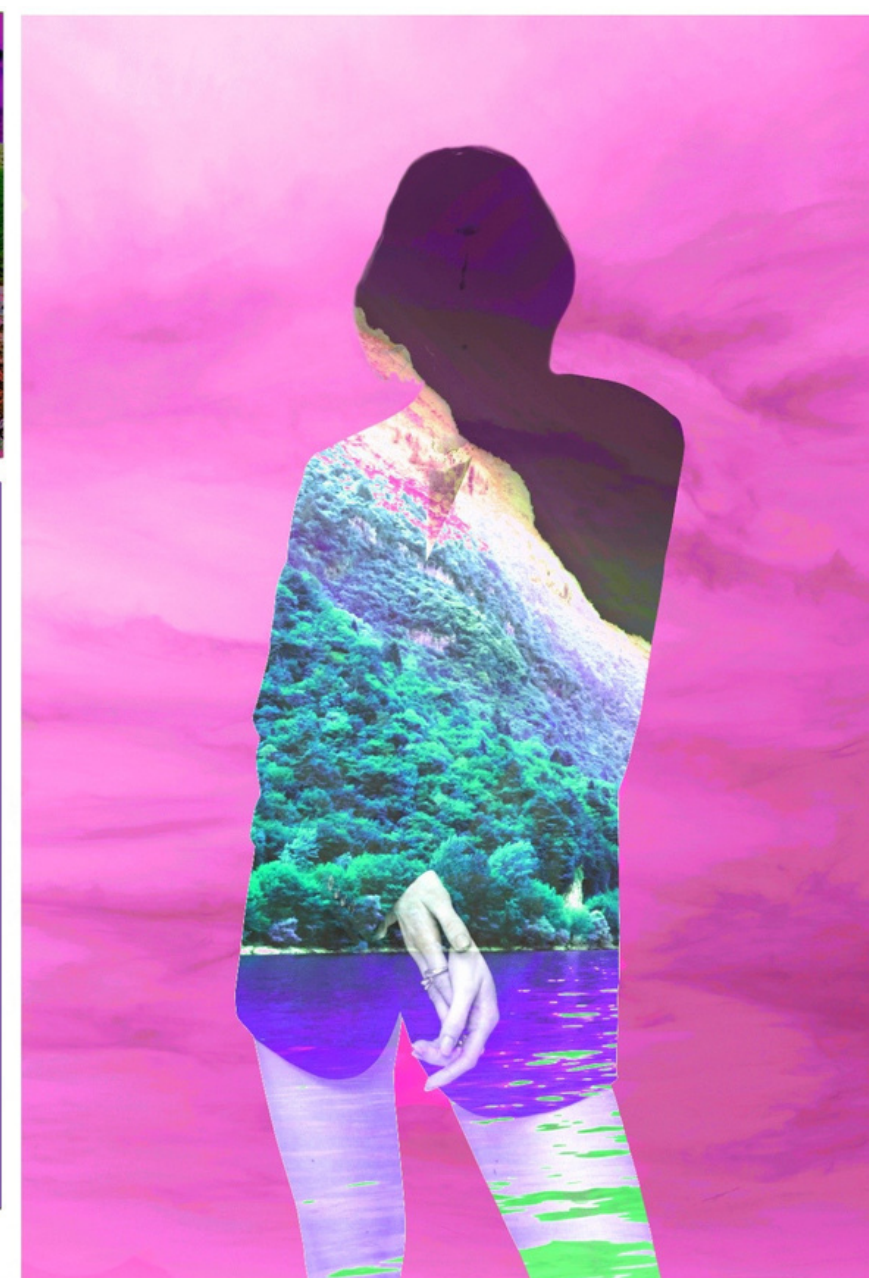


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artemide
REBELDE



Arianna Polletta

ABOUT

Artemide Rebelde is a cozy local, opened on August 2023, in the heart of Castelli Romani, near Rome.

The place proposes a typical Italian breakfast, locally produced wines, food, artisanal beers, and a family atmosphere!

The location overlooks the beautiful lake of Nemi, the kingdom of the goddess Diana, a warrior, strong and rebellious.

From this part of **history**, I got inspiration, referring to nature, femininity, the magic that hides behind the lake, the elegant curves of the woods that guard it, and the moon that cradles it.

The logo is characterized by a rounded font, the name is Engage, that refers to the curves of the path that leads you to the lake, the cycle of life, and the woman.

I then created an abbreviated logo that can be functional and easy to apply on everything related to glasses, tablecloths, and business cards.

From the abbreviated logo came out something really cool, which I like to call a Chakra. It includes the four natural elements, which, being the owner of a yoga practitioner, won her over right away!

