



*Cocai*

# Brand Manual

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Cocai  
Brand Manual  
2025

OWNED BY FOOD IDEA SRL

# Cocai

## Vision

To become the go-to place for those seeking not only flavor in fried food, but also passion, culture, and responsibility. We imagine a world where the goodness of artisanal food marries innovation and sustainability, transforming street food into a journey of flavor that tells authentic stories, rooted in tradition and projected into the future.

## Mission

We bring the authenticity of artisanal fried food to the table, combining the richness of tradition with the creativity of innovation. We select quality ingredients, favoring sustainable supply chains, to offer a taste experience that respects the environment and promotes the local area. Our goal is to make fried food a conscious, accessible, and irresistible choice, in every corner of contemporary street food.



# Brand Introduction

Certified artisanal workshop specializing in the production of mozzarella in carrozza, meatballs, and fried snacks for the Ho.Re.Ca. and food retail sectors.

We create high-quality frozen products that are easy to regenerate and perfect for restaurants, bistros, delicatessens, catering, and events.

Our artisanal mozzarella in carrozza is crispy, stringy, and stable during cooking: ideal for ensuring yield, flavor, and consistency in every serving.

We are a trusted partner for those seeking ready-to-use solutions, with select raw materials and traceable production processes.

# Brand Values

## Value

Tradition & Authenticity

## Description

Rooted in the culinary heritage of Venice, Cocai preserves the essence of original Italian recipes.

Quality & Consistency

Every product is made with carefully selected raw materials and a standardized process that ensures reliability and excellence.

Innovation & Creativity

Tradition meets experimentation — Cocai constantly develops new, customized products for the foodservice industry.

Sustainability & Responsibility

From raw materials to packaging, every step reflects respect for people, the environment, and future generations.

Partnership & Trust

Cocai works closely with distributors, restaurants, and professionals to build long-lasting relationships based on shared passion for food.

The Cocai logo features the brand name in a white, cursive script font, centered within a dark brown square background.

# Brand Personality

Warm, passionate, and genuine — Cocai Food speaks with the voice of someone who loves what they do.

Its tone is both authentic and refined, reflecting Italian craftsmanship while embracing innovation.

Every word and image conveys passion, conviviality, and trust — values that define every aspect of the brand's communication.





# Target Audience

Cocai Food primarily serves the Ho.Re.Ca. (Hotel, Restaurant, Café) and food distribution sectors.

Its products are designed for professionals who seek reliability, authentic taste, and easy preparation without compromising quality.

Whether it's a busy restaurant, a catering service, or a gourmet distributor, Cocai Food ensures that every customer can deliver authentic Italian flavor effortlessly.



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# Our Logo

To ensure consistent and professional use across all media, follow the guidelines below.

Always use the official logo files provided. Do not recreate, redraw, or modify the logo manually.



## Primary Logo

Use for all main brand applications — stationery, packaging, and digital communications.



## Secondary Logo

Use where the main logo color does not suit the background.



## Alternative Logo

Can be used as alternative for main logo. Ideal for social media profile pictures, favicons, or minimal branding spaces.

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*Fine Food Good Living*

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*Fine Food Good Living*

# Clear Space & Minimum Size

To preserve legibility and visual impact, the logo must always have sufficient space around it.

## Clear Space Rule:

Maintain a margin equal to the height of the letter “C” in “Cocai” on all sides of the logo.

No text, images, or graphic elements should enter this area.

## Minimum Size:

- Print: 25 mm width (for the full logo)
- Digital: 120 px width (for the full logo)
- Using the logo smaller than these sizes may cause loss of clarity or legibility.



# Incorrect Usage

To maintain brand consistency, avoid altering the logo in any way.

## Do not:

1. Stretch or compress the logo.
2. Change colors or apply unapproved gradients.
3. Add shadows, outlines, or effects.
4. Rotate or tilt the logo.
5. Place the logo inside shapes or containers not provided in the brand assets.
6. Change the typeface or retype the wordmark.
7. Use low-resolution or distorted versions.

*Always use the approved digital files in vector or high-resolution format.*

# File Formats

Use the correct format depending on where the logo is applied:

## Format

## Usage

AI / EPS

For professional printing and vector editing.

PNG

For digital or transparent background use.

JPG

For non-transparent, web or document use.



Cocai

## Background Usage

The Cocai logo is designed to adapt to both light and dark backgrounds while maintaining visibility and brand impact.

Background Type	Logo Application
Light / White Background	Use the <b>colored or black</b> version of the logo
Dark Background	Use the <b>white (inverted)</b> version of the logo.
Photographic Backgrounds	Place the logo over an area with sufficient contrast. If needed, use a semi-transparent white or black overlay to improve readability.

Avoid placing the logo on complex or low-contrast images where it becomes unreadable.



# Color Palette

Color plays a vital role in expressing the Cocai Food identity. The brand's palette reflects its essence — warm, natural, and authentic — inspired by the golden tones of fried delicacies and the earthy richness of Italian cuisine.

