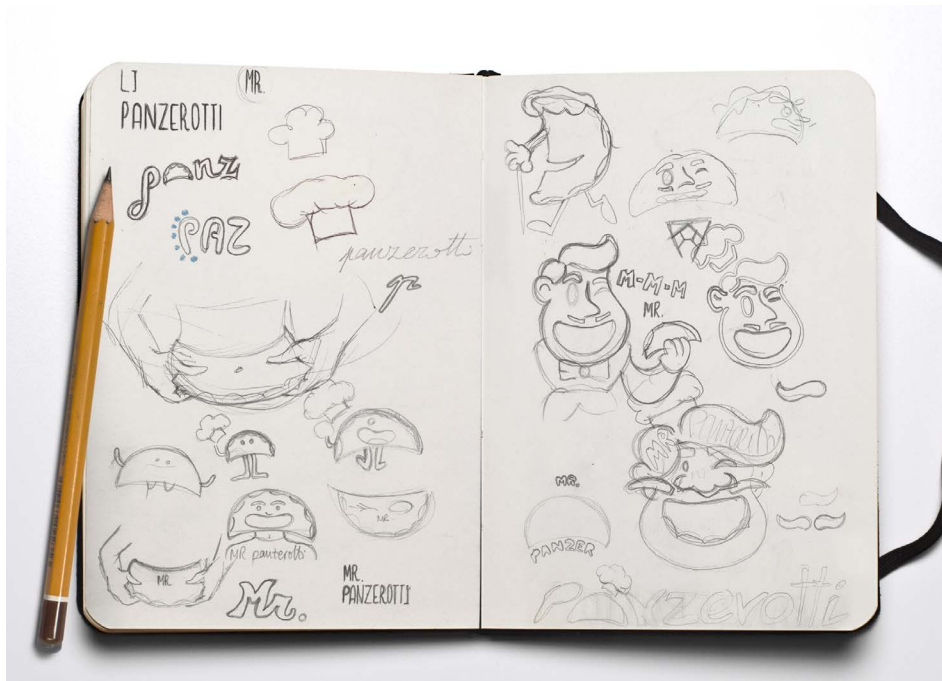
2. La representación formal del Panzerotto.

3. La tipografía.



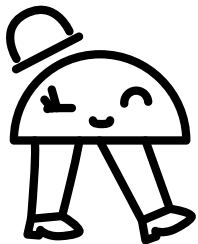
BIGOTE







MR.
PANZEROTTO
NEW YORK CITY

M 
PANZEROTTO

M .

MR.
PANZEROTTO

MR 
PANZEROTTO


Mr. panzerotto

MR.
PANZEROTTO
NEW YORK CITY

MR.

PANZEROTTO


Mr. panzerotto




MR. PANZEROTTO

MR. PANZEROTTO

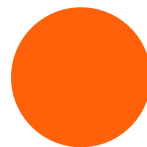
IDENTIDAD CORPORATIVA

RONDA 1

PROPUESTA 1



CMYK
62 / 0 / 54 / 0



CMYK
0 / 76 / 100 / 0



CMYK
2 / 31 / 95 / 0



GOTHAM ROUNDED _____

PANZEROTTO TO GO.

GOTHAM ROUNDED _____

Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini. Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi.





PROPUESTA 2

MR.
PANZEROTTO



CMYK
68 / 68 / 62 / 58



CMYK
2 / 19 / 21 / 0



CMYK
2 / 31 / 95 / 0

MR.
PANZEROTTO

MR.
PANZEROTTO

BAMBINO BLACK

PANZEROTTO TO GO.

BAMBINO REGULAR

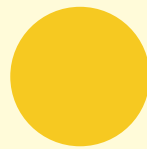
Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini. Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi.

