

vincenzo's brand re-design

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GBDA 202

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the ideas

history

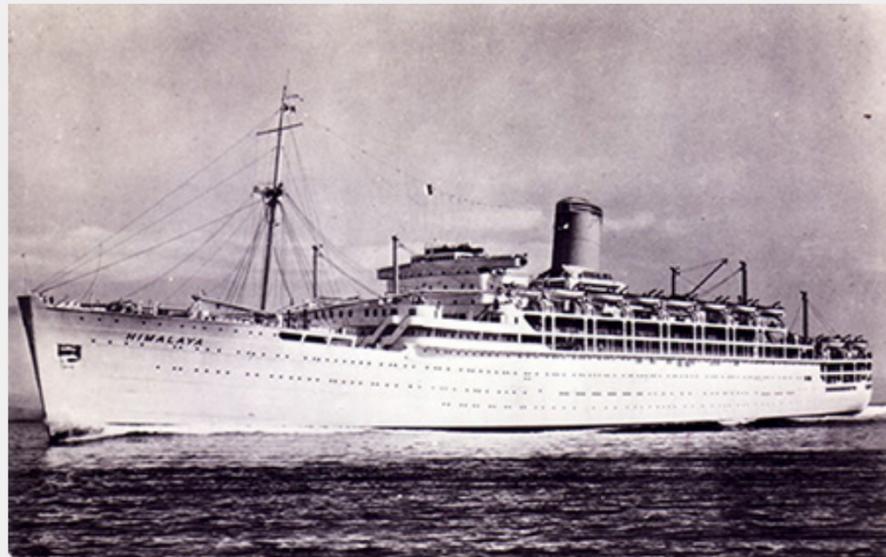
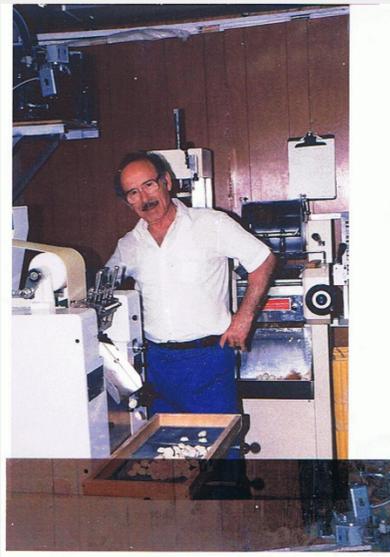
Founded 1967 by Vincenzo Cacciopoli — a first generation Italian immigrant who came to Waterloo looking for a better life and brought Italy with him

Nearly 60 years later, the store is run by his sons

Employees are relatives. Regular customers are children of original customers

One store. One family. Six decades.

Rita, Vincenzo's wife called the store many times a day long after she retired



what works

Incredibly loyal customer base.

Authentic in store experience. The cafe, deli, hot plate and staff who know your name

Strong social engagement with existing audience

History and roots are very rare and uncombable



Harvey Kozinets and Cindy Carter
Kozinets - Customers Since 1990



Born a Customer!



Born a Customer - 1993



VINCENZO'S
SINCE 1967

SHOP OUR STORE ▾ GIFTS OF GOOD TASTE ▾ FOOD TO GO ▾ CATERING ▾

In Search of a Better Life

Continued from page 1 ...

As the ship pulled out of the Gulf of Naples and the Vesuvio faded away to a mere shadow in the distance, did he have second thoughts of going away and leaving his beloved land, "Bella Napoli". Did he look out to sea and break out into song, singing a classic Neapolitan love song, full of feeling, longing for their country, "Italia Mia" and longing for "la bella vita"? Maybe he was thinking about the trees in America, the ones that grew money, so the old folks of his city, Castellammare Di Stabia believed.

The answers to these questions allow us to understand the very essence of the dilemma, many Italian immigrants faced as they made the decision to leave their homeland and begin the long journey to a world where the streets were paved with gold.

