



Project

Creative Packaging - Design System

Tawa

Round 02



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- 3.1 Hard Box
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- 3.3 Bags
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Tawa has fresh baked goods, with their original recipe, and multiple varieties of pastries and sweets are gathered. It also includes a chocolate production laboratory, so that all options are in one place and one quality.

The bakery offers fresh baked goods that are baked daily from the finest materials and ingredients with international recipes and kitchens to provide baked goods in a variety of shapes and tastes. The chocolate factory also offers local and packaged products.



Brand attributes help us establish a character and personality, which provides us the power to design a coherent brand and assist you create a consistent brand.

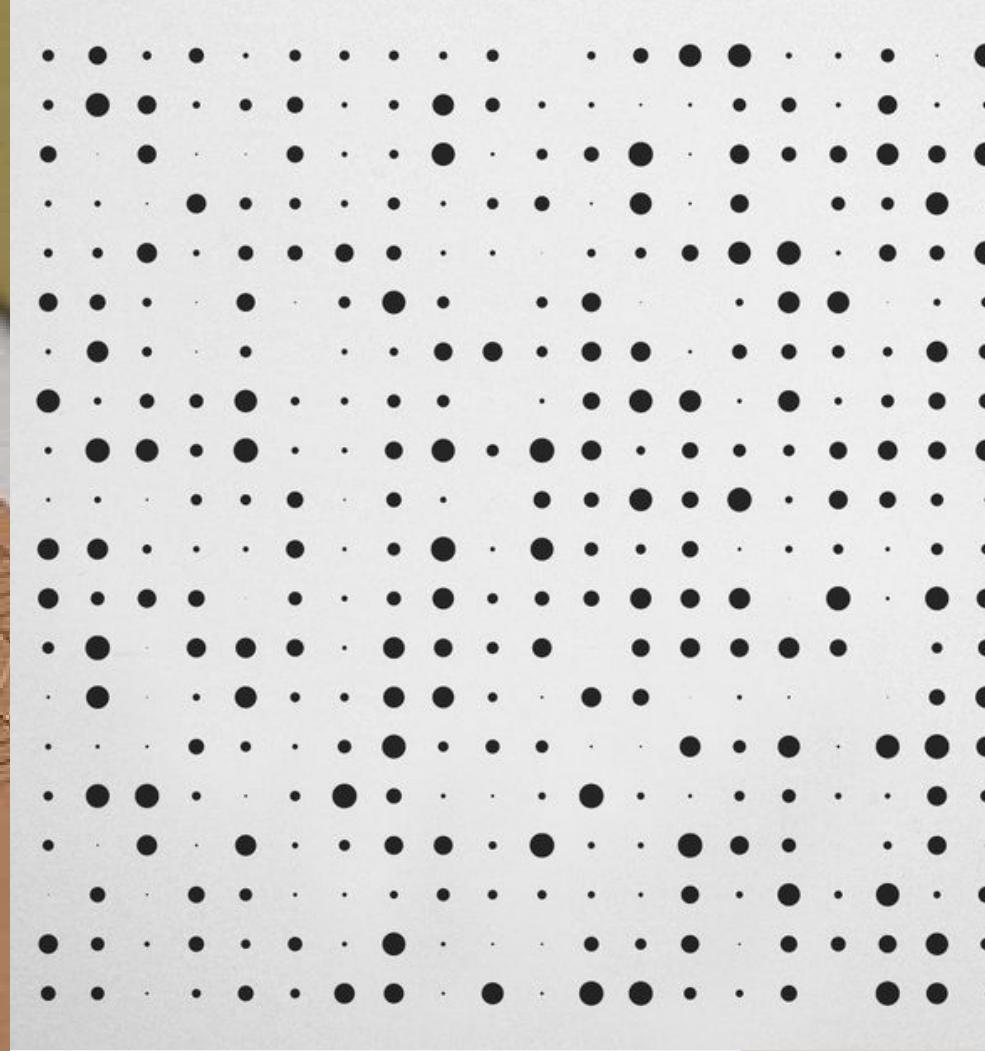
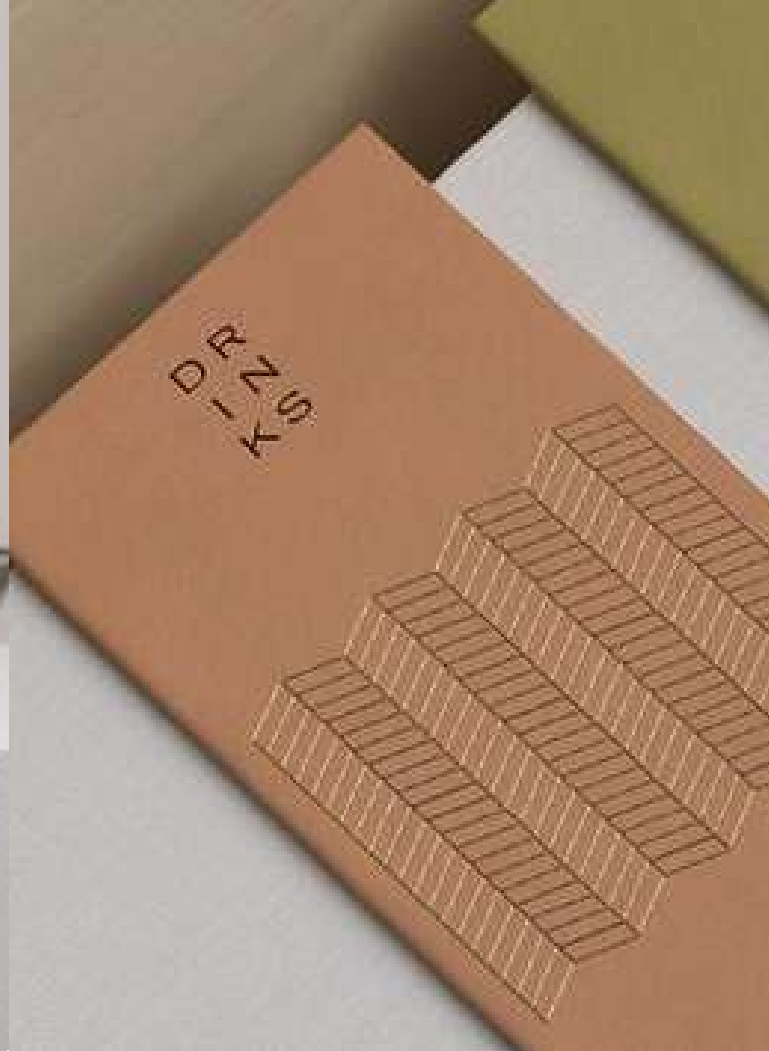
FORMAL

