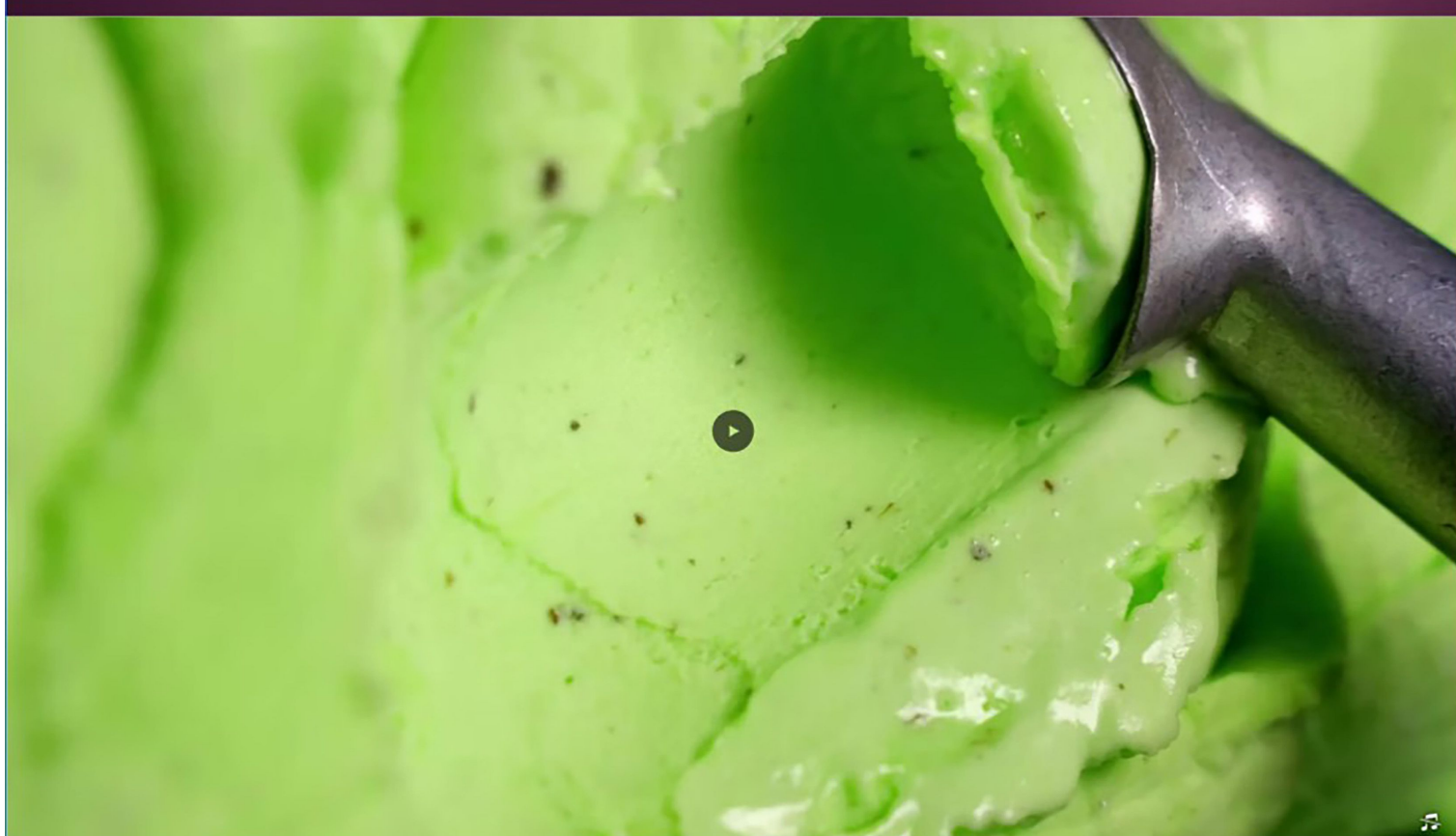


BRAND IDENTITY | DeROMA



Embedding the brand concept into the identity

De ROMA's identity reflects the core concept "slow is godly" by elongating the letter 'O' in its typography. This subtle yet powerful intervention captures slowness, embedding **brand essence** while creating a distinctive and memorable visual identity.