On August 15, 1951 Vincenzo Caccioppoli arrived at a very tiny train station in New Hamburg, Ontario after a 14-day journey across the Atlantic. He carried his only worldly possessions in a small suitcase. He was greeted with joy by his sister Emilia and her husband, George who had immigrated a year early, as part of a post war recruitment of immigrants in a flourishing post war world. Rita, would arrive a year later.

Upon setting foot in Canada, his world of song, sun and family would soon be replaced by long cold winters and feelings of loneliness. A real culture shock for anyone.



	Vincenzo's	Eataly
Website	Hard to navigate, unprofessional photos	Curated, professional, editorial
Packaging	Generic + boring Explains nothing	Inviting, distinct, italian and tells you the brand story
Gift card	Ugly, unappealing Would be an awful gift	Beautifully designed, well thought out
Customers	Overall the current feeling of Vincenzo's is overwhelming, and unwelcoming.	Inclusive, accessible, welcoming feels like a third space

what's not working

the core problem

The customers that built Vincenzo's
are getting older. The brand isn't
engaging / welcoming to anyone
new

THE BIG IDEA

"nonna's table"

Welcoming - Authentically Italian - Literally based on Rita

Every design decision in this rebrand answers the question:
"Does this feel like i'm pulling up a chair at Nonna's table?"



the feeling of nonna's table



brand story

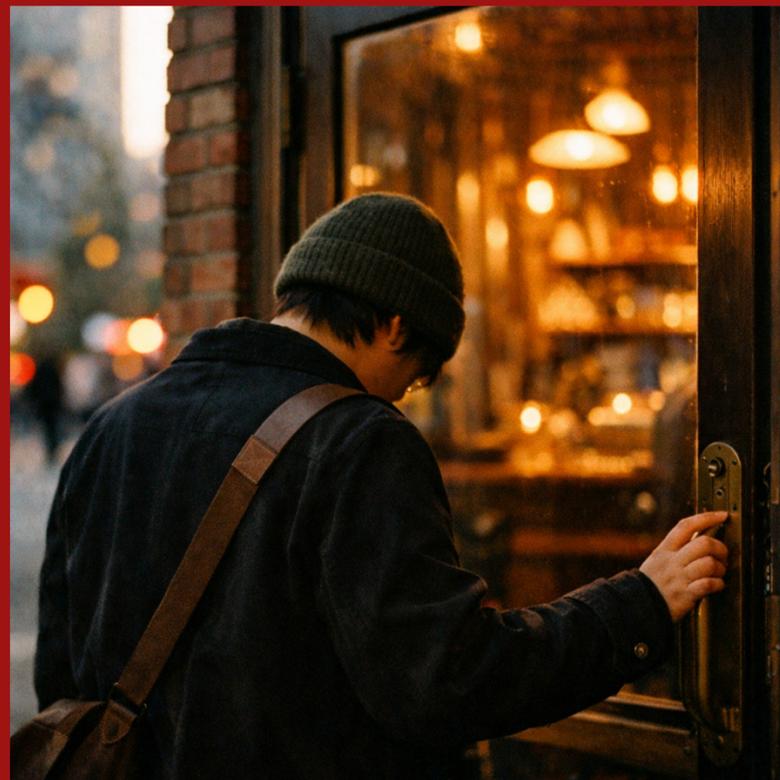
For 30 mins once a week, I take a break and leave the shopping list at home.

I step into Vincenzos, breathe a breath of relief, grab a coffee and start to browse the aisles.

instead of rushing, I say hi to the workers and try new their new items.

I feel relieved, not stressed, allowed the time to think and figure out what I really want.

I feel the Italian lifestyle.