ELEGANT

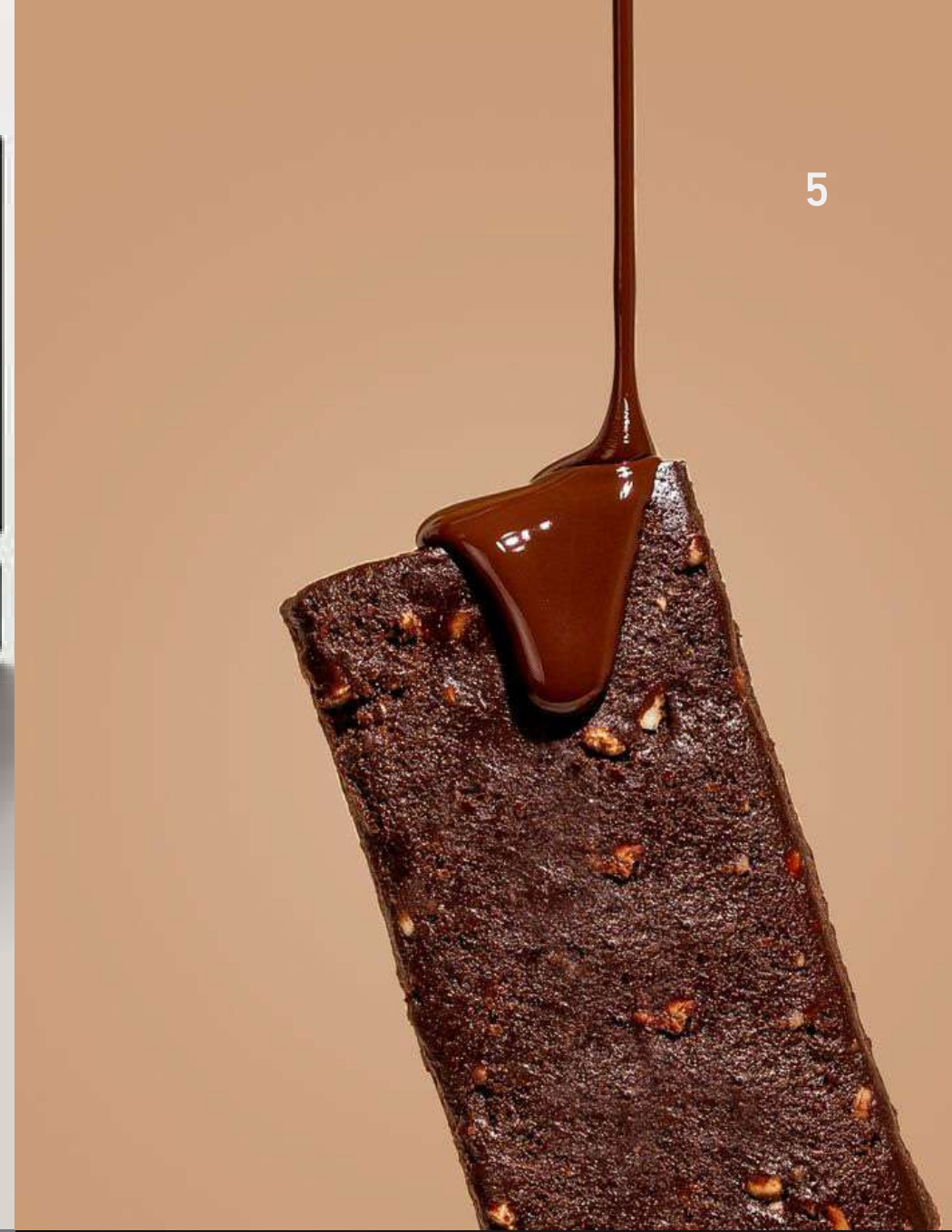
MODERN

0.3

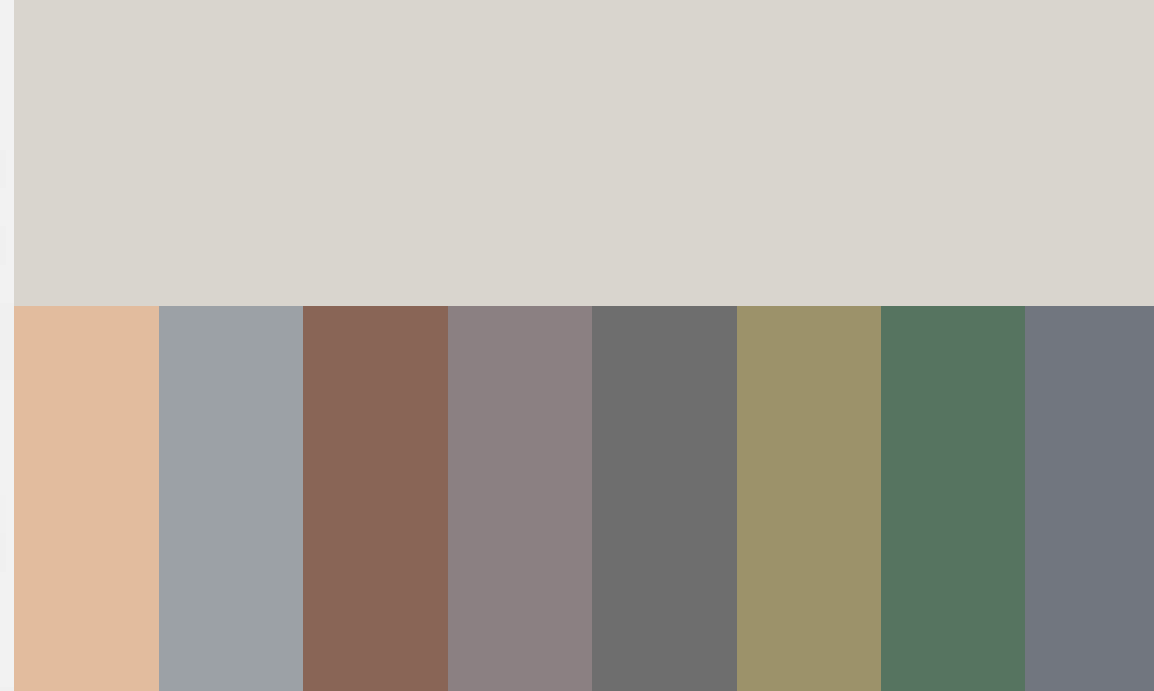
Moodboard



Tawa | Packaging



5



SERB



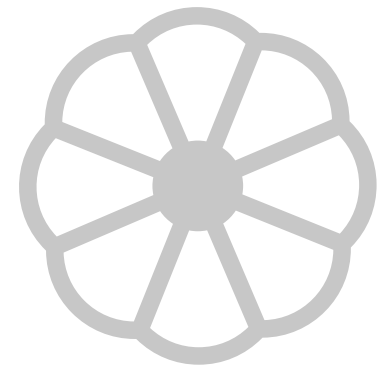
- UV
- Gold Foil
- Emboss Elements





1.0

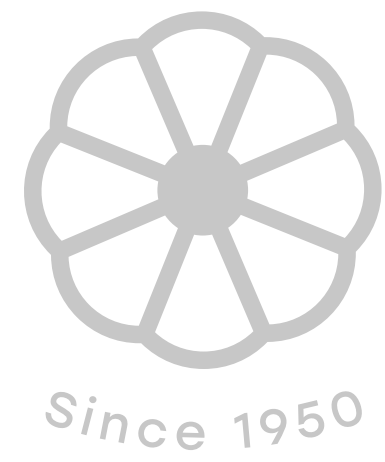
The Logo



tawa

تاوة

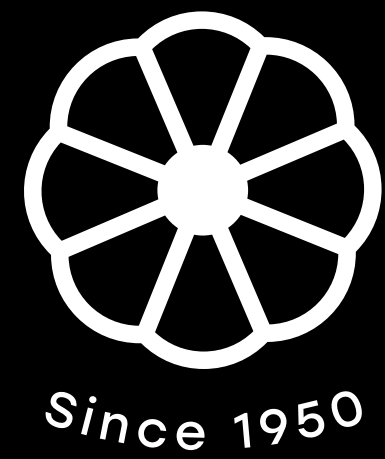
Logo Variations



tawa تاووة
Since 1950

تاووة
tawa
Since 1950

Logo Variations



tawa تاوة
Since 1950

تاوة
tawa
Since 1950



2.0

Visual Toolkit

- 2.1 Color Palette
- 2.2 Typography
- 2.3 Visual Element

Merino

Dark Sand

Woody Brown

Rifle Green

SERB

Blossom

Spring Rain