PROPUESTA 3

MR.
PANTHEROIDS



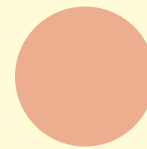
CMYK
86 / 39 / 57 / 19



CMYK
4 / 19 / 95 / 0



CMYK
19 / 13 / 13 / 0



CMYK
5 / 36 / 43 / 0



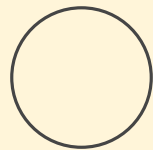
DENSE REGULAR

PANZEROTTO TO GO.

BROWN REGULAR

Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini. Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi.

PROPUESTA 4



CMYK
68 / 68 / 62 / 58



CMYK
2 / 19 / 21 / 0



CMYK
0 / 5 / 5 / 0



SELFIE _____ *Panzerotto To Go.*

BRANDON GROTESQUE _____ Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini. Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi.

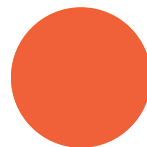


PROPUESTA ELEGIDA

M. PANZEROTTO



CMYK
63 / 0 / 52 / 0



CMYK
0 / 77 / 85 / 0



CMYK
0 / 32 / 86 / 0

M .
PANZEROTTO

GOTHAM ROUNDED _____ **PANZEROTTO TO GO.**

GOTHAM ROUNDED _____ Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini. Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi.

MR. PANZEROTTO

IDENTIDAD CORPORATIVA

RONDA 2: EVOLUCIÓN DEL PERSONAJE Y LA TIPOGRAFÍA

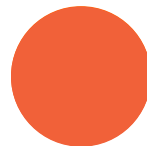


MR.
PANZEROTTO

The logo features the text 'MR. PANZEROTTO' in a bold, orange, sans-serif font. The 'M' is significantly larger than the other letters. The 'R' is replaced by a stylized, orange line-art character of a man with a mustache, wearing a bow tie, pants, and shoes, and holding a large, round object (possibly a pie or a hat) over his head. The character's head is integrated into the top of the 'R'.



CMYK
63 / 0 / 52 / 0



CMYK
0 / 77 / 85 / 0



CMYK
0 / 32 / 86 / 0



ROUTER _____ PANZEROTTO TO GO.

ROUTER _____ Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini. Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi.



Mr.
PANZEROTTO

GOHAM ROUNDED MEDIUM




Mr.
PANZEROTTO

OMNES MEDIUM



Mr.
PANZEROTTO

ROUTER BOOK



Mr.
PANZEROTTO

BRYANT REGULAR



Mr.
PANZEROTTO

BARIOL BOLD



Mr. Panzerotto logo featuring a stylized character with a mustache, bow tie, and chef's hat, integrated into the letter 'M'. The character is positioned to the right of the 'M', with its head and shoulders overlapping the top and right sides of the letter. The character has a round head, a mustache, a bow tie, and is wearing a chef's hat and shoes. The word 'PANZEROTTO' is written in a clean, sans-serif font below the 'M'.

GOTHAM XLIGHT



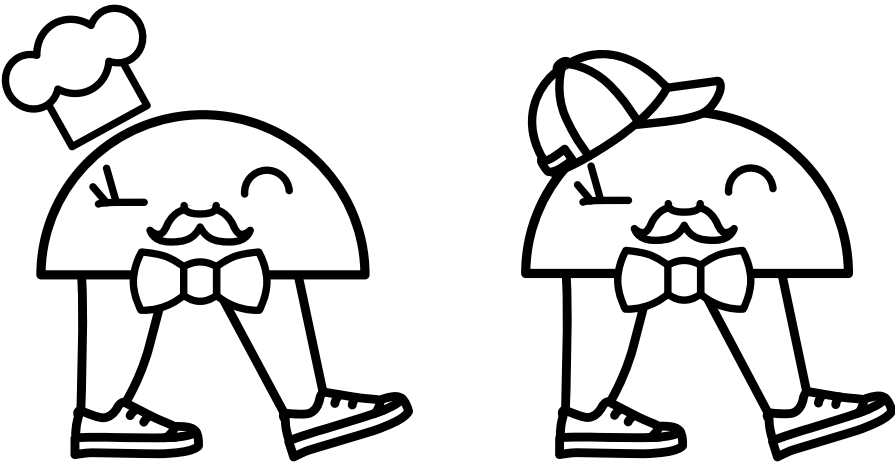
Mr. Panzerotto logo featuring a stylized character with a mustache, bow tie, and chef's hat, integrated into the letter 'M'. The character is positioned to the right of the 'M', with its head and shoulders overlapping the top and right sides of the letter. The character has a round head, a mustache, a bow tie, and is wearing a chef's hat and shoes. The word 'PANZEROTTO' is written in a clean, sans-serif font below the 'M'.