Home is the first place. Work is the second. The third place is
where you belong just by showing up.



a third place

10go

**UNDER
CONSTRUCTION**

CANADA
POST
POSTES
CANADA

Vinnies,



vinnies

vinnies

vinnies

vinnies

before

VINCENZO'S
SINCE 1967

after

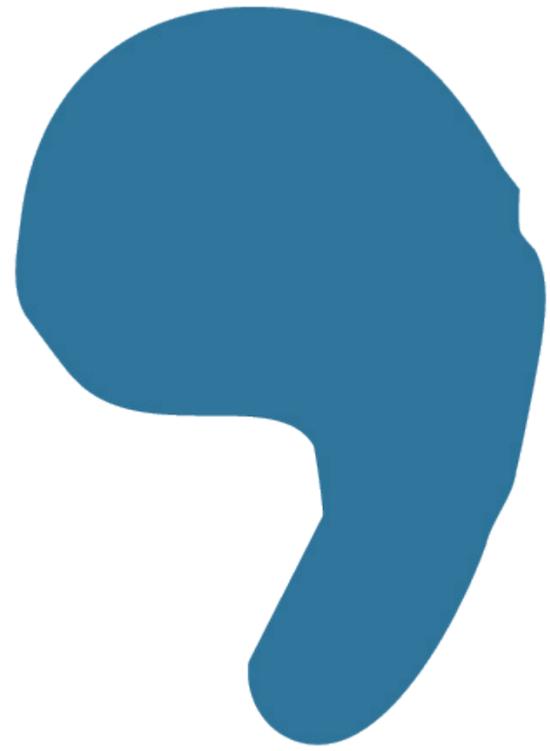
vinnies'

small



big

vinny's





nonna

love

italy

vincenzo's



vinnie's

why name change + logo

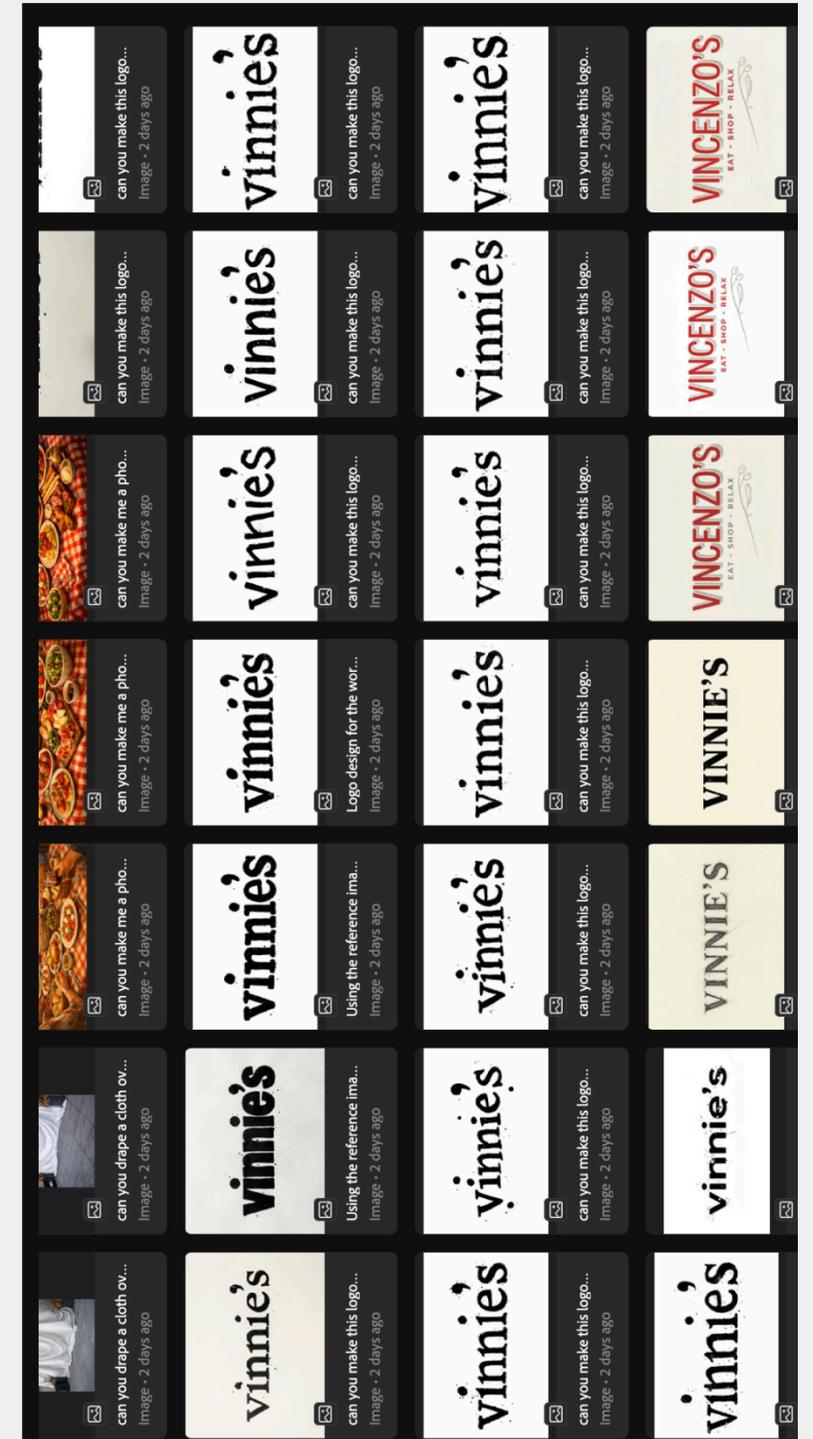
The previous Vincenzo's logo wasn't broken — it was trusted, recognized, and carried sixty years of loyalty. The goal was never to replace it but to refine it. The updated logo keeps everything that made the original work... Vincenzo. Powell was chosen because it feels personal. Like Vincenzo himself wrote it. The idea behind the logo is to make it more personal and welcoming. Vinnie can be your friend. Not the founder of the stuff. He is someone that is always there. It is as welcoming as it feels to go sit down for dinner with Nonna. The products + store behind it will carry the same level of trustworthiness but just not so difficult to enter.