Arabic Typography

LAMA Sans is used across Arabic dialects, only ever use **LAMA Sans** to retain a consistent voice across all communications.

خط خفيف

– Large headlines

خط طبيعي

– Subheaders

– Pull quotes

– Bodytext

خط وسط

– Highlighting text

خط عريض

– Highlighting text

تتتت

1 2 3 4
! ? ; : " , .

اصالة في المجال

الشوكولاتة
الفاخرة

Latin Typography

GOTHAM is used across Latin dialects, only ever use **GOTHAM** to retain a consistent voice across all communications & **GOTHAM** for secondary content.

Light
- Large headlines

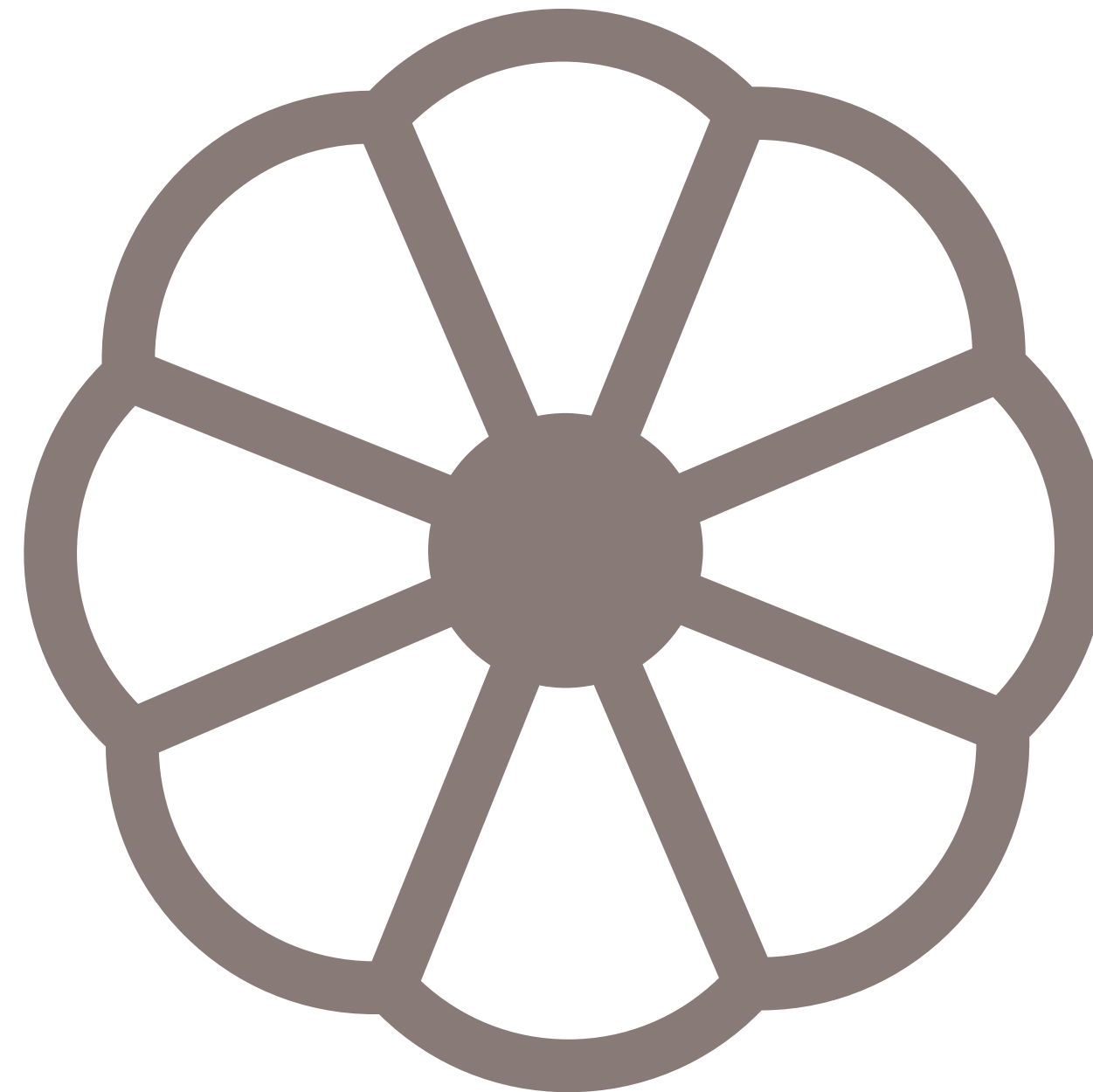
Regular
- Main headers
- Display text
- Bodytext