BROWN LIGHT



Mr. Panzerotto logo featuring a stylized character with a mustache, bow tie, and chef's hat, integrated into the letter 'M'. The character is positioned to the right of the 'M', with its head and shoulders overlapping the top and right sides of the letter. The character has a round head, a mustache, a bow tie, and is wearing a chef's hat and shoes. The word 'PANZEROTTO' is written in a clean, sans-serif font below the 'M'.

BAMBINO LIGHT







MR. PANZEROTTO

IDENTIDAD CORPORATIVA

RONDA 3: LOGOTIPO FINAL



BAMBINO _____ PANZEROTTO TO GO.

BAMBINO _____ Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini. Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi.



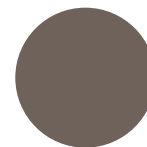
CMYK
60 / 0 / 14 / 2



CMYK
0 / 72 / 92 / 0



CMYK
0 / 31 / 94 / 0

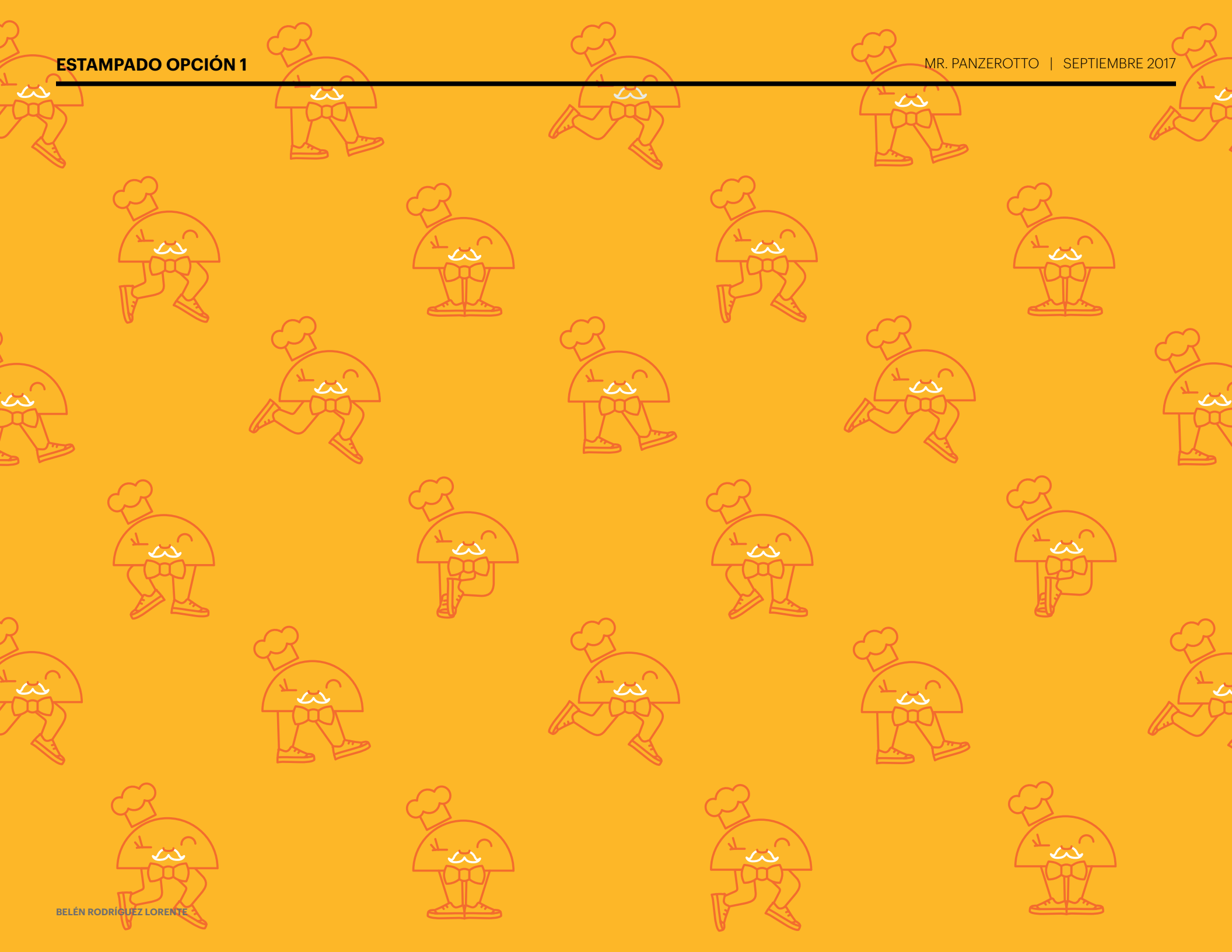


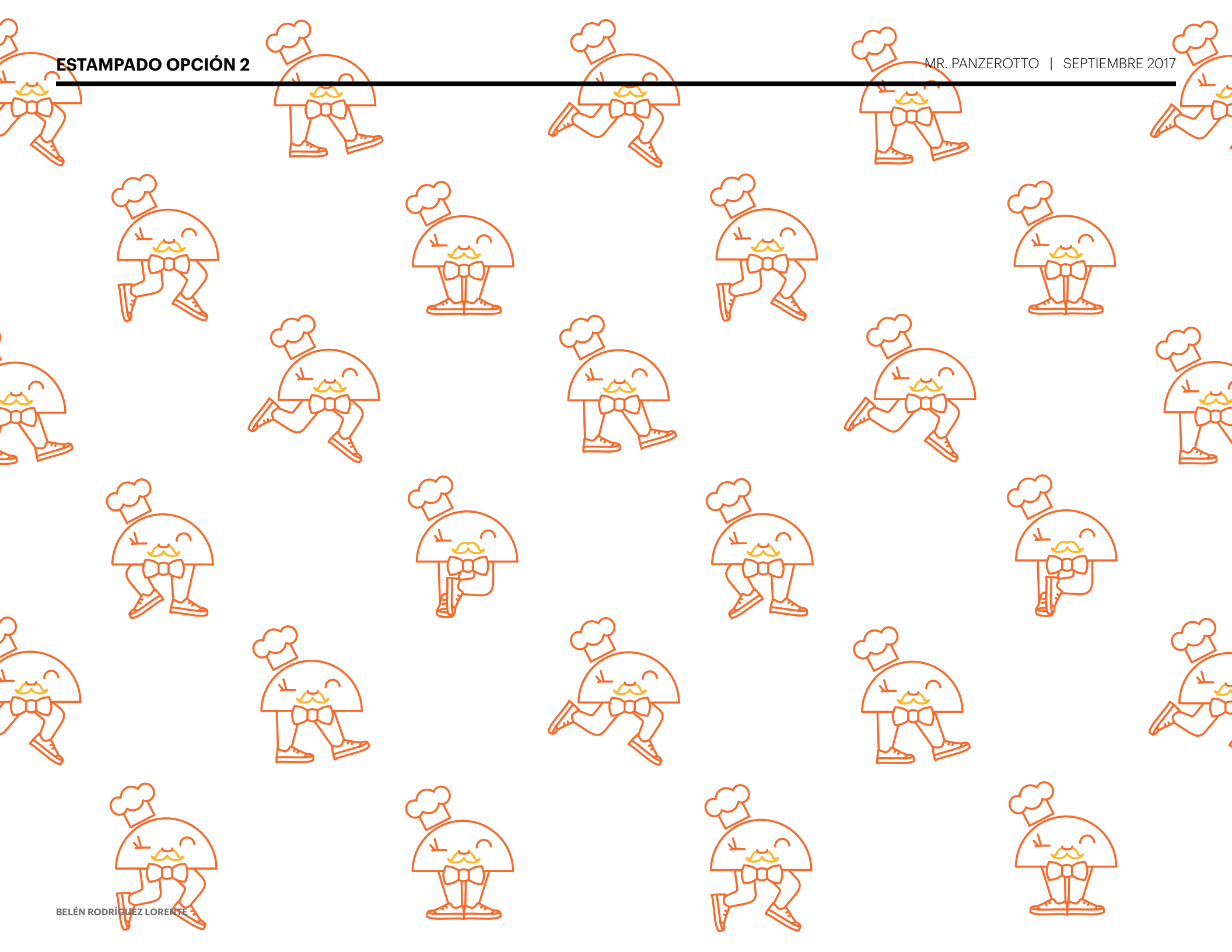
CMYK
60 / 87 / 66 / 85





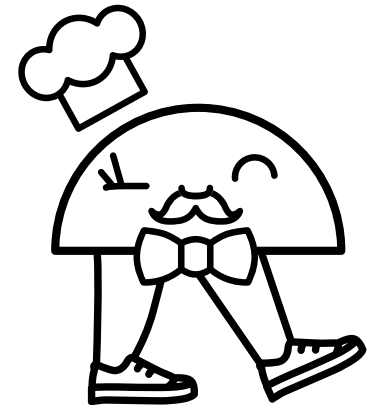




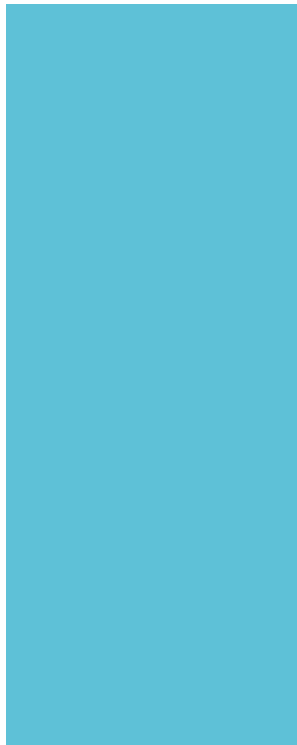


Manual de Identidad Corporativa





COLORES CORPORATIVOS



CMYK
62 / 0 / 14 / 2

RGB
95 / 193 / 216



CMYK
0 / 72 / 92 / 0

RGB
236 / 98 / 33



CMYK
0 / 31 / 94 / 0

RGB
250 / 185 / 11



CMYK
49 / 50 / 53 / 29

RGB
120 / 103 / 94

BAMBINO LIGHT
32 PT
TRACKING: 50

TEXTO PRINCIPAL

BAMBINO LIGHT
15 PT
TRACKING: 0

Textos secundarios

BAMBINO LIGHT
10 PT
TRACKING: 50

TEXTOS SECUNDARIOS

Bloques de texto:

Itio doluptatur ra soluptatin et, seque nimus sam quist ex exerepudam, optiate nimporpor sinim remporem renationet hil ex explique volum consed evelis explabo ratemporeri cus accatur? Sed mos nim fugit enit dolorec temporiatu?Ris voluptates paritio illecturia delles ium, illaboriam eos qui dolessi blabor mincid quo volo quiatem eatur am fugiatibus moluptae sitis velis dus, nusdaest autasitio mincil mos endit quam, vererem etur, cone cus, tem quo velic tem que audit alit, incil eos minis et quis que.