I remember before I started going to Vincenzo's that it was difficult to enter and work up the courage because of how intimidating it was. But Vinnie's would make me feel welcome.

small version (apostrophe)

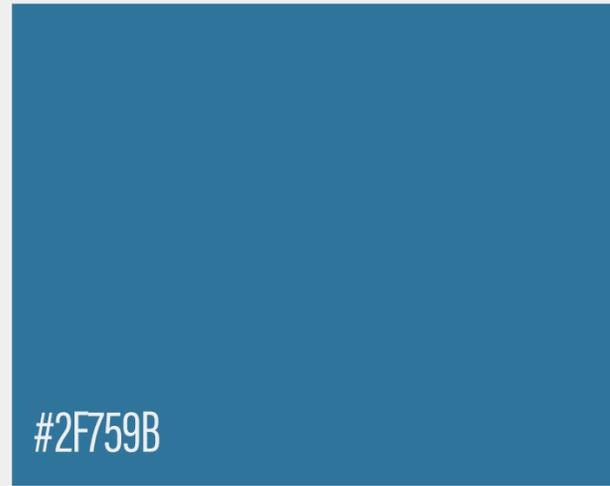
I choose the apostrophe originally because I wanted to keep Vincenzo himself in the logo. This shows how he is still a part of Vinnie's. It's still his store, it's his possession still. Then I kept thinking of the shape and started to see a person in it. But not just any person, Nonna. And Nonna loves you, so I made sure to include love in it. Then simply put this logo on a map to Italy.... and we have the Vinnie's short logo.

process work



1
design
reference

brand colours



#EFEFEF



<https://colors.co/73ba2c-9f1313-2f759b-efefef-181515>

typography

For all writing on the graphic design elements.