Medium
- Subheaders

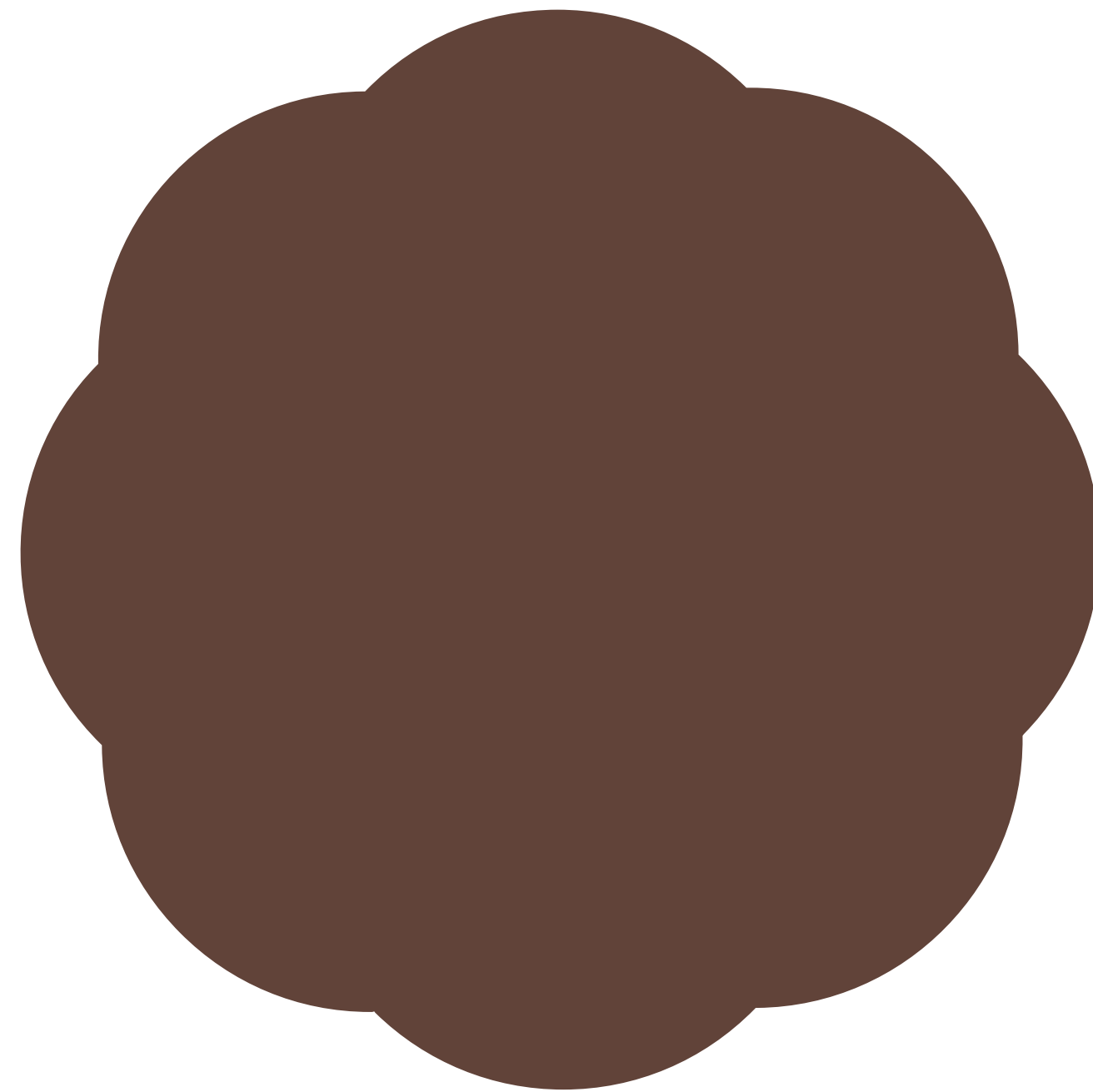
Bold
- Highlighting text



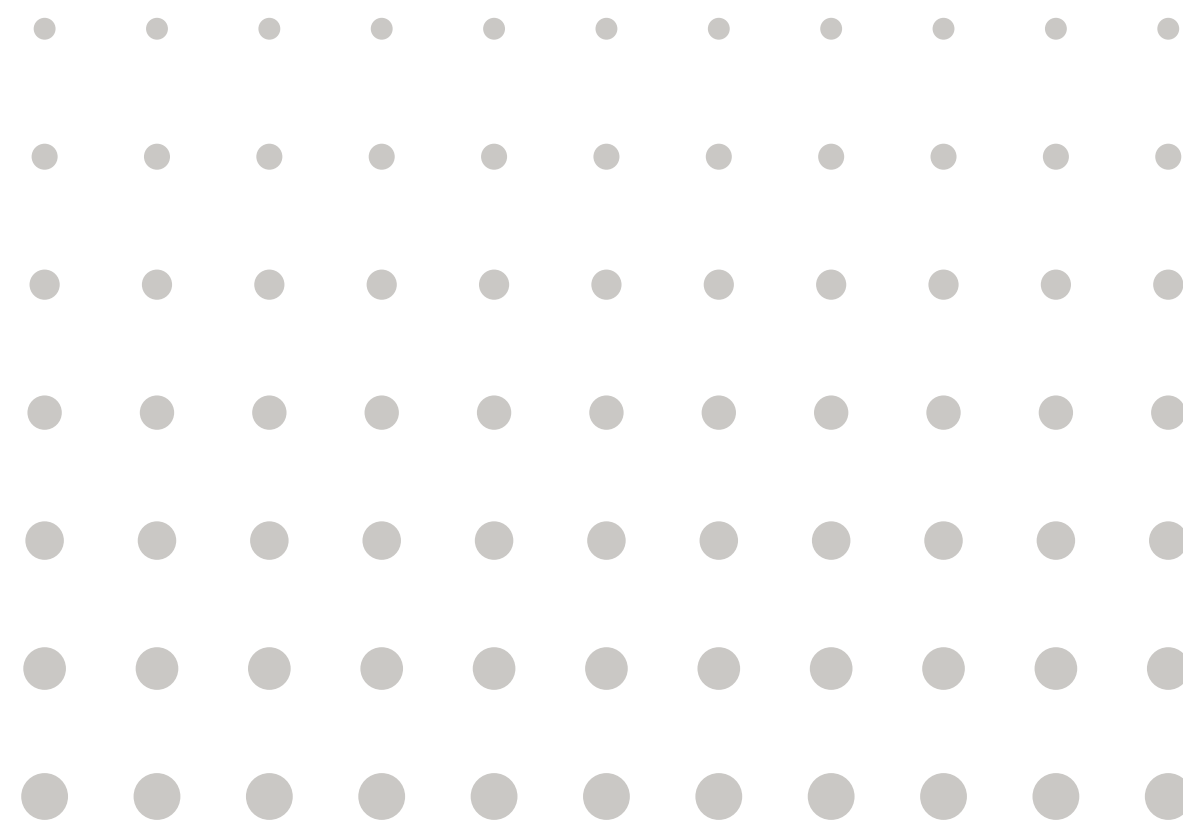
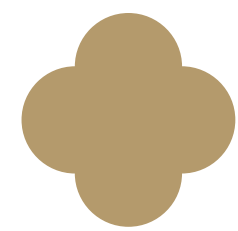
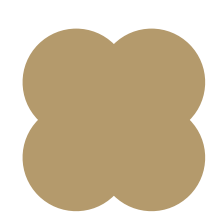
Inspiring from Tawa icon and symbolising it in to a visual element, used in multiple applications and different ways.



