



## MED ART SAL

Identity / Branding / Packaging

## **Briefing**

Med Art Sal is a project funded by the European Union which started in 2019 with the involvement of several countries: Italy, Tunisia, Lebanon and Spain. It is about commercializing artisanal salt obtained from salinas with the intention of recovering the marshes.

The name refers to the Mediterranean Sea, the artisanal and the salt.

## **Market goal**

Helping to recover the artisanal salinas thanks to a packaging with a modern and current approach. Economizing thanks to a single packaging for salinas of several countries.

## Briefing

The target audience is people between 30-55 years old, male and female, who like to experiment in the cuisine with new flavours, spices and seasonings. We will also target it to chefs interested in salt as a product.

\*We believe that it is easier to sell the salinas through a packaging with an artistic approach. Each tin will be designed by an illustrator, this way we will give them the unique nature that artisanal salinas have, where the whole process is manual.

This packaging will be a collector's work that will make the buyer feel special, in the same way as if they collected salt in the salina with their own hands.

## Brand adjectives

#insight of emotion:

|              | 2 | 1 | 0 | 1 | 2 |               |
|--------------|---|---|---|---|---|---------------|
| EXPENSIVE    | ● |   |   |   |   | CHEAP         |
| ECOLOGICAL   | ● |   |   |   |   | INDIFFERENT   |
| MASCULINE    |   |   | ● |   |   | FEMININE      |
| ADULT        |   | ● |   |   |   | CHILDREN      |
| FUN          | ● |   |   |   |   | SERIOUS       |
| GOURMET      | ● |   |   |   |   | POPULAR       |
| LOCAL        |   |   |   |   | ● | GLOBAL        |
| FOR EVERYONE |   |   |   |   | ● | EXCLUSIVE     |
| COLORFUL     | ● |   |   |   |   | NEUTRAL       |
| ELEGANT      | ● |   |   |   |   | NEUTRAL       |
| CLASSIC      |   |   |   | ● |   | CASUAL        |
| NATURAL      | ● |   |   |   |   | TECHNOLOGICAL |

## Brand values

#insight of emotion

### Brand essence

Med Art Sal, artisanal salinas.

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### Positioning

Gastronomic and artisanal sector.

Commercializing salt as a product among enthusiasts and professional chefs.

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### Brand promise

Salt as a way to recover salinas.

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### What do we believe in?

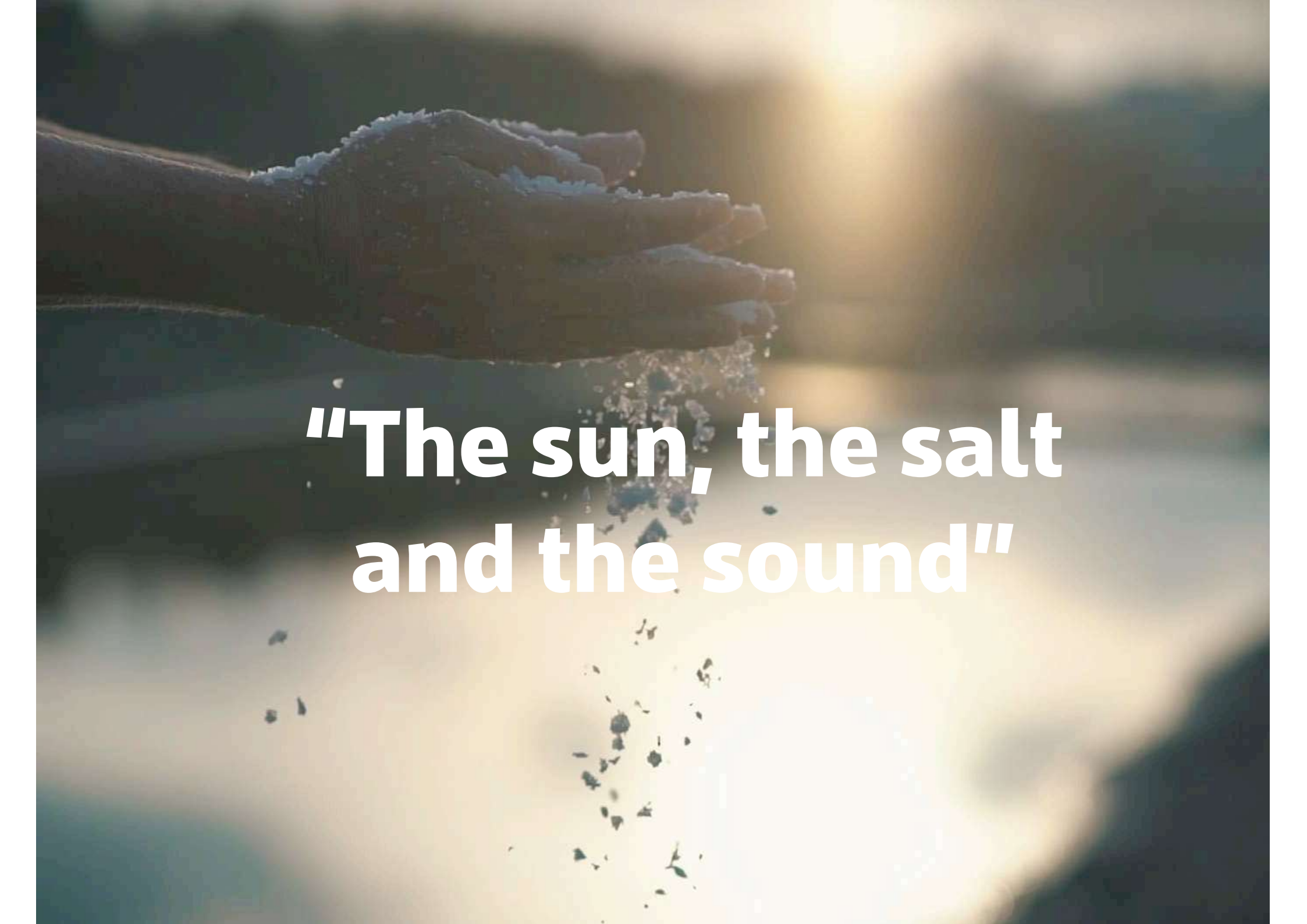
In natural, artisanal, ecological.