Why Eating Gelato Slowly Brings True Delight

Eating gelato slowly allows the flavours to fully unfold on your palate. The creamy texture melts gradually, revealing delicate notes and subtle layers that would be lost in a rush. As it lingers in your mouth, you savour not just the taste, but the craftsmanship behind it. It becomes an *experience*—

Three Reasons Eating Slowly Makes Food Taste Better

1. Enhanced Flavor Release (Scientific Perspective): Chewing slowly allows more flavor compounds and aromas to be released and sensed. Like letting wine breathe, this enhances your ability to detect subtle taste notes. Slow eaters often notice more depth in flavors than fast eaters.

2. Mindful Savoring Increases Enjoyment (Psychological Perspective): When you slow down, you're more mindful of taste, texture, and aroma. This full sensory engagement makes each bite more enjoyable. Mindful eating leads to greater satisfaction and pleasure from your meal.

3. Greater Satiety and Satisfaction (Practical Perspective): It takes about 20 minutes for your brain to signal fullness. Eating slowly helps you feel satisfied on less food, avoiding the discomfort of overeating. You leave the meal feeling content, not stuffed.

SCIENCE OF TASTE

Taste Bud

The creamy texture melts gradually, revealing delicate taste notes.

SLOW

Concept Note: "Slow is Godly"

In the world of fast bites and rushed moments, gelato invites us to pause. Not just to eat, but to truly experience. Each slow spoonful melts not only on your tongue, but into your senses — releasing delicate flavor notes, creamy textures, and aromatic depth that fast eating simply cannot offer.

Science supports it. When we slow down, taste compounds linger longer, the nose senses more aroma, and the mind registers more joy. Psychology calls it mindful eating. We call it something higher: a ritual, an experience, a kind of worship.

"Slow is Godly" isn't just a tagline — it's a reminder that relishing gelato is about presence. About honoring the craftsmanship, the ingredients, and your own senses. In a world that rewards speed, we're choosing reverence. With gelato, the slower you go, the richer it gets.

SLOW IS GODLY!



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Background

De ROMA
Gelato d'Italia

De ROMA Gelato is a handcrafted gelato brand, celebrating the art of slow eating and the joy of savoring. It's not just a dessert, it's an experience. The brand's identity is rooted in the concept of 'Slow is Godly', emphasizing the importance of taking time to appreciate the flavors and textures of the gelato. The brand's visual identity is clean, modern, and minimalist, reflecting the simplicity and elegance of the gelato itself. The brand's typography is a mix of classic serif and modern sans-serif fonts, creating a sophisticated and timeless look. The brand's color palette is inspired by the colors of the gelato, with a focus on earthy tones and vibrant hues. The brand's overall aesthetic is one of quality, craftsmanship, and a love for the art of gelato.

Key Features of the Brand Identity

1. Slow is Godly: The brand's core philosophy, emphasizing the importance of taking time to appreciate the flavors and textures of the gelato.

2. Handcrafted: The brand's commitment to quality and craftsmanship, reflecting the art of gelato making.

3. Simple and Elegant: The brand's visual identity, which is clean, modern, and minimalist, reflecting the simplicity and elegance of the gelato itself.

4. Sophisticated and Timeless: The brand's typography and color palette, which are inspired by the colors of the gelato and create a sophisticated and timeless look.

5. Quality and Craftsmanship: The brand's overall aesthetic, which is one of quality, craftsmanship, and a love for the art of gelato.

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Black & White Logo

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Logo on Backgrounds

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Logo Do & Don't

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Typography

Typography instructions are provided; strictly following them maintains a consistent visual look.

The house font: **Gotham**

Brand Fonts

Colour

Brands are meticulous about using their house colour to ensure consistency; colour is essential in maintaining cohesion.

The house colour: **De ROMA-Green**

Color Palette



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End.

Thank You!

The brand guidelines are provided to help you understand the brand's identity and ensure consistency across all media and platforms. We hope you find this guide helpful and informative. If you have any questions or need further assistance, please don't hesitate to contact us. We are always here to support you in building a successful brand.

Creating a robust identity is just one part of **building a successful brand**. However, developing a well-structured Brand Guideline is crucial to ensure consistent and correct brand representation across all media and platforms. Design Horse Branding Agency has provided a comprehensive **Brand Guideline Manual** to help all brand stakeholders adhere to the brand. As a best practice, we also provide a **'Brand Book'** with all essential guidelines, from logo usage to visual narrative elements.

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CONTACT



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