

ELPUERTO CHOCOLATE

P r e s e n t a t i o n

G r i d l i n e r s 2 0 2 2

PROJECT INFORMATION

The packaging goes back to the famous Sarhua tables, which are part of the national cultural heritage.

The wooden panels tell stories of individual family members at work, Field, celebration and various activities of individuals' lives.

We were inspired by the drawings on the paintings because they are unique and distinct from any artwork in the world, and after searching for drawings and nature in Sarawa, we concluded happiness and fun in the lives of individuals and the flowers draped on the paintings, and this thing inspires hope, optimism and happiness, so we drew three inspired illustrations, a happy person who loves life.

The main goal during the design was to express the happiness that you will get when you taste the chocolate bar from elbuerto chocolate, because the packaging tells a unique story of a more wonderful place and will leave in your imagination and emotion a feeling of happiness and fun, so we designed nice illustrations, and added beautiful flowers to each Package.

THE PROBLEM

The problem of Mr. Frans Karbakhall lies in the shapes of his chocolate packages, he makes a really tasty chocolate plate, but he cannot deliver more value through design to his customers.. His packages without packaging deserve the quality of the product, and this is the reason that negatively affects the sale of chocolate at the value it deserves to get Better return and a loving customer.

THE CHALLENGE

The challenge in this project consists of several points:

- 1- Elpuerto chocolate from Vraem Peru importing cocoa seeds from there, which is his place of origin, we want to show or symbolize his place of origin or something from Peruvian heritage to express chocolate in the design.
- 2- Creating an idea in the design content that expresses happiness and fun.
- 3- Designing several drawings to distinguish the percentage of cocoa in each chocolate bar.

THE SOLUTION

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TABLES OF SARHUA

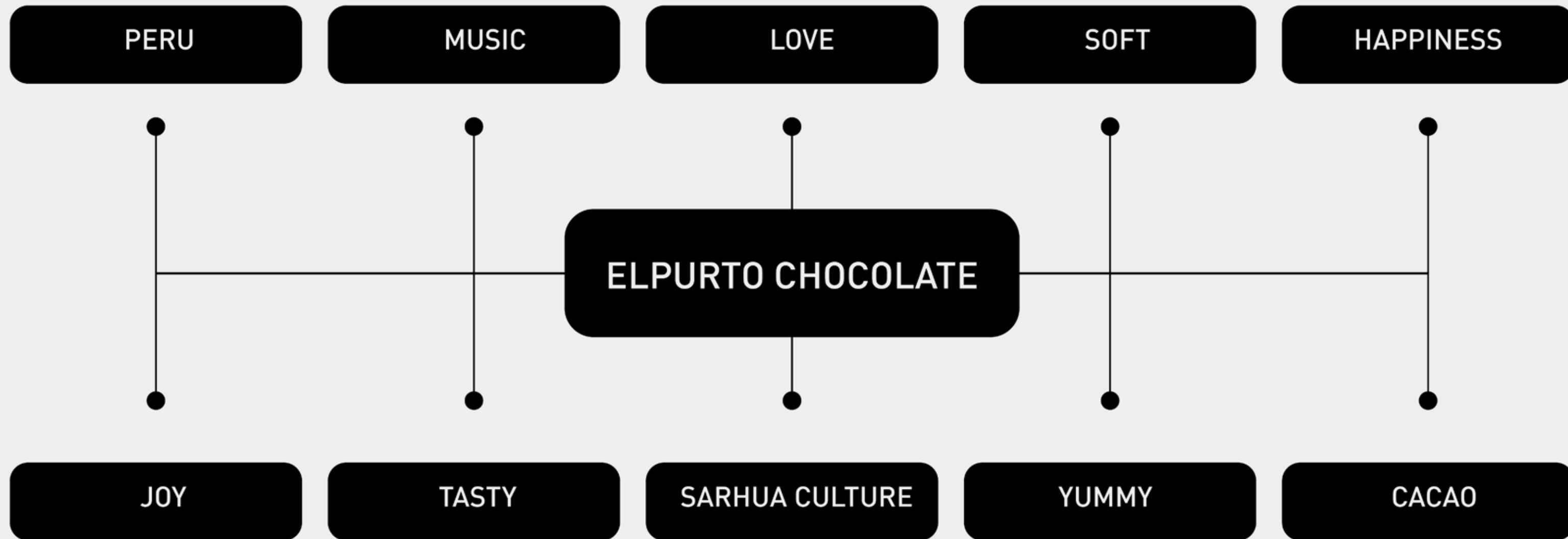
Marcial Berrocal Evanan was born in the traditional town of Sarhua, 3 hours drive from Ayacucho. His very large Tablas Coloridas decorate the inside of the roofs of the houses of the city.

Originally the Tablas were made by a local artist as an offering to a family when they moved into a new home. Tablas depicted moments of life, community customs and personalized anecdotes.

After the socio-political violence of Shining Path, the Sarhuinos began to reduce the size of the Tablas to market them in Lima.

The Ministry of Culture of Peru recognized this art as Cultural Patrimony of the Nation.





ELPUERTO



Logo Clear space
its a 1x clear space around the logo

Montserrat

Say Hello

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Regular Medium **Bold**



100%
CACAO



85%
CACAO



70%
CACAO

PACK 01

- **lover's gift**

I have illustrated a man and a girl who are united by happiness and love, and the purpose is to convey feelings of love and affection. We were inspired by happy people and flowers from Sarhwa's paintings, the lovers appear in the middle of the design among the flowers, and the aim is to keep the customer's attention to the distinctive drawing of the lovers, and we also distributed the flowers in a distinctive way to show an integrated and distinctive shape like the chocolate bar inside.