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### How are we?

Unique | Artisanal | Mediterranean | Natural | Ecological

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**"The sun, the salt  
and the sound"**

## History

Salinas have been exploited even before the Romans, they extended the use of salting and established great factories for it. Salt is the oldest condiment used by the human.

This mineral has had great economic, political and culinary repercussions throughout the different civilizations that have been writing our culture and way of life.







## Artisanal salinas

A salina is a place where salty water evaporates in order to obtain salt, dry it and collect it later for sale.

Coastal salinas are usually used on land plains at sea level, usually marshes, so that ponds are built by small mud walls that separate each other and the canals through which the seawater arrives, letting the ponds flood by simply opening their floodgate during a high tide.

The natural evaporation of salt water in ponds leaves salt ready for its collection in protected tanks from the rain where it dries completely before its packaging and distribution.



A large group of pink flamingos is gathered in shallow water, likely a salina, during sunset. The water is a deep blue, and the sky is filled with numerous bright, golden sunbeams that create a shimmering effect. The flamingos are standing on their long, thin legs, and their bodies are a mix of light pink and white. The overall scene is serene and beautiful.

**What do flamingos  
and salinas have in  
common?**

## Flamingos

The attractive colour of flamingos is, without a doubt, an element that has caught the attention of the world through the time.

Its pink colour is due to the fact that it feeds mainly of a crustacean which, in turn, feeds on a type of plant plankton, cyanobacteria, causing the rose colour from crystallizing ponds that produce a pink pigment that will be the final responsible of the colour of the flamingo.

It needs large areas of shallow water, it is a calm, elegant and balanced animal thanks to their adorable habit of sleeping on one of its legs. Their sighting is an incredible natural spectacle and they usually live in salinas, becoming part of their landscapes.



A close-up photograph of a flamingo's feathers, showing intricate patterns and colors ranging from light pink to deep red. The feathers are layered and have a soft, downy texture. The background is dark, making the vibrant colors of the feathers stand out.

