

OIO

FutureBrand redesign Oio seed oil bottle and brand image

Mataluni Group, Italy's largest oil producer, asked FutureBrand to design the new Oio brand identity.

Oio is the leading Italian brand of seed oil, the first to be launched on the market and the most appreciated by consumers.

The old fashioned tin, protagonist of the advertising campaigns of the 60s, had already been abandoned for the more contemporary PET bottle, but Mataluni Group wanted to achieve a better segmentation of Oio offer. FutureBrand has been asked to review Oio image to let its brand authenticity and joyful spirit come out.

FutureBrand has carried out a structural