SHERBORNE DISPLAY

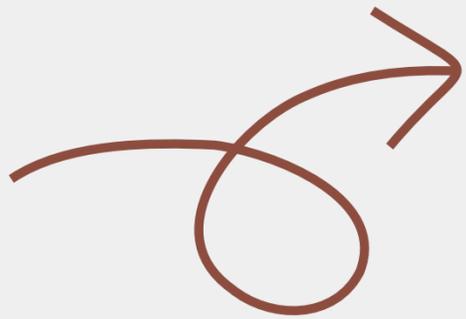
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww

Xx Yy Zz

This font was chosen because of how it is a lighter version of the current Vinnie's logo. It works very well on packaging and is incredibly legible. Unfortunately it cannot be used in Adobe Express. For the additional fonts, Acumin Pro + Abril Display are used for this presentation. All fonts (including Sherborne) are available on Adobe Fonts.

vinnies



POWELL



logo typography

store
mockups

- make the space more welcoming and inviting to new people
- a place to relax
- turn the third place into reality



vinnies

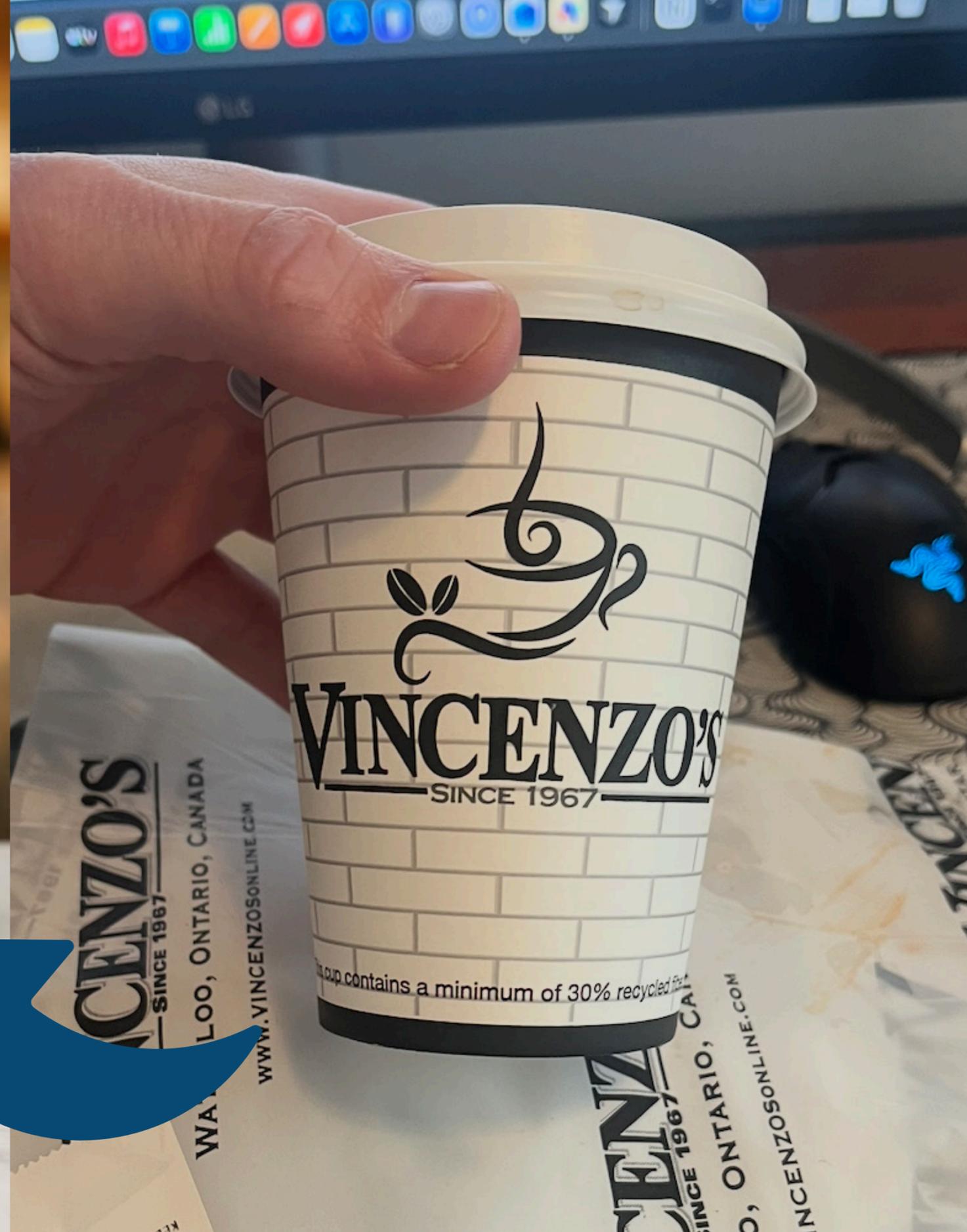




vinnie's



product
mockups



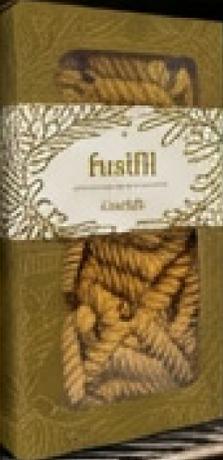
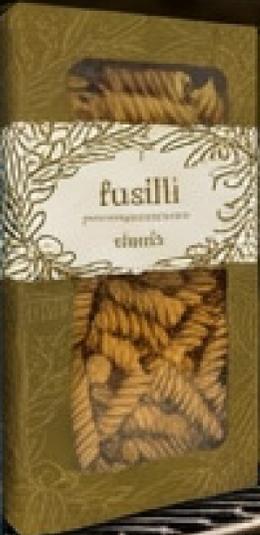












merch
mockups





giving away
vinnie's



25\$

vinnie's



vinnie's

\$100



slogans

"Where Waterloo slows down."

"Est. 1967. Still in no rush."

"Benvenuti a tavola."

— Welcome to the table.

social
media
strategy

The goal of the strategy will be to invite and market Vinnie's + products to as many people as possible. So the content will be targeted to people who have never heard of Vinnie's before. This will include posts such as what is Vinnie's. New Vinnie's products. Explaining what these products are and what makes them so special.

This will bring curious customers into the store for the first time.



vinnies:Please view this video to understand context

<https://www.youtube.com/watch?v=P-sZPNUXIU0>

video 1