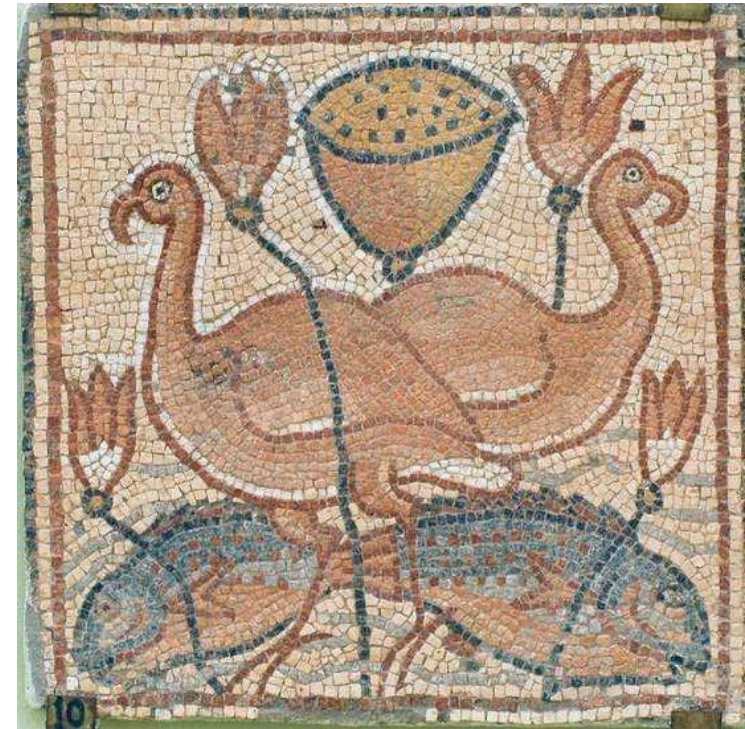
**"Flamingos make up  
to impress their  
partners"**

## The flamingos and their stories

They say that the phoenix, an animal from Greek mythology of which it was said that after dying it could rise from its ashes, is based on the colour change of the plumage of the flamingo.

In the Egyptian culture, flamingo was the hieroglyphic symbol of the red colour. The citizens of the Ancient Egypt revered flamingo as a living symbol of the sun god, Ra.

One of the oldest references is in Spain, where it was found a cave painting of a flamingo dating from 5000 BC. Romans also made use of their beauty in the art of mosaic.

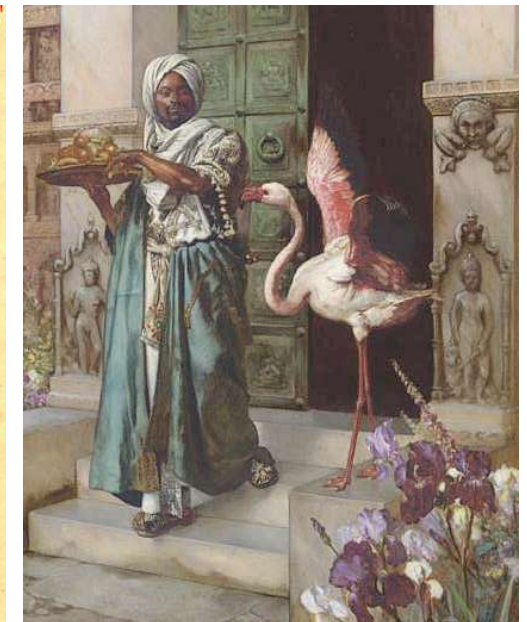
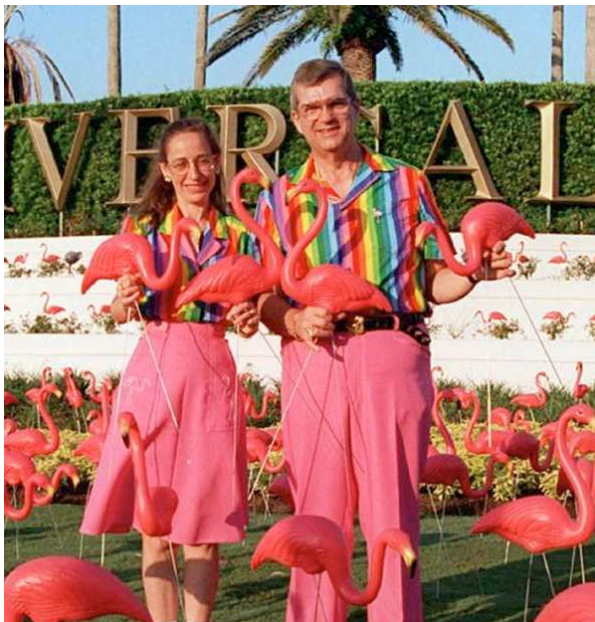


## Fashion icon

In 1957, Donald Featherstone created a pink flamingo made of plastic. During the following decades, the bird began to be reclaimed with irony and to win prestige. It was such its success that he started selling signed flamingos in The Museum of Contemporary Art in Los Angeles. The father of this icon pop said:

<<People say that my flamingos are tacky. Art always starts being tacky>>

Other artists have immortalized these birds, such as the American Frederick Stuart Church or Rudolph Ernst, a Viennese painter who has a work titled Entering the palace gardens. In literature, Alice in Wonderland tells how Alice tries to play croquet using flamingos as a mallet.