Inspiring from Tawa icon and symbolising it in to a visual element, used in multiple applications and different ways.



Inspiring from Tawa icon and symbolising it in to a visual element, used in multiple applications and different ways.





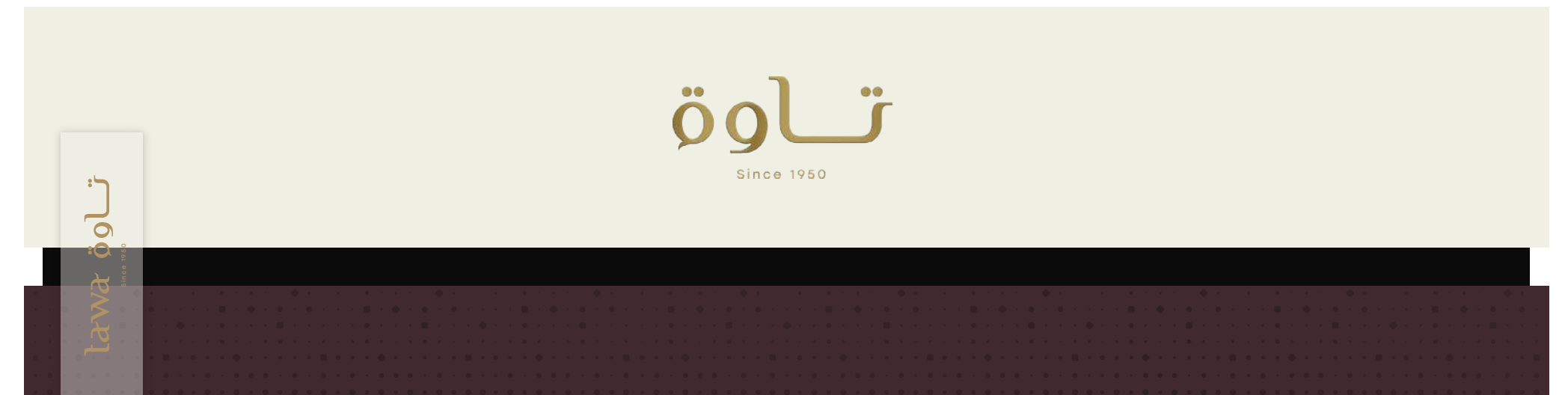
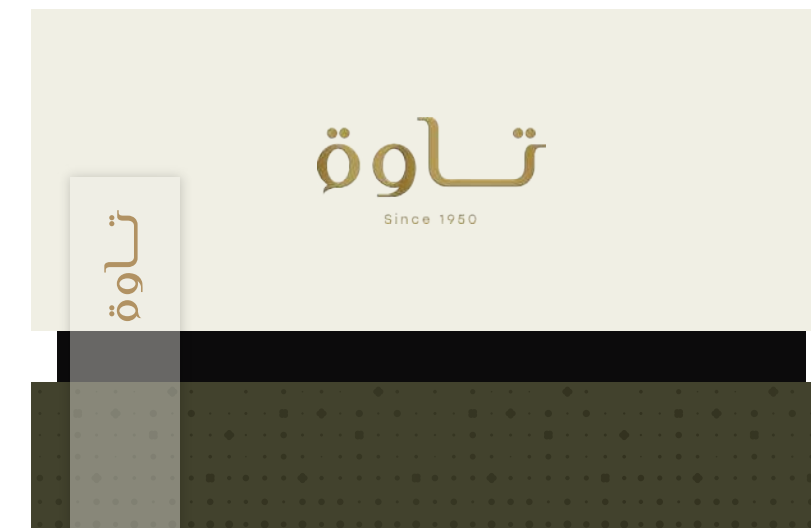
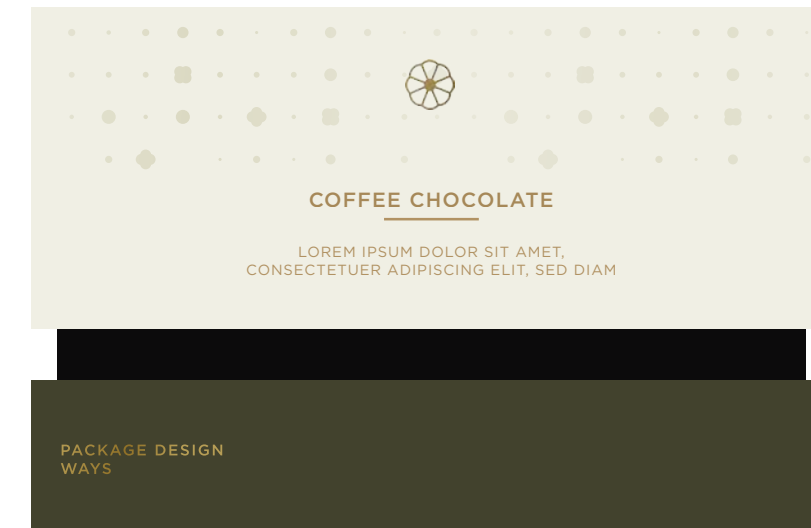
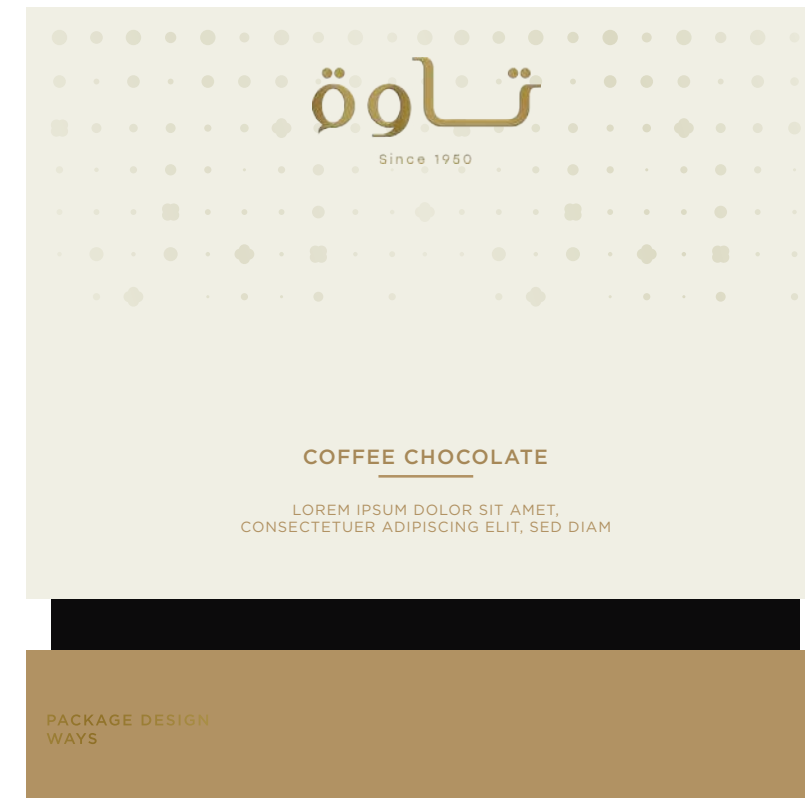
3.0

