

# CACAO DIAL

NOOCO  
PACKAGING  
REDESIGN  
2024



AMINA OTMAR

As a proud Moroccan graphic designer, I bring a touch of cultural richness to the Nooco chocolate packaging redesign. Infusing the design with vibrant colors inspired by Morocco's diverse landscapes and traditional patterns, the new packaging proudly celebrates its Moroccan heritage.

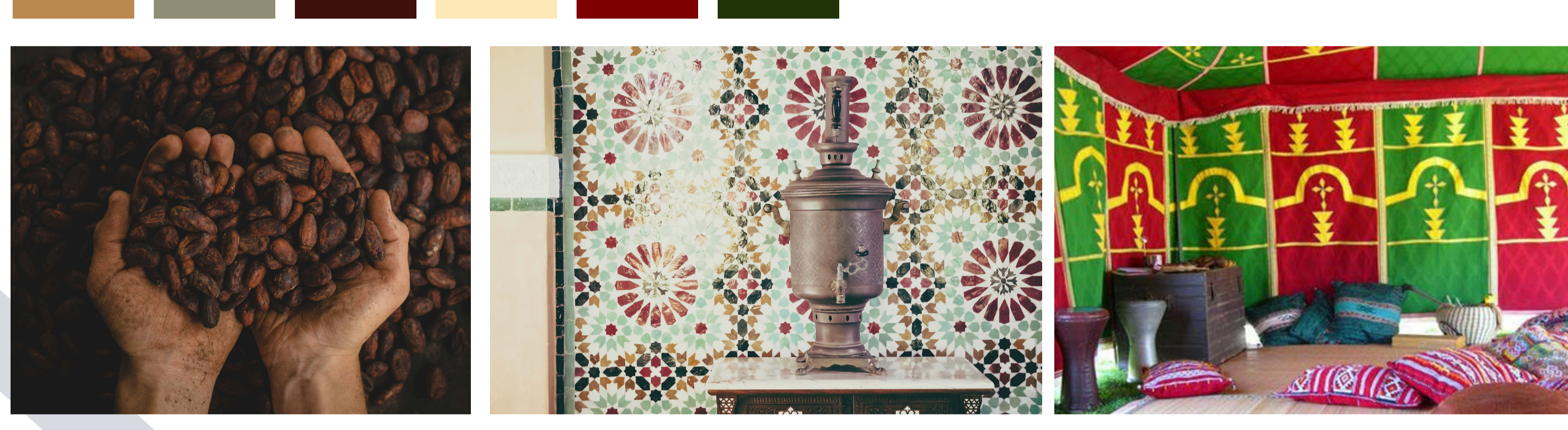
## OLD PACKAGING



## MOOD BOARD

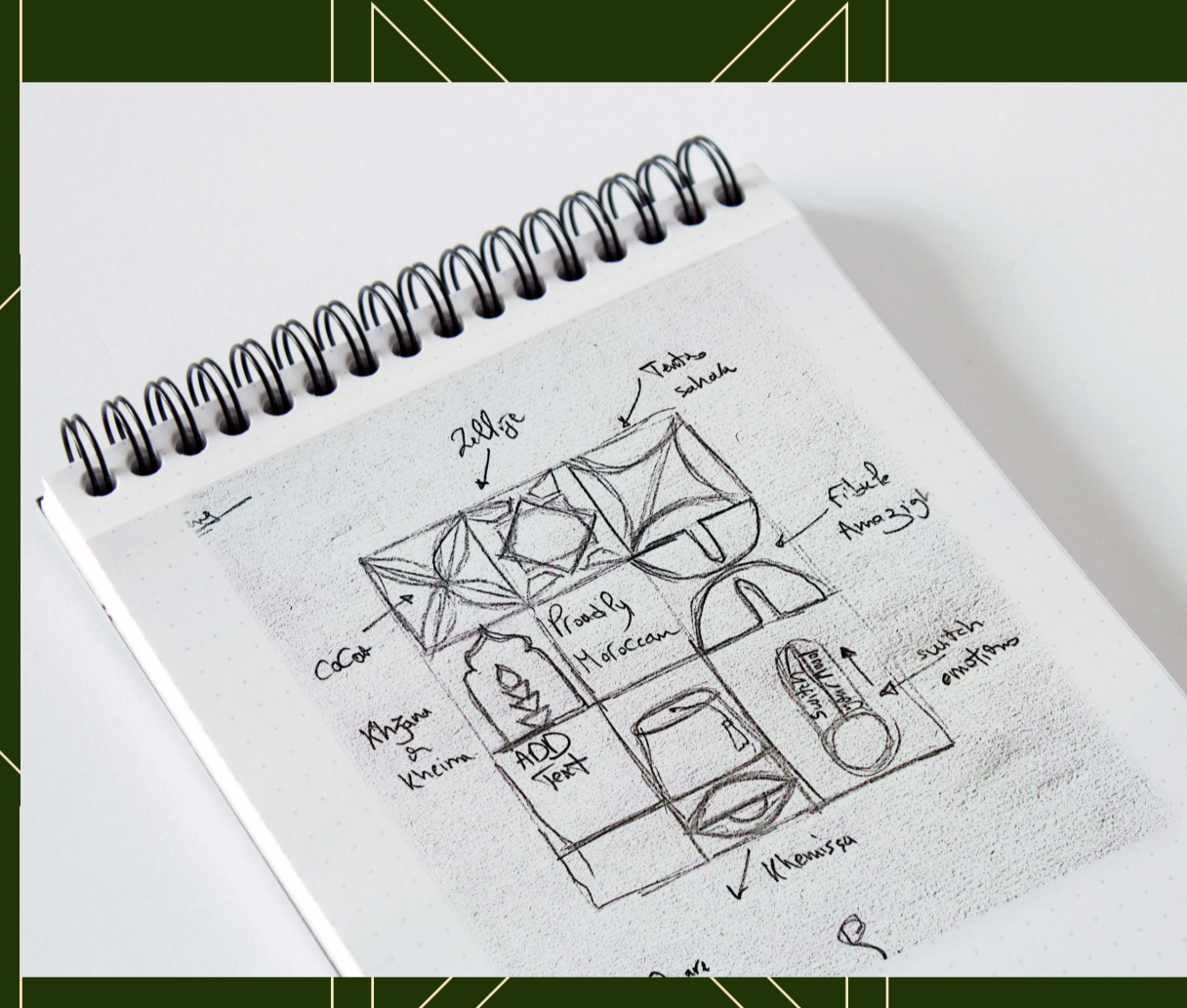


PROUDLY MOROCCAN



## SKETCHING

The Nooco chocolate packaging tells a captivating story, showcasing the treasures of Moroccan heritage. Through intricate patterns like **Khezana**, **Terbouche**, **Zellij**, the expansive **Sahara**, and the symbolic **Amazigh Z**, it reflects the diverse cultural tapestry of Morocco.