## Fashion icon

It was the fashion designer Marc Jacobs who brought out the figure of the flamingo from the pop box and raised it to the altar of haute couture. Or in other words, to catwalks.

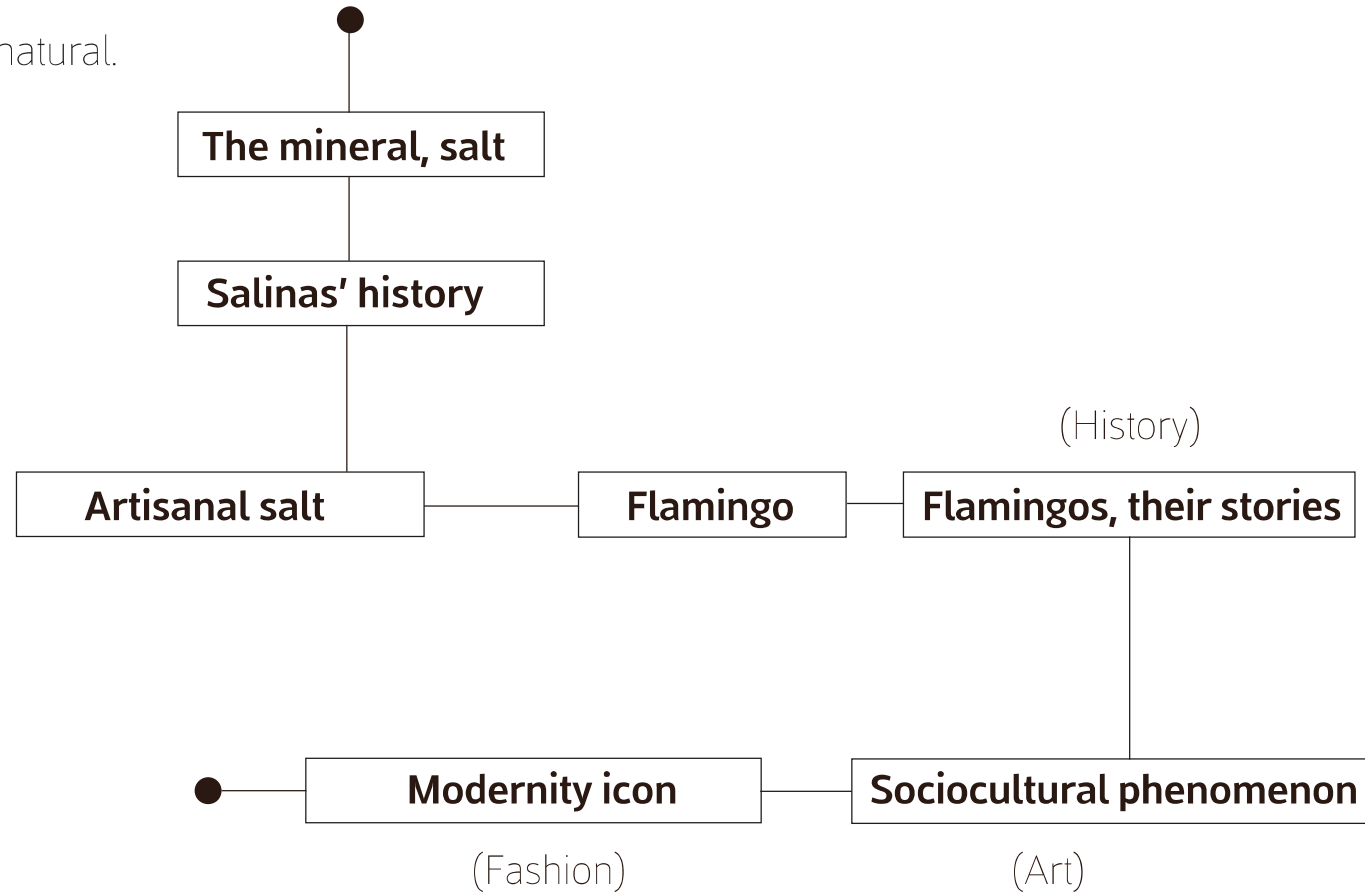
In June 2014, he adorned several garments from his new collection with prints of these birds. Other luxury brands followed him, such as Bottega Veneta, Gucci or Prada.