**White**

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0%, 0%, 0%, 0%

**Beige**

HEX: #E2CEB6

RGB: 226, 206, 182

CMYK: 0%, 9%, 19%, 11%

**Linen**

HEX: #FBEFDF

RGB: 251, 239, 223

CMYK: 0%, 5%, 11%, 2%

**Indian Fig**

HEX: #573530

RGB: 87, 53, 48

CMYK: 0%, 39%, 45%, 66%

# Color Description

Primary Color Name	Description	CMYK	RGB	HEX
Beige	A warm, natural beige that conveys artisanal simplicity, elegance, and authenticity. Used mainly as a background or complementary tone.	0%, 9%, 19%, 11%	226, 206, 182	#E2CEB6
Indian Fig	A deep, rich brown that represents tradition, quality, and the warmth of Italian craftsmanship. Used for logos, text, and primary visual accents.	0%, 39%, 45%, 66%	87, 53, 48	#573530
Secondary Color Name	Description	CMYK	RGB	HEX
White	A clean, soft white used for backgrounds and spacing to enhance legibility and contrast.	0%, 0%, 0%, 0%	255, 255, 255	#FFFFFF
Linen	Use Linen as a background or secondary color to enhance readability and create gentle contrast with deeper tones like Brown Cocai	0%, 5%, 11%, 2%	251, 239, 223	#FBEFDF

# Color Usage Guidelines

1. Beige (#E2CEB6) should serve as the primary background or supporting tone in most brand applications.
2. Indian Fig (#573530) is the main logo and accent color, representing strength, authenticity, and heritage.
3. Use White generously for space, balance, and modernity.
4. Keep color contrast strong — particularly between text and background — to maintain readability.
5. Maintain exact color values across all media. Use CMYK for print, RGB/HEX for digital, and verify Pantone matches for packaging or large-scale prints.

Always preview your colors on both light and dark backgrounds to ensure they appear consistent and true to the brand essence.



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# Typography

Typography is a key component of the Cocai Food visual identity.

It expresses the brand's personality — authentic, warm, and elegant — while ensuring readability and consistency across all communications.

Aa

DM Sans

abcdefghijklmnop  
opqrstuvwxyz12  
345&%\$#@!~

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*Italic*

*abcdefghijklmnopqrstuvwxyz*

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Regular

abcdefghijklmnopqrstuvwxyz

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**Bold**

**abcdefghijklmnopqrstuvwxyz**

# Imagery Style

Images are one of the strongest tools for communicating the Cocai Food brand. They capture the warmth, authenticity, and passion that define Italian culinary tradition. Every photograph should reflect the realness of ingredients, the craftsmanship behind preparation, and the emotional connection that food creates.



## Key Characteristics

- **Warm natural lighting:** Prefer daylight or soft studio light that enhances textures and tones. Avoid cold or artificial lighting.
- **Neutral, cozy backgrounds:** Beige, warm brown, or wooden textures that match the brand palette.
- **Focus on detail:** Highlight crisp textures, golden tones, and artisanal elements such as hands at work, ingredients, or frying moments.
- **Minimal distractions:** Keep compositions clean. The product should be the hero of the image.
- **Lifestyle context:** When possible, include scenes of sharing, plating, or convivial moments to evoke warmth and connection.

***The result:** Images that look natural and appetizing, conveying both craftsmanship and premium quality.*



## Color & Filters

Cocai Food imagery uses a warm, balanced filter to ensure tonal consistency across all materials.

- **Temperature:** Warm (slightly golden tones)
- **Contrast:** Medium — preserve softness and detail
- **Saturation:** Natural; never overexposed or oversaturated
- **Shadows:** Soft, with subtle depth
- **Grain:** Minimal, to retain a clean and professional look

*Always aim for harmony between the image tones and the brand color palette (Beige #E2CEB6 and Indian Fig #573530).*

## Do's & Don'ts

### Do:

- Use warm, natural tones that align with the brand colors.
- Highlight authentic, artisanal preparation.
- Focus on textures — crispness, freshness, detail.
- Maintain consistent lighting and mood across all images.
- Use soft shadows and clean compositions.

### Don't:

- Use filters with cold or bluish tones.
- Add heavy editing, unrealistic effects, or harsh contrast.
- Use stock images that look staged or overly commercial.
- Mix photography styles (e.g., bright studio vs. dark rustic).
- Include cluttered or distracting backgrounds.

## Emotional Direction

Each Cocai image should **tell a story** — not just show food.

It should make the viewer *feel comforted, inspired, and hungry for authenticity.*

The imagery must communicate the **pleasure of sharing** and the **art of simplicity**, consistent with Cocai's essence:

*Tradition crafted with passion, served with warmth."*



# Brand Applications



The Cocai Food visual identity extends across all touchpoints where the brand communicates — from printed materials to digital platforms.

Every application must maintain clarity, warmth, and visual harmony, ensuring that the brand's artisanal and premium personality remains consistent everywhere it appears.



# Voice & Tone

Our voice reflects the heart of Italian culinary tradition — simple yet refined, friendly yet professional, rooted in authenticity.

**Warmth**

**Honesty**

**Craftsmanship**

**Italian**

**Joyful**

**Authentic**

**Inviting**

# Legal Guidelines

01

## Copyright

All materials produced related to our brand are protected by copyright. Always ensure to obtain permission before using third-party owned materials.

02

## Trademark

Logos, slogans, and other brand elements have been registered as trademarks. The use of the ™ or ® symbols must always follow established rules.

03

## Licensing

Some assets may be used under specific licenses. Ensure to follow all terms of these licenses, including usage, attribution, and restrictions.

04

## Unauthorized Use

Avoid unauthorized or potentially brand-damaging use of our brand assets.

05

## Objections and Violations

Immediately report any objections or violations against our brand to our legal department.

06

## Marketing Material Approval

All marketing materials must be approved by the legal department before distribution to ensure compliance with applicable guidelines and legal regulations.





Certified artisan workshop specializing in the production of battered and breaded mozzarella in carrozza, meatballs, and fried snacks.

We'd love to hear from you!

If you have questions, feedback, or simply want to share your mindful eating journey, reach out anytime.

# Contact Information



## Email

[marketing@cocai.food](mailto:marketing@cocai.food)



## Website

[www.cocai.food](http://www.cocai.food)



## Address

Registered office:  
Viale Ancona, 17  
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