Tawa Packaging

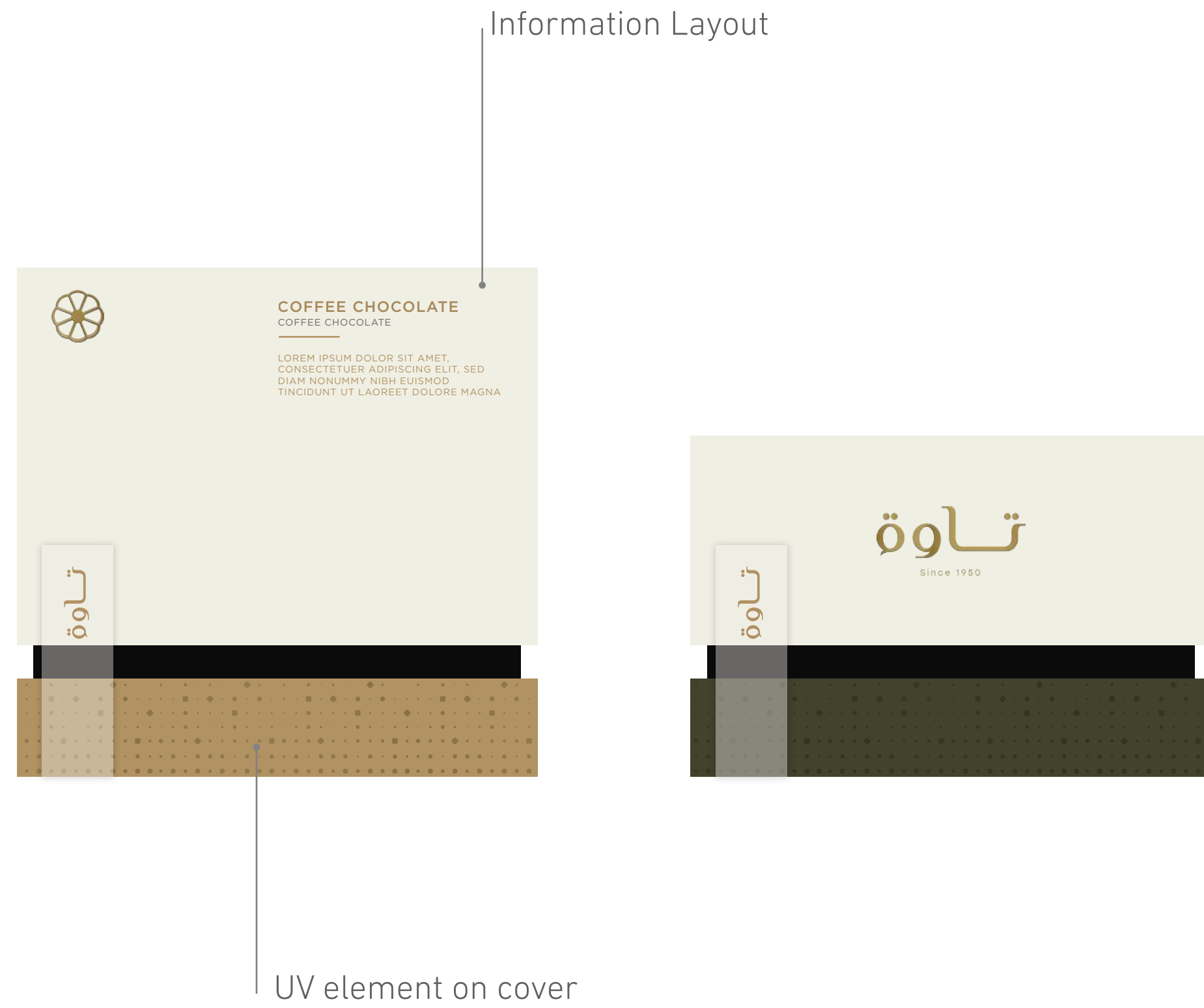
- 3.1 Hard Box
- 3.2 Soft Box
- 3.3 Bags
- 3.4 Packaging insight-board



