



PASSION PASTA

Our brief was to re-design Passion Pasta's identity and portray the company as a high end gourmet pasta manufacturer, generating interest from overseas buyers and distributors, particularly the Asian markets. We targeted individual market sectors by designing promotional brochures, which incorporated simple and clean graphics and photographic images.

Moko Creative set out to re design the retail packaging range found in gourmet retailers and delicatessens. The simple new packaging reflects colour schemes inspired by the natural pasta flavours and sauces. The launch in Singapore at "Food and Hotel Asia" tradeshow has proven to be quite successful and has generated considerable interest and increased their profile.

SCOPE OF WORK

- Identity design
- Brand Implementation
- Stationery designs
- 3d visualisation
- Product and location photography
- Print production
- Website creation and copy writing
- Flash programming
- Sound design
- Environmental signage

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