### The journey

Med Art Sal.

Mediterranean, artisanal, natural.



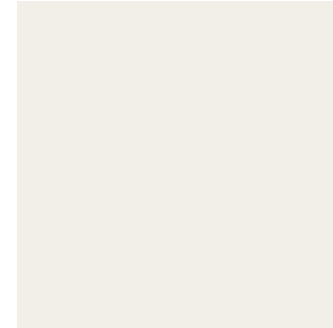


## Color

It is another differentiating element but in this case, as we have a colourful product, we are going to opt for a neutral and elegant range in order to favour and highlight the product.

**Broken white:** it is the feminine colour of innocence. It is the colour of the good and the most important one for painters.

**Blue:** colour that evokes the sea, the maritime and sailors. It is also used because it is a neutral colour that works great with colourful designs.



White



Pantone 2728 C

## Glypha

Glypha is a square serif typography that works well in body texts in regular bodies (texts of books) in large and medium-sized bodies and headlines of few words. It supports the reduction to small bodies without influencing reading fluency.

As indicated, they possess continuous features and a characteristic serif that prevents the letters or words from coming too close, being able to adjust them according to our needs.

# Lorem ipsum dolor

Utinam habemus assueverit et est. E

Ex eam nusquam commune. Vis eu ]

Lorem ipsum dolor sit amet, te quae

Utinam habemus assueverit et est. Elit pertinacia mea no.

Ex eam nusquam commune. Vis eu perpetua interesset. U

Lorem ipsum dolor sit amet, te quaestio dignissim repudia

Sed ut perspiciatis unde omnis iste natus error sit volupta

## **Boxed font**

It is a Sans Serif text font. Josep Patau designed this source and published it in Tipò Pèpel.

With 18 styles and subtle differences in thickness, the Boxed font is one of the best sources now. This font is ideal for small screen devices and it is also perfect to print. There are many fonts which have a typography similar in appearance to the Boxed font, such as San Francisco.

Because of its 18 styles, this font is useful in design. It can create beautiful logos, banners, brochures, compose book covers, posters, magazines, business cards, posters and many more.

Complementary typography  
for body texts.