Symbol freelif E/E 08 P.W







Option 2



Option One















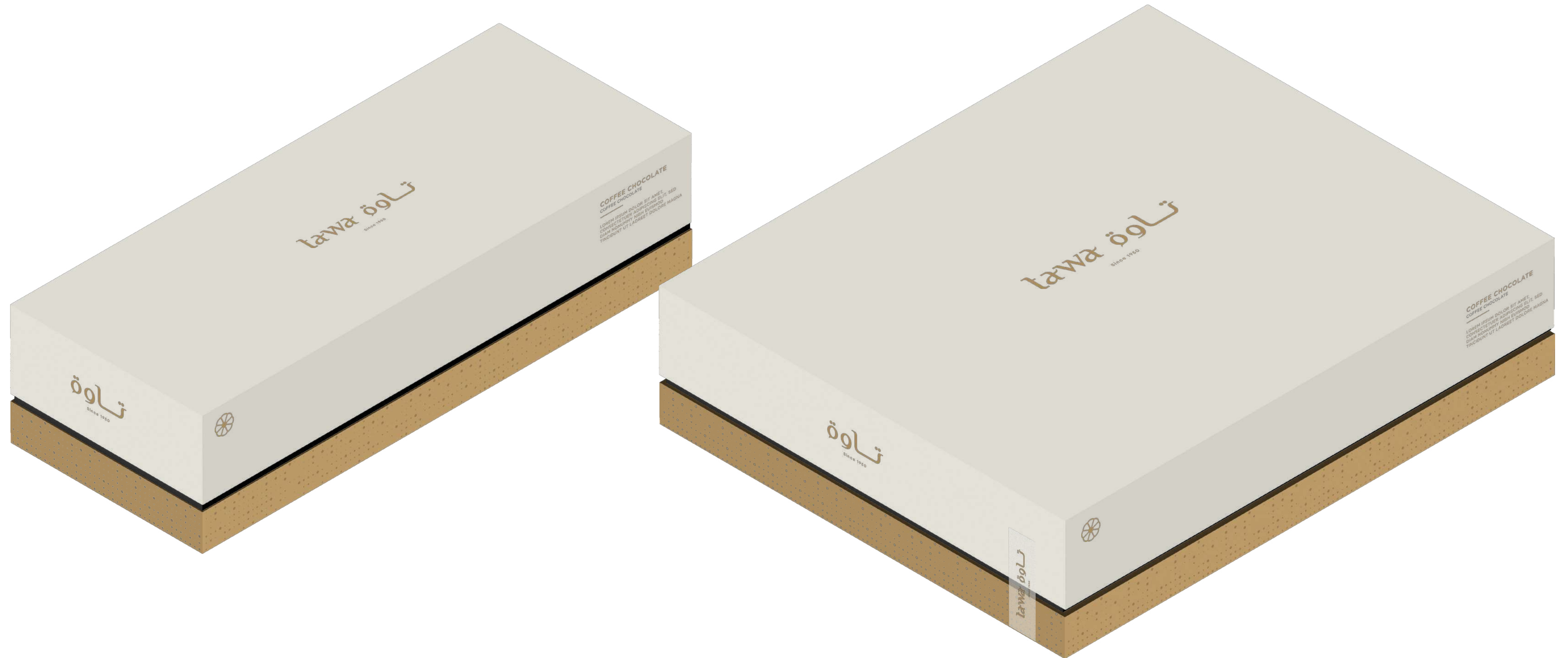
Option Two



















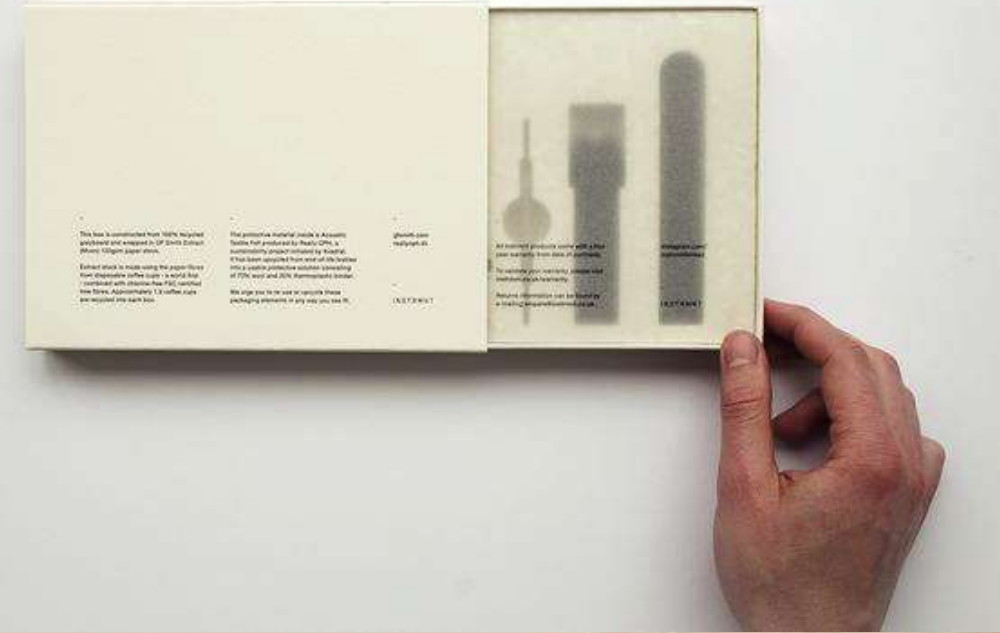




Packaging Insights-board



Tawa | Packaging



小红书ID: 222383863