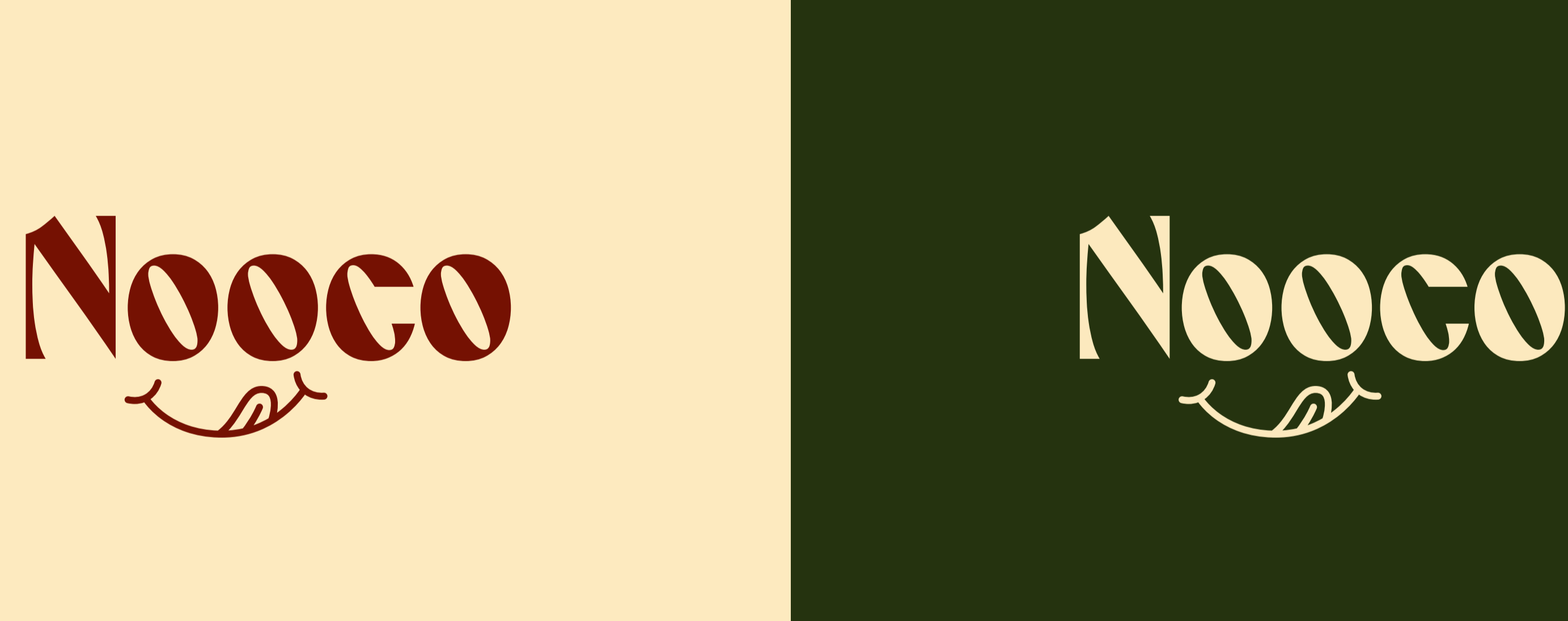
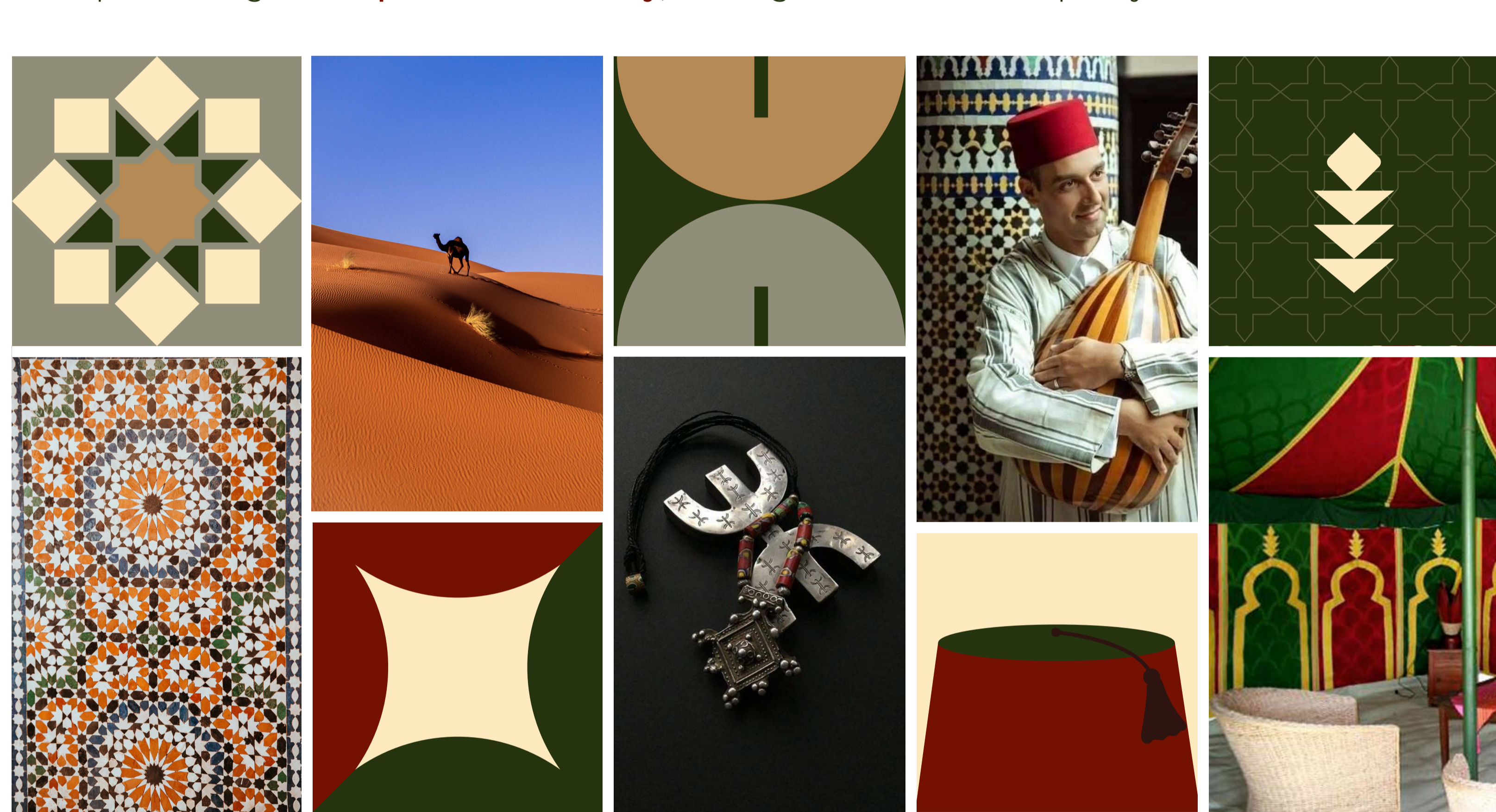
Découvrez l'élégance marocaine dans chaque barre Nooco. Nous nous sommes inspirés de la culture marocaine pour créer une expérience chocolatière unique. Chaque bouchée vous transporte dans les ruelles parfumées du Maroc.

SWITCH YOUR MOOD

Découvrez l'élégance marocaine dans chaque barre Nooco. Nous nous sommes inspirés de la culture marocaine pour créer une expérience chocolatière unique. Chaque bouchée vous transporte dans les ruelles parfumées du Maroc.

تبدل المزاج

The Nooco chocolate packaging unfolds a visual narrative, weaving in the **treasures of Moroccan** heritage. Moroccan patterns such as the intricate **Khezana**, the lively **Terbouche**, the iconic **Zellij**, the vast expanse of the **Sahara**, and the symbolic **Amazigh Z** are seamlessly integrated into this exquisite design. **Each pattern tells a story**, echoing the rich cultural tapestry of Morocco.



# Nooco

Inside O (cacao) + Cacao + Rotation



PROUDLY MOROCCAN



THANKS FOR WATCHING