

BRANDING

Chalavi

DAIRY PRODUCTS

The Brief

We were tasked with branding Chalavi.

Chalavi is an established manufacturer of various dairy products, such as cheeses, yogurts, sour cream and much more, with the prospect of tapping into the milk industry in the future.

The Colours

We chose a green colour, rather than the Blue/Cyan common in the dairy business, to give it a fresh look and making it stand out in an already crowded market.

Parakeet Green



Pantone 360 C

#6ABF4B

C: 62% M: 0% Y: 86 K: 0%

The Typeface

We chose Belligan, a rounded sans serif typeface which looks calm yet elegant. We paired it with Belmonte, is a script font that is sweet, bold and delicious ideal for food branding.

Belligan

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l
m n o p q r s t u v
w x y z

1 2 3 4 5 6 7 8 9 0

Belmonte

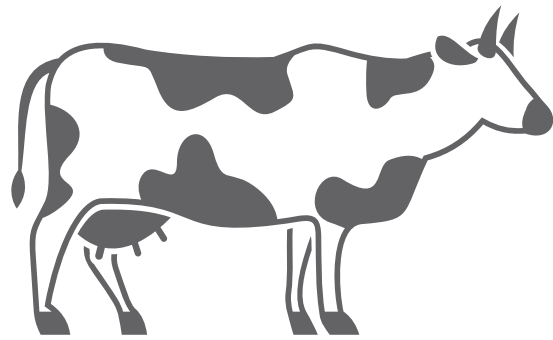
A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

a b c d e f g h i j k l
m n o p q r s t u v
w x y z

1 2 3 4 5 6 7 8 9 0

The Logo

- Inspiration -



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The Logo



A friendly logo set on a background in the shape of a cow pattern with two small splashes neatly tucked in.