I'm very proud of this collaboration because both of us are happy!

MISSION

Our mission is to celebrate local products in a **familiar atmosphere**, offering **authentic dishes** and creating **unforgettable culinary experiences**, in harmony with the warm hospitality and natural beauty of Lake Nemi and its surroundings.

VISION

Our vision is to become a gastronomic icon and a go-to destination for authentic **local cuisine**, promoting **sustainability** and environmental respect through high-quality local ingredients. We aim to create a **welcoming environment** and celebrate the natural beauty, becoming a beacon of culinary excellence and **inspiration** for the community and travelers.

TARGET

Our target audience (25-54 yo), consists of **lovers of good food and nature**, including couples, families, and travelers seeking authenticity. We also cater to wine enthusiasts, offering a selection of local wines. Our ideal customers are open to new culinary experiences, value the welcoming atmosphere, and appreciate the beauty of Lake Nemi.

VALUES

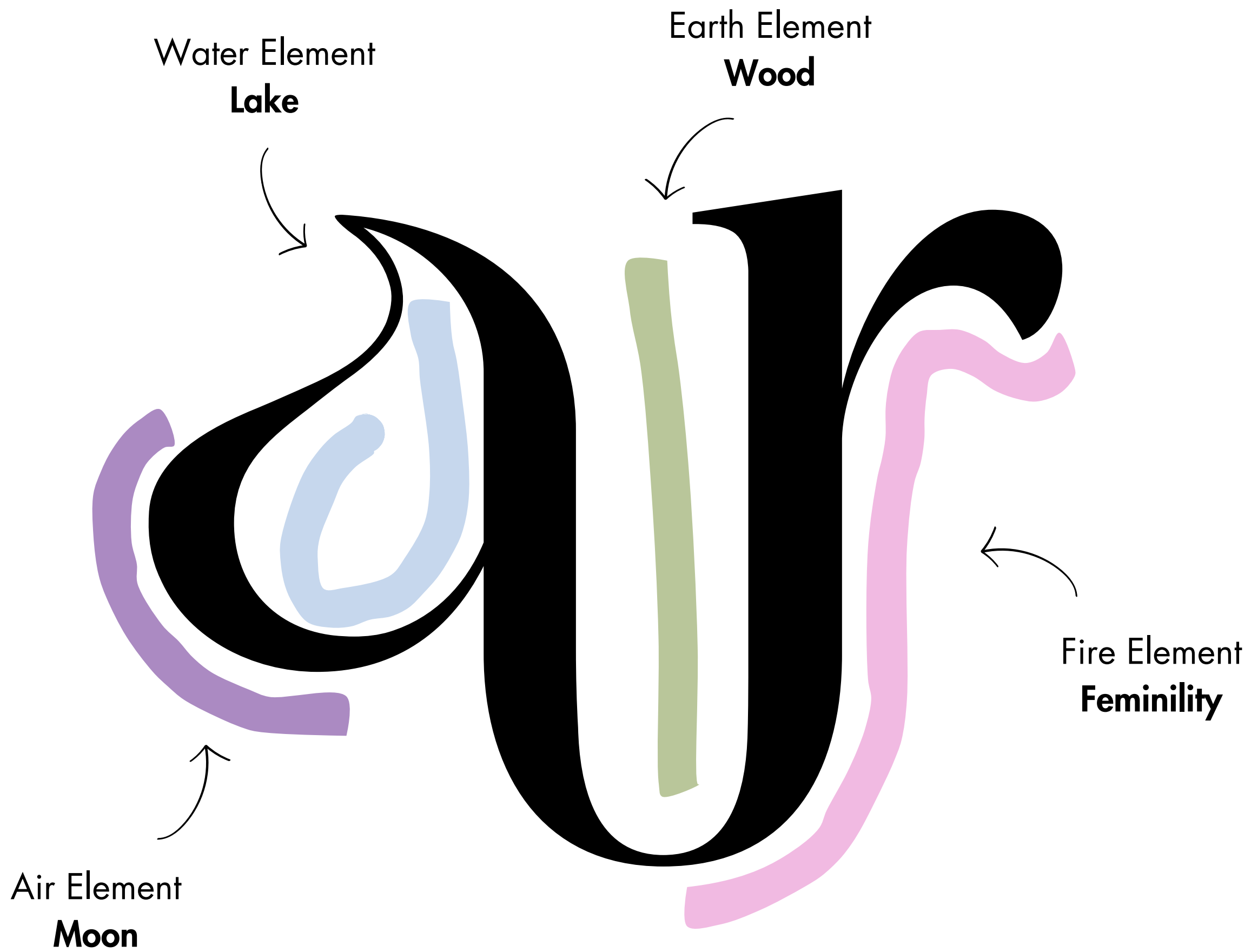
The core values of our brand include **authenticity, sustainability, quality, hospitality, innovation**, and the celebration of local culture. We promote sustainable practices and ensure a welcoming and innovative atmosphere that celebrates our local culinary culture.