Flor de sal

Boxed Thing

Flor de sal

Boxed Light

Flor de sal

Boxed Book

Flor de sal

Boxed Regular

Flor de sal

Boxed Bold







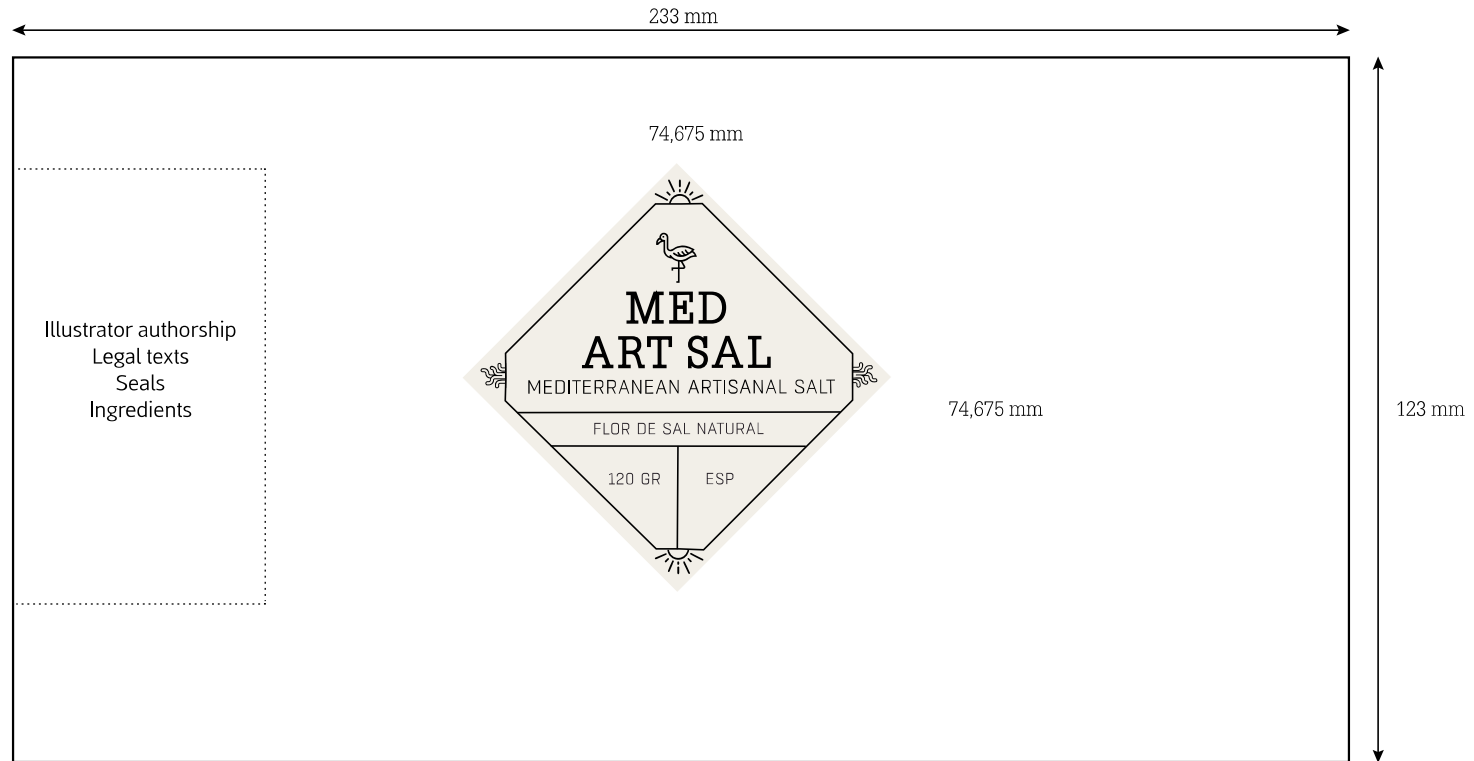






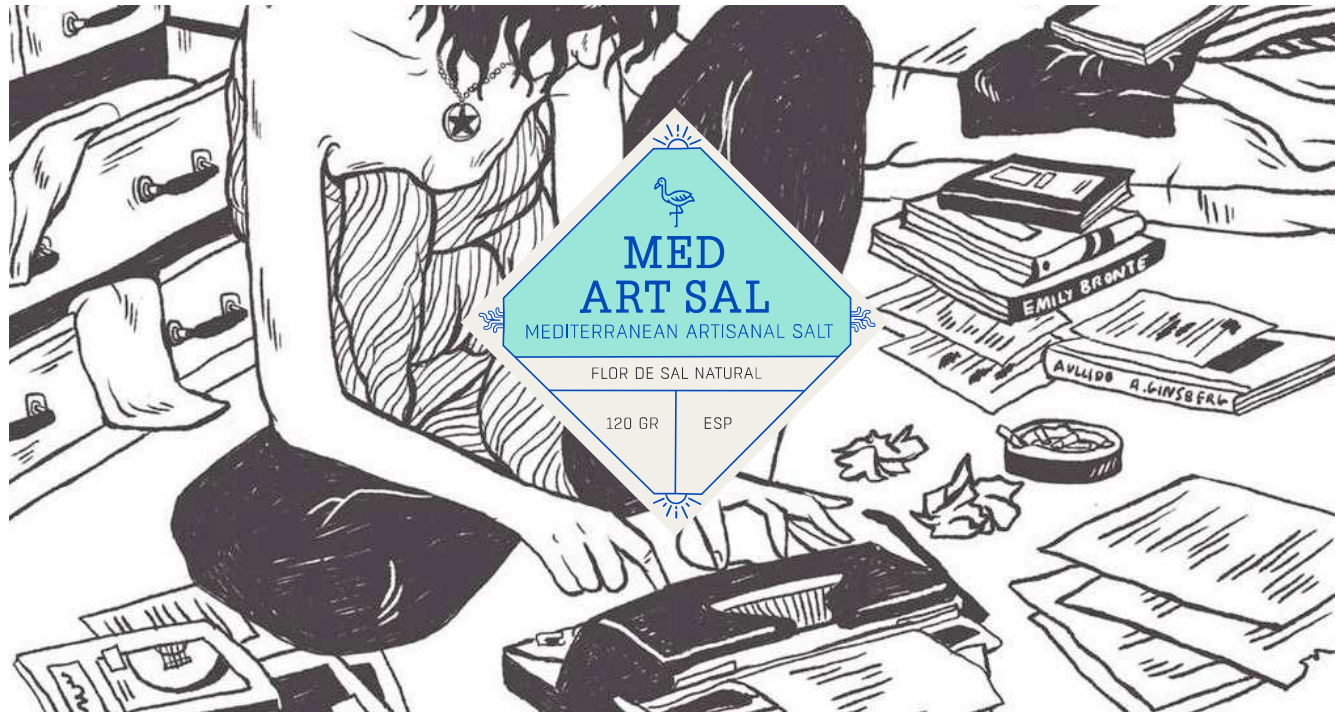




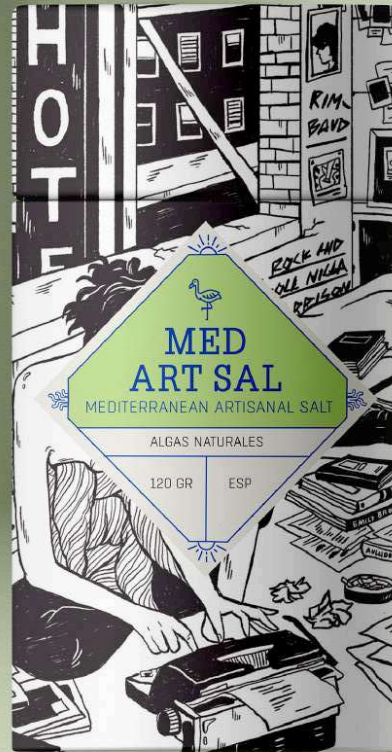


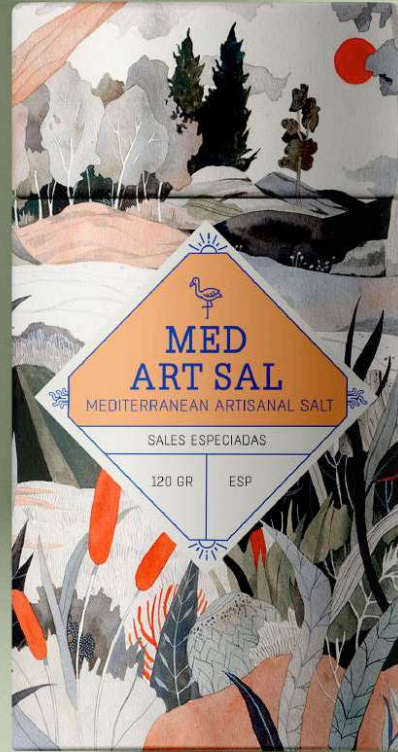
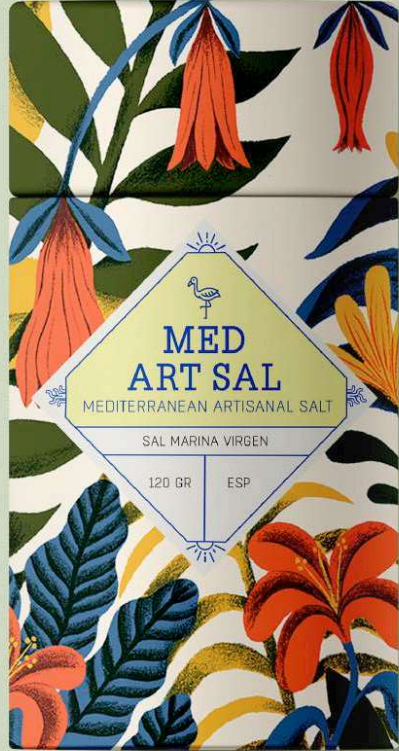
\* In this space we will include the different illustrations. It would be interesting to get 4 illustrations per country to create a collection, and sell them randomly. This way, a person from France could buy a tin with an illustration from Spain or Italy.

