



Brand Creation and  
eCommerce Site for a  
Spanish Delicatessen

# Dalicatesen

*The taste of authentic Spanish fine food region by region*



DALICATESEN

# Creating a New Delicatessen Brand, On - and Off - line

Spanish food e-seller Dalicatesen asked Base Creative to help design its brand, from brand identity to eCommerce website.

## **Business Strategy**

## **Brand Strategy**

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Strategy Book
- Ongoing Brand Management

## **Design and Touchpoints**

- Brand Identity
- Brand Grid Refreshment
- Product Photography
- Writing & Translation
- Advertising Design
- Graphic Development

## **Digital & Social Media**

- UI and UX Design
- eCommerce Website
- Analytics

# Dalicatessen Brand Communications

## Designing a Stylish and Artistic Brand Image



Inspired by Dali paintings, we created a playful visual expression, designing standout graphics expressing real distinction.

### Scope of Work Business Strategy

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