Unique Selling Proposition

"The culinary experience that goes beyond taste: authentic, sustainable, and innovative".

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COLOR PALETTE



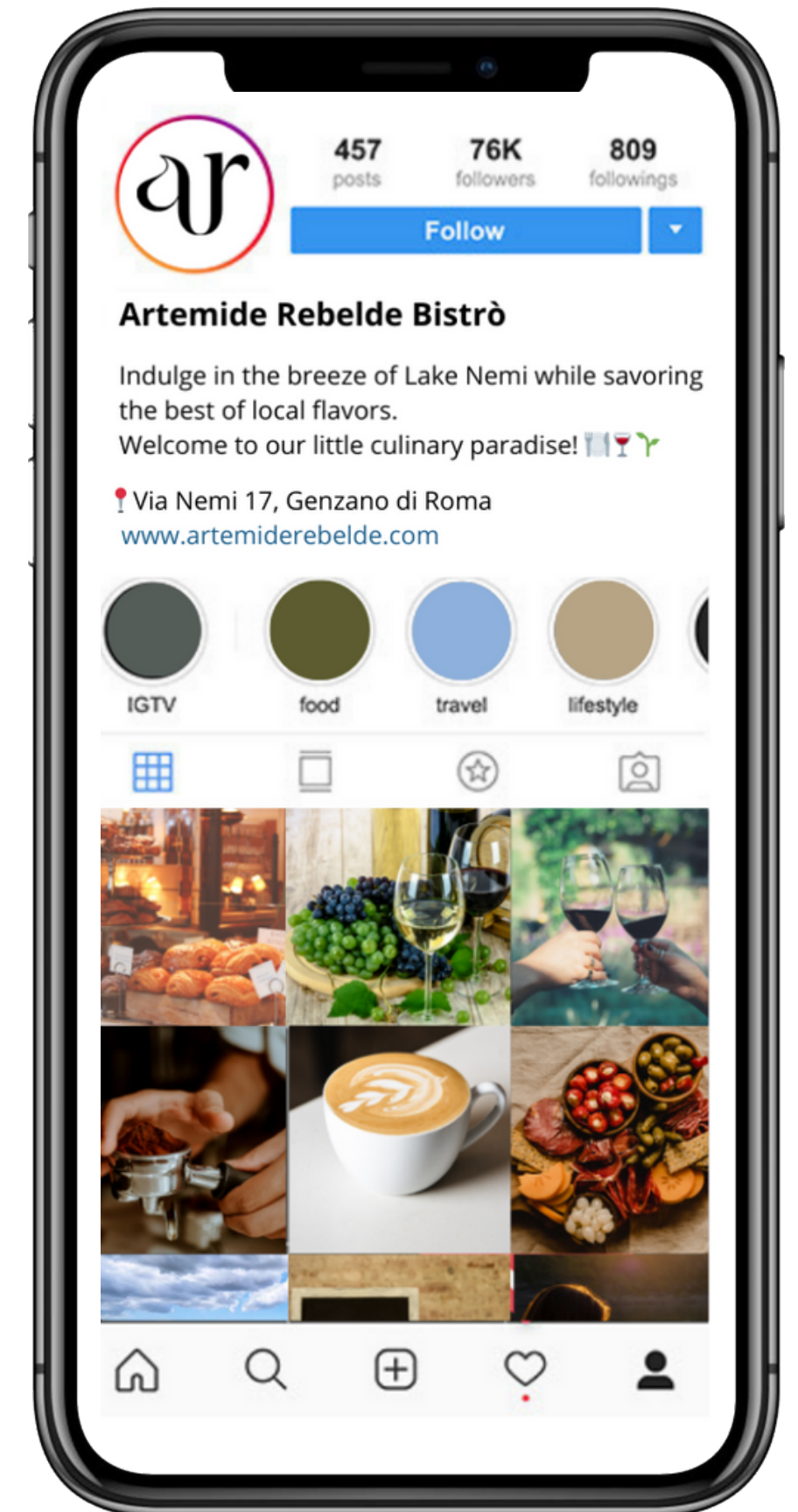
SOCIAL MEDIA ICON



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"When digital creativity meets the art of cooking with locally sourced ingredients and fine drinks, innovation becomes the secret recipe."