



CAFFÈ DIEMME
NEW LOGO
CREATION



Summary

New graphic design contest on desall.com: Caffè Diemme and Desall invite you to design a new company logo that is elegant and modern at the same time and which clearly convey the brand's attention to both tradition and innovation.

Official contest page: <https://bit.ly/Caffè-Diemme-Logo>

Company description

Diemme Industria Caffè Torrefatti S.p.A. is a well-established coffee roasting company based in Albignasego (Padua), Italy. Since its inception, the company has been characterized by a deep passion for the world of coffee as well as a marked attention towards research and innovation, both of which guide the development of the business. From 1927 to date, three generations of the Dubbini family have led the evolution of the company, spreading the pleasure and culture of good coffee to over 40 countries of the world.

The historical brand Caffè Diemme has accompanied Diemme Industria Caffè Torrefatti from its foundation and is still used today as the company continues to evolve. With Caffè Diemme began the entrepreneurial history of the Dubbini family, a history now three generations long. Over the years, the solidity of the family tradition and values have been complemented by an ability to generate innovative products and services that add value to the world of the coffee experience. Caffè Diemme caters to those professionals who seek a trustworthy, reputable partner with a primary role in the promotion of the culture of quality coffee. The advantages produced by the latest technologies employed coexist with the traditional soul of the company and the flexibility that characterizes its partnerships. Beside a healthy productive chain, Caffè Diemme offers the highest standard equipment and materials to support retail activities, as well as key consultancy, marketing and educational services, the latter being provided by the Diemme Academy - one of the most advanced learning and skill development institutions in Italy.

All of this is possible thanks to a well-established tradition and experience, tried and tested along the years with openness and a willingness to share knowledge and, of course, the primary value at the heart of the company: passion for coffee and innovation - this is what makes us so competitive.

What we are looking for

Caffè Diemme invites you to design a **new company logo** that conveys the values and characteristics of the company and brand while ensuring the highest level of legibility.

The current logo and additional images relative to branded communication can be found in the *material files* downloadable from the official contest page.

For more information about the brand Caffè Diemme you can visit <https://www.caffediemme.com/en/> where you can find details about the main brand and some of the sub-brands.



The brand “Caffè Diemme” indicates the main, historical brand of the company and a range of blends in beans, ground coffee blends and coffee capsules. The object of this contest is the brand Caffè Diemme. Its sub-brands - “Torrefazione Dubbini”, “Gli speciali” and “Artisti del Caffè” - are not the objects of this contest.

Guidelines

For the correct realisation of your proposals, please take into consideration the following guidelines:

Characteristics of the new logo

The new logo should exude a sense of **elegance** and, at the same time, **modernity**. It should be able to represent the company in its entirety as a structured entity that pursues Research and Development activities, applies innovative technologies to production processes, runs an in-house learning center, all while being rooted in a long family tradition as well as being oriented towards becoming a trusted partner in high-stake projects. The proposed logo should reflect the characteristics mentioned above and convey a strong sense of credibility.

Caffè Diemme is a family-run Italian company in the coffee-roasting industry boasting over 100 years of history that cannot be forgotten or overlooked. This history is at the heart of Caffè Diemme’s **continuity, trustworthiness, reputation, experience, tradition and professionalism that have been acquired over the years** - crucial values that are passed on from generation to generation.

At the same time, Caffè Diemme embodies the concepts and best practices pertaining **research, innovation, service, vocation for partnership building, flexibility, learning, and internationalization**.

In short, Caffè Diemme is characterized by the heart of the craftsman and the mind of the entrepreneur. Your proposal should be able to communicate such concepts and duality.

Requested elements

1. Logo:

- The proposed logo should contain the following text: “Caffè Diemme” - written in the Italian language and including the date “1927”. The current logo says “dal 1927” (from 1927) but the word “dal” (from) can be omitted.
- To ensure flexibility in use, you can either propose one version of the new logo or two versions (compact and extended) Both the compact and extended versions should contain the text “Caffè Diemme” and “1927”. The current logo, in its compact and extended versions, can be found in the *material files* downloadable from the official contest page.
- If you wish so, you can add one or more graphic elements to complete and customize the proposed logo.
- The proposed solution may include a frame which should be different from the one found in the compact version of the current logo. Adding a frame element is optional.



2. *Logo + Payoff*: you are requested to design **an additional version of the logo** displaying the company payoff: “Torrefattori in Italia dal 1927” (Italian coffee roasters since 1927). In this case, the year “1927” will only appear once, as part of the payoff.

3. *Brand mark & monogram*: In addition to the new logo and the requested variations, the proposed solutions should also include a symbol/graphic sign that should be clearly legible, even when not used alongside the logo, and which, over time, should become the distinctive symbol of Caffè Diemme.

Appearance and colours

Caffè Diemme is looking for a logo that is both elegant and modern, displays unique characteristics, has good legibility, and is impactful and in line with the brand’s industry and values.

The proposed logo and its variations should be realized **in black and blue (pantone 282), both in the positive and negative versions.**

Values to convey

Elegance, modernity, experience, trustworthiness, reputability, tradition, innovation, research, flexibility, internationalization.

Target

1) Primary target: operators in the Ho.Re.Ca sector:

- Italy: bartenders, owners/managers of bars, cafes, hotels and restaurants, distributors
- abroad: distributors

2) Secondary target: end consumers (the retail sector is not the core business of the the company)

Physical support and size

The proposed logo will be reproduced on different physical supports, such as paper, textile, metal, glass etc., as well as on digital media. This means it is necessary to choose specific techniques that allow for reproduction on the widest possible array of supports (vector format).

The minimum length for the compact version of the logo is 3 cm, and it is crucial that even at that size the logo remains clearly legible.



Deliverables

Upload all images in order to present your projects in the best possible way. The images in the gallery (maximum 5) must have a proportion of 4:3. Allowed file formats: .jpg, .gif or .png; colours: RGB; max size for each individual file: 1MB. **You are invited to upload a .zip archive containing vector files and high resolution images pertaining to your project by using the dedicated field in the upload page.** Allowed file formats: .ai, .eps, .pdf, .jpg and .png. Max .zip archive size: 100MB

Evaluation criteria

In the evaluation of your submissions the Sponsor will take into account the following criteria:

Communication 5/5

Consistency with the brand 5/5

Aesthetic 5/5

Versatility 4/5

Innovation 4/5

Language

Desall is an international community, and as such all submitted texts should be written in English (abstract, description, tags, ecc.).

Contest Timeline

Upload phase: 24 November 2021 – 24 February 2022 (1.59 PM UTC)

Concept review: 14 January 2022 (1.59 PM UTC)

Client vote phase: from 24 February 2022

Winner announcement: approximately by the end of April 2022

Concept review (optional)

Designers can apply, by the date indicated above, for a concept review of their projects by the Desall Team. To apply, 1) upload the project(s), including its description, and save as draft (SAVE DRAFT) from the upload page; 2) send your request to the Desall Team via email to contest@desall.com or through the contact form. **The review is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can submit one or more projects, but only the projects published on the www.desall.com website, via the upload page related to this contest will be accepted.

Award

1°: €3000

The selection of the winner by the Sponsor will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency of submitted projects with the presented brief.

Option right

€1000

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of €1000 for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more information, please login and read the [Contest Agreement](#) from the upload page. For questions about the brief please use the "Have a question" button or write to contest@desall.com.

Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.