This video is meant to show Vincenzo's in a welcoming / slow pace. This wasn't as much about the products themselves but how the space worked and functioned. This video meant to show exactly how Vinnie's is welcoming and calming with people casually browsing the shelves, getting coffee, and relaxing. You go in, you get out. Vinnie's is somewhere you actually want to be a place between work and home where time slows down and nobody is rushing you. This video makes no argument and sells nothing directly. It simply shows what it feels like to exist inside Vinnie's for a few minutes

PLAY THE VIDEO

video 2



The goal of this video is to present the idea of showing up without a shopping list. This should show the viewers a casual shop. You don't arrive knowing what you want, you arrive and the store tells you. You see the fresh pasta and you know. You see the sauce behind the deli glass and you know. This video moves at a pace that mirrors that feeling — fast enough to feel alive, deliberate enough to let the quality of each product register. The butcher counter, the products landing in the cart, the checkout conveyor. No planning, no list, no overthinking.

PLAY THE VIDEO

video 3



The single biggest barrier to a first-time Vinnie's purchase is the assumption that high quality means high effort. People walk past specialty grocery stores because they assume the products are for special occasions, for people who have time, for people who know what they're doing in the kitchen. This video dismantles that assumption in 15 seconds. A normal guy, a weeknight, a quick cook, a family dinner. The Vinnie's products, the pasta, the sauce, the wine... are shown doing the heavy lifting without any complexity. The message isn't that Vinnie's is luxurious. The message is that Vinnie's makes an ordinary Tuesday night feel like something worth sitting down for.

PLAY THE VIDEO

vinnies

fini

proof
of work

please see additional link for POW

<https://new.express.adobe.com/publishedV2/urn:aaid:sc:US:870a507a-ee09-4da4-8378-a4d115f34f04?promoid=Y69SGM5H&mv=ot>
her