BAMBINO LIGHT
10 PT
TRACKING: 50
LEADING: 16 PT

USOS CORRECTOS



USOS INCORRECTOS



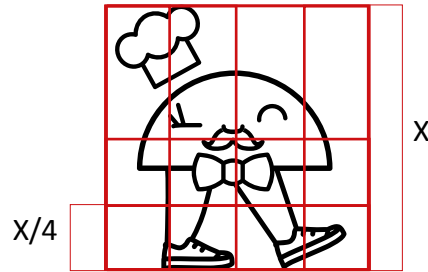


PANZEROTTO

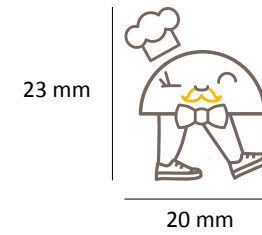
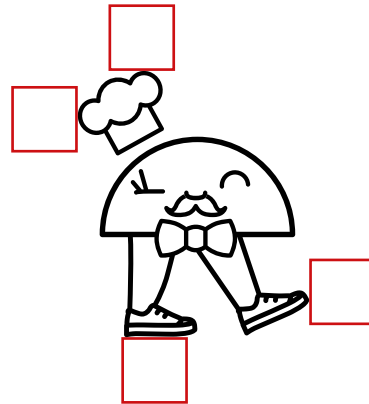
ESPACIO DE RESPETO

TAMAÑO MÍNIMO

Estándar ≥ ○



Gran tamaño ≥ ○○
(formatos superiores a A0)