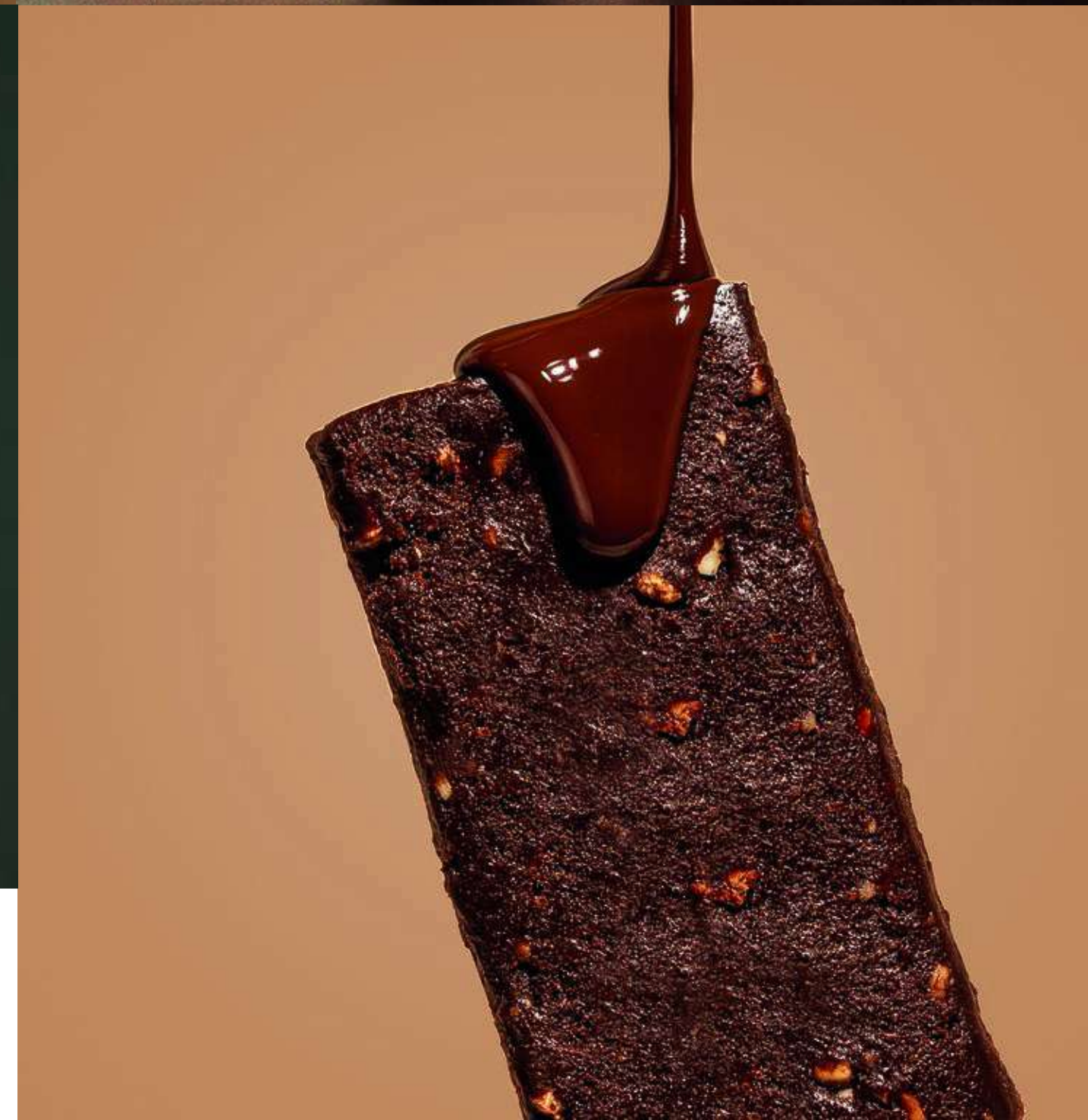
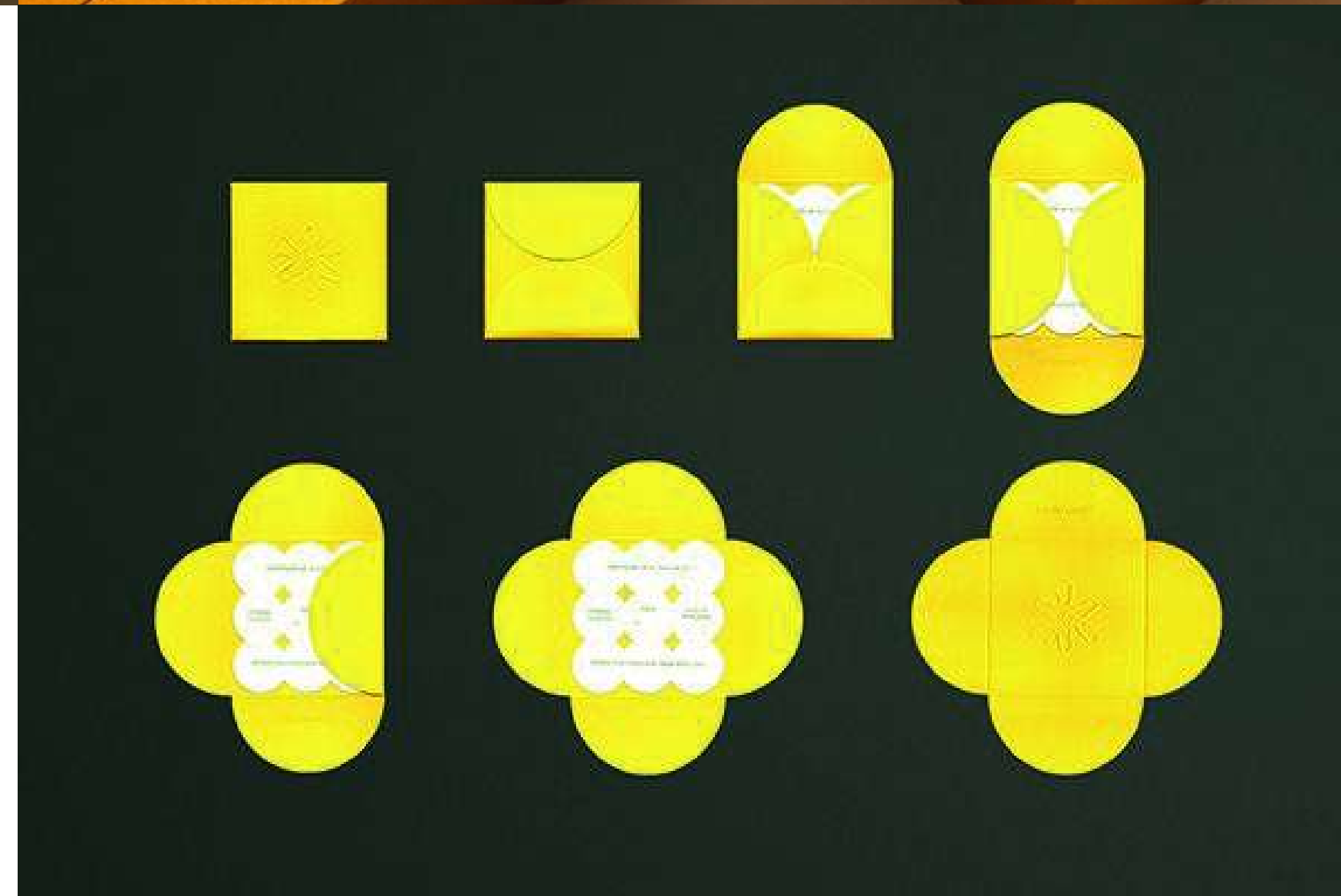




A Soap Story

MAR. SOAP O.T
2022.FEB

AVAILABLE
LDN & AMS



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Thank You

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