233 mm

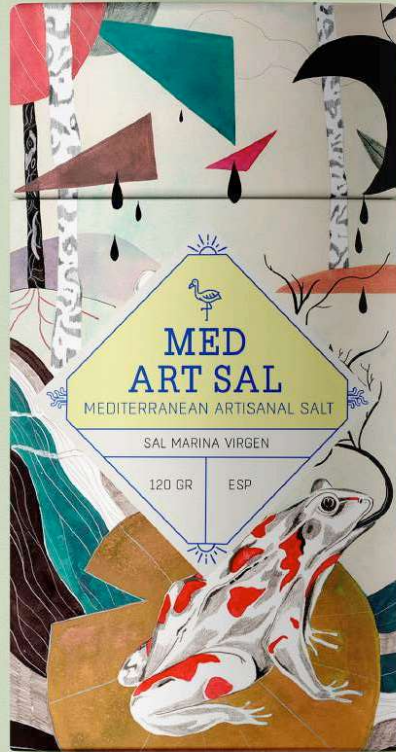


123 mm

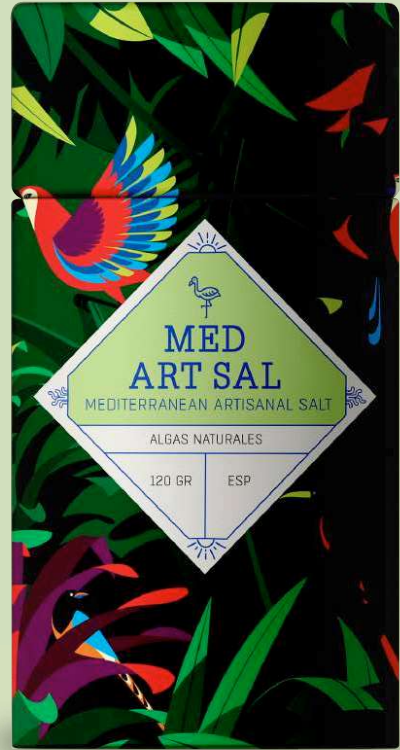
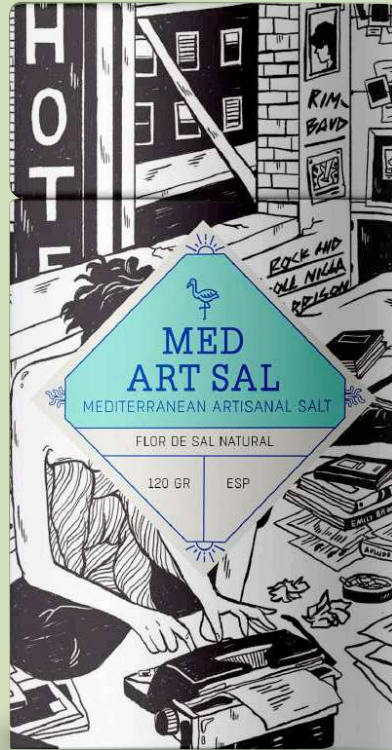
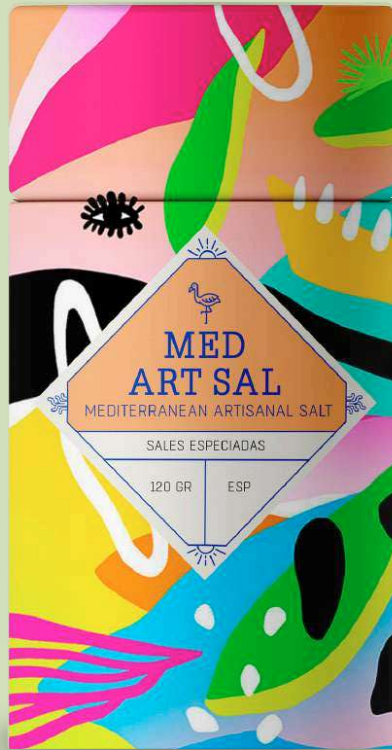
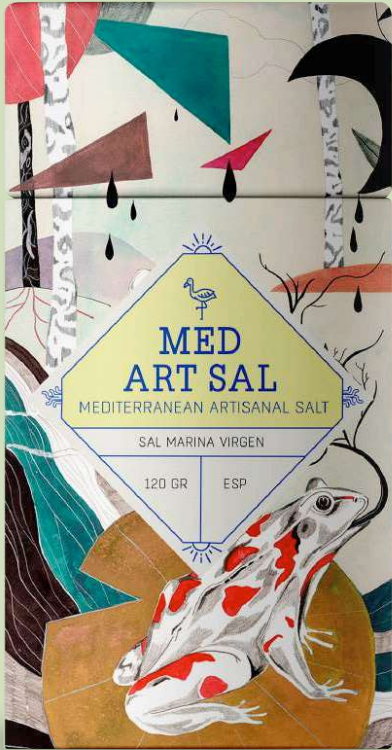














Thanks a lot!