PACK 02

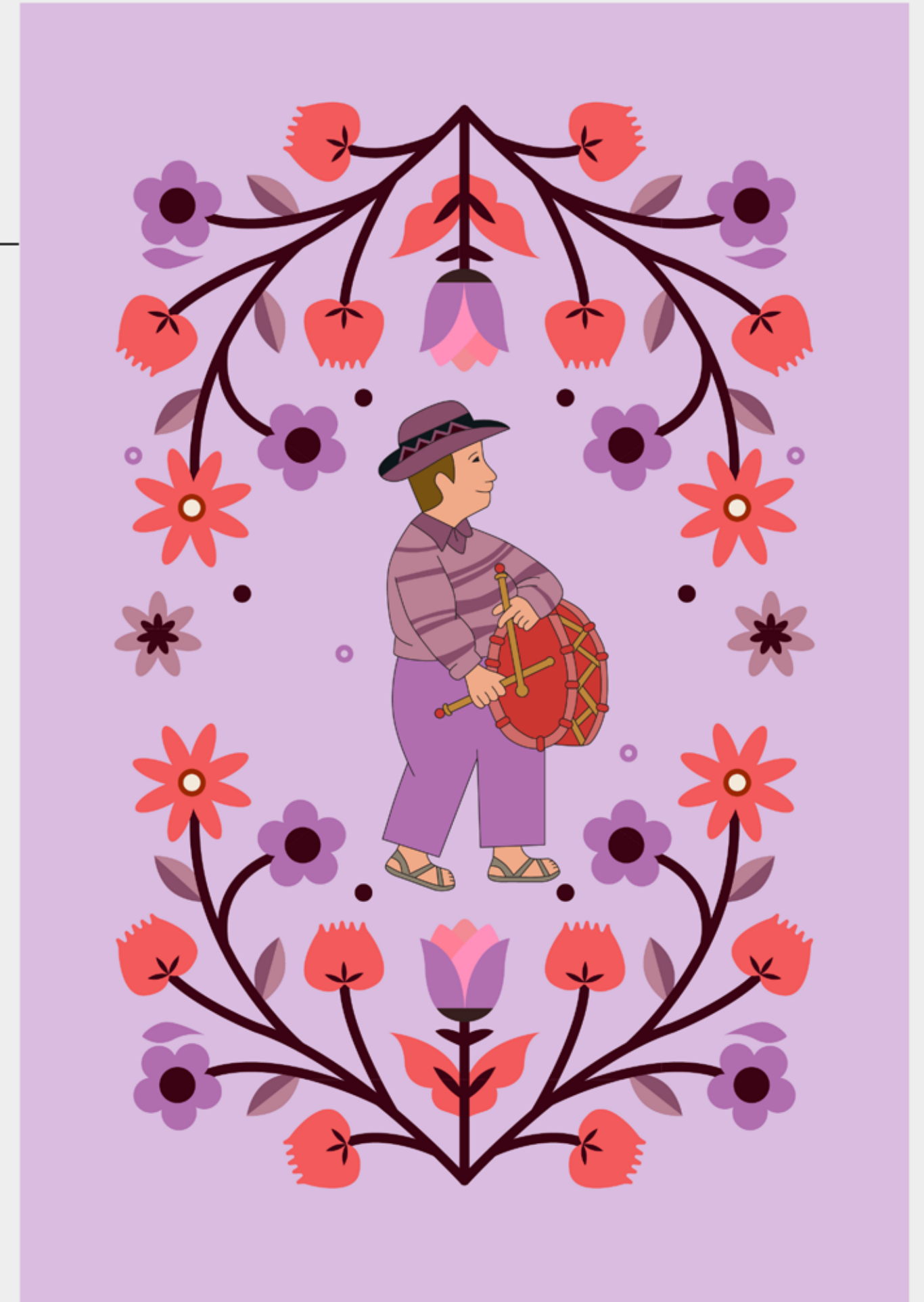
● SHARING HAPPINESS

The lovers in this design enjoy their time in nature with the playing of love melodies on the guitar. The goal of the design is to motivate the customer to love life and enjoy happy times with his loved ones. You can enjoy your time alone, but enjoying the happy moments has a different feel with the one you love. So our focus was to communicate the idea of sharing, the taste of chocolate has a different meaning with your loved ones.



PACK 03**INSPIRING MOMENTS**

Inspirational moments are often a coincidence, but they have influential factors such as a sense of calm and clarity of mind. The idea of the person who plays the drum is not to play, but to express the feelings and unload the positive energy.. Empty your positive energy in your own way, whatever your talent or feeling, so we tried to express that feeling in a simple illustration to convey the meaning.. Find your inspiring moments..!







ELPUERTO
DARK CHOCOLATE

BEAN
TO BAR

VRAEM / PERU

100%
CACAO



ELPUERTO
DARK CHOCOLATE

BEAN
TO BAR

VRAEM / PERU

82%
CACAO









ELPUERTO

DARK CHOCOLATE

BEAN
TO BAR

VRAEM / PERU

85%
CACAO



ELPUERTO

DARK CHOCOLATE

BEAN
TO BAR

VRAEM / PERU

70%
CACAO



ELPUERTO

DARK CHOCOLATE

BEAN
TO BAR

VRAEM / PERU

100%
CACAO





VRAEM / PERU
CHOCOLATE
ELPUERTO
70% CACAO



/ PERU
CHOCOLATE
ELPUERTO
70% CACAO



BEAN TO BAR
ELPUERTO
DARK CHOCOLATE
VRAEM / PERU
70% CACAO



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Thank you