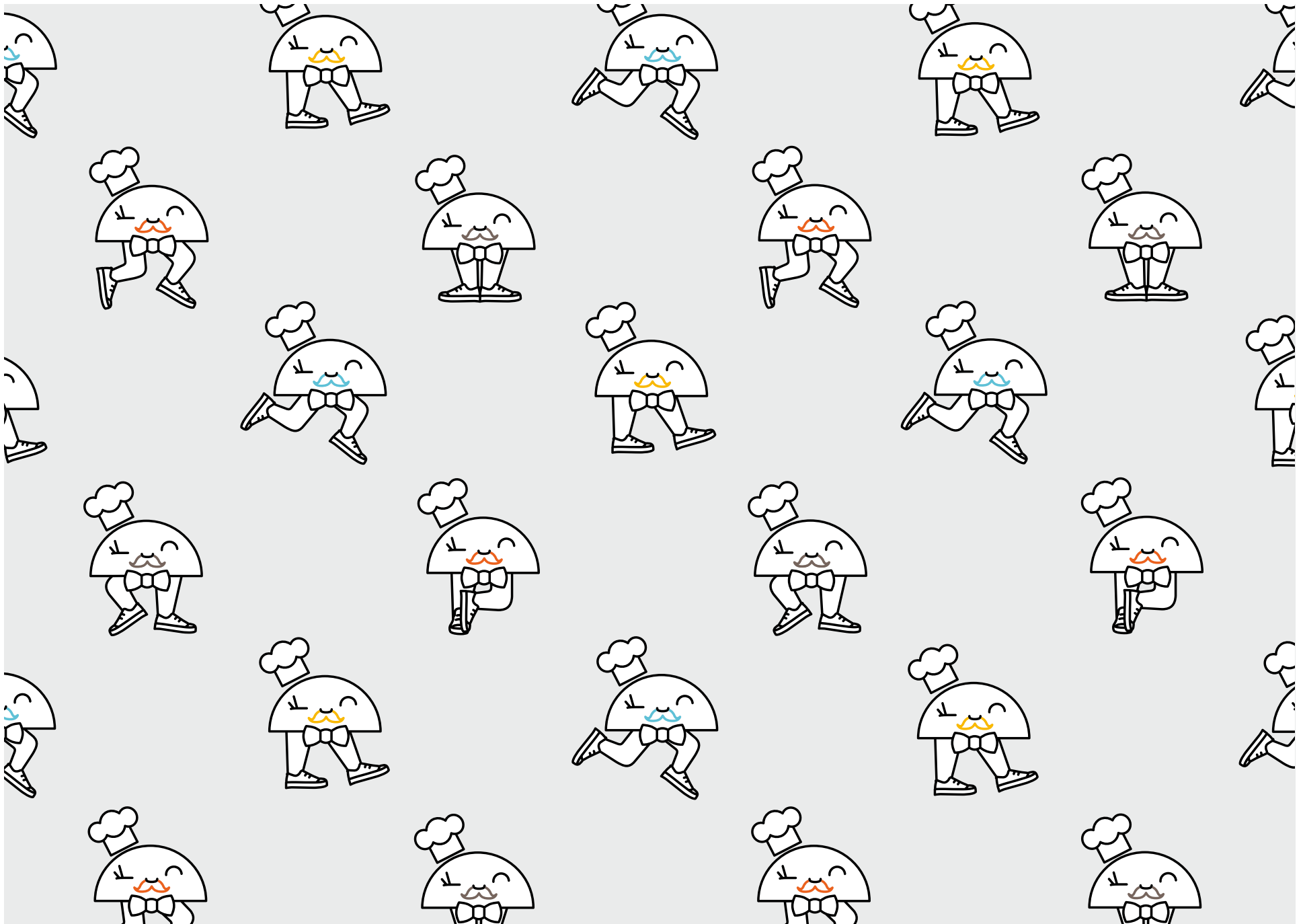


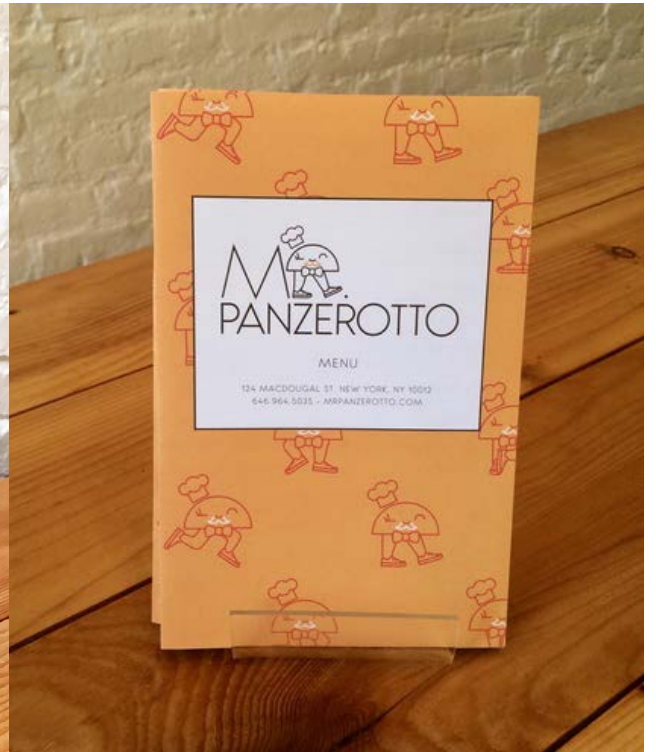


MR.PANZEROTTO
WWW.MRPANZEROTTO.COM
213 977 2284

27 BLEECKER STREET
NEW YORK, NY 10013









DISEÑO

Marca, logotipo y manual **1800 €**

Aplicaciones (diseño)

Cartas de menú

Tarjetas de visita

Packaging

Decoración interior

Delantal

1000 €

Diseño web

1200 €

TOTAL 4000€

- POSITIVAS**
- EXPERIENCIA VERÍDICA**
- TRABAJO EXPUESTO AL PÚBLICO**
- NUEVOS CONOCIMIENTOS**
- CONEXIÓN MUNDO REAL**
- PROFESIONALIZACIÓN**



Belén Rodríguez Lorente

Valencia 2017