

Brand Strategy + Design



De ROMA

Gelato d'Italia

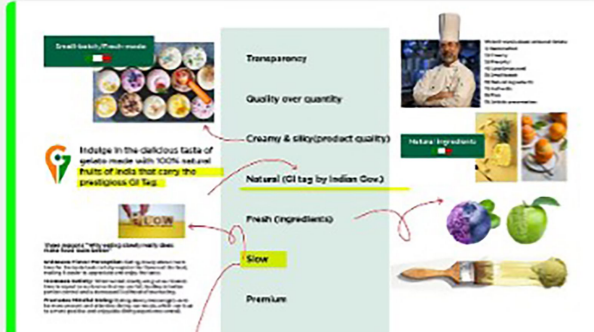
India's Taste Is Evolving. So Are We.

A new wave of Indian consumers is seeking more than just dessert—they crave experiences, authenticity, and quality. DeROMA steps in to answer this call with a refined range of all-natural, Italian-style Gelato. Crafted to delight modern palates and meet global standards, our startup carries big ambitions: to become India's go-to name for authentic Gelato.

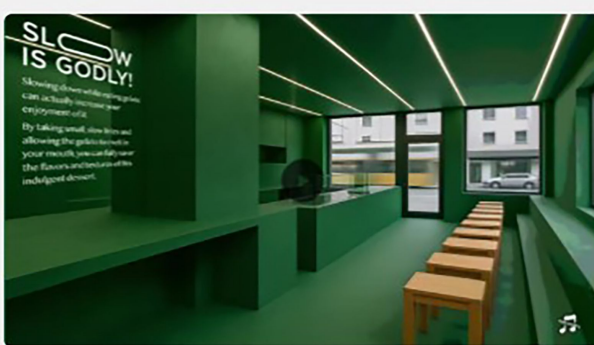
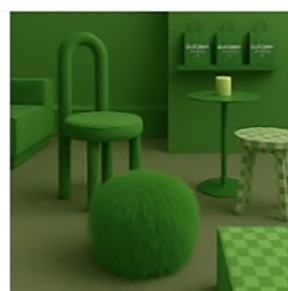
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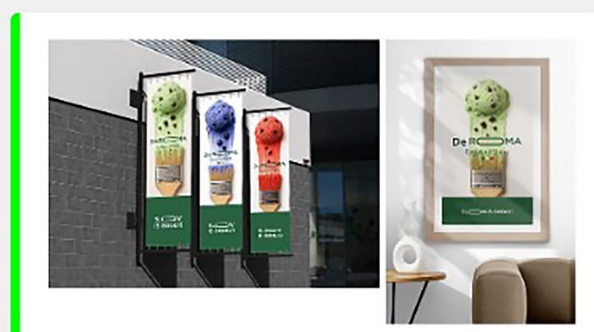
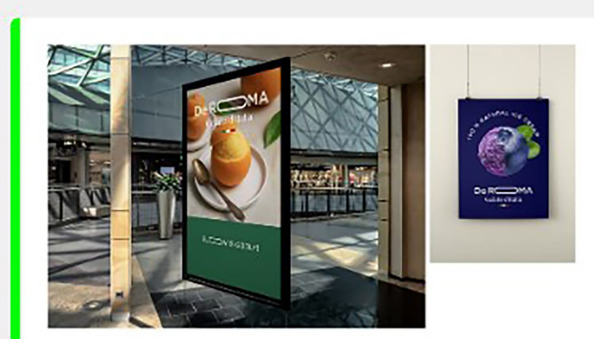
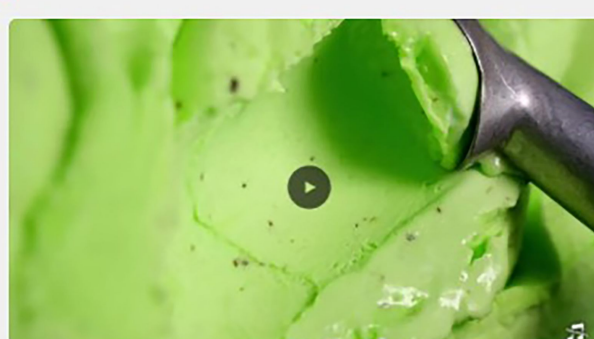
Gelato d'Italia



The concept "Slow is Godly"—rooted in the nature of the product. Scientifically, eating Gelato slowly enhances flavor, as it interacts with saliva and releases more aroma and taste, offering a fuller, more satisfying indulgence. The packaging system featuring DeROMA's bold green brand color and a clear "100% Natural Ice Cream" claim to reinforce brand authenticity. Each cup-cap includes a variant sticker for easy flavor identification.

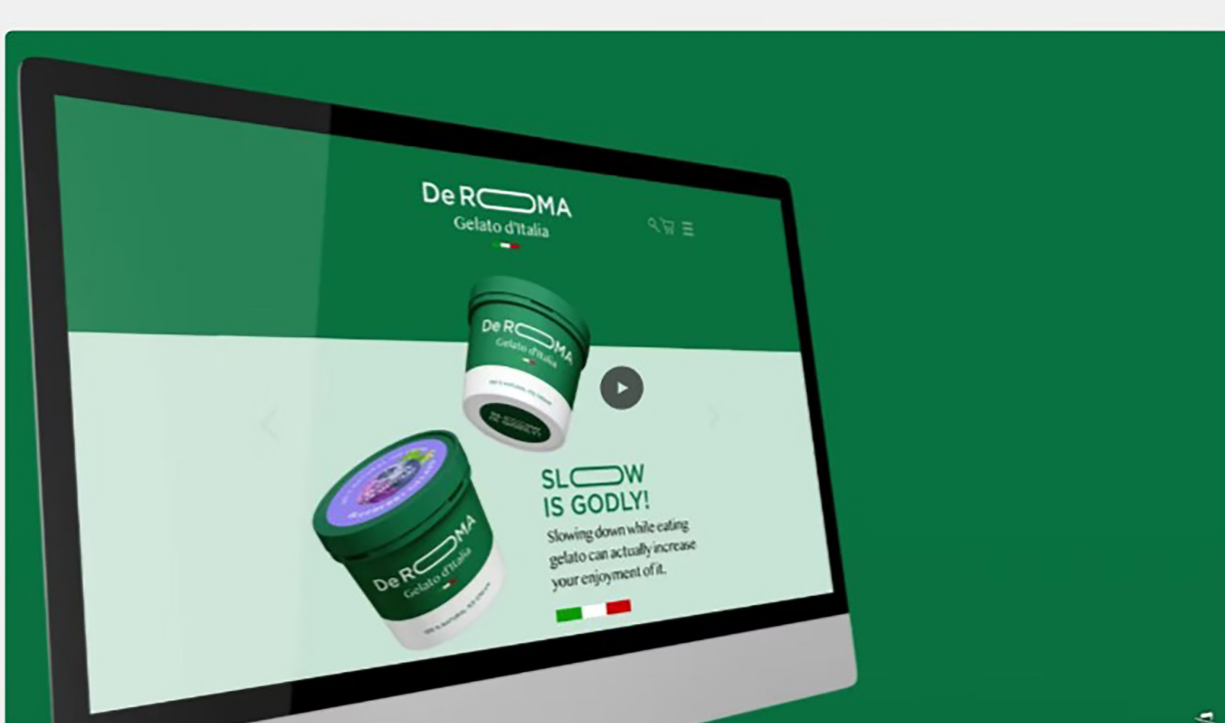
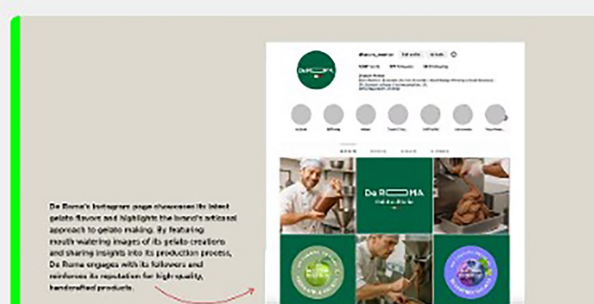


Design Horse developed a comprehensive brand strategy and visual language for DeROMA, anchoring the narrative "Slow is Godly." Retail was a key brand touchpoint, so the store design, furniture, and ambiance were thoughtfully crafted to encourage longer stays. Soft-cushioned seating, calming interiors, and tactile comfort invited customers to relax, slow down, and savor the Gelato experience.



The metaphor of an "artist's painting brush" was used to craft the narrative—Paint the Authentic Taste—capturing the essence of craftsmanship, purity, and sensory richness in every DeROMA experience.

Design Horse strengthened DeROMA's digital presence by crafting a cohesive website and Instagram strategy, enhancing the brand's visual identity and consistency across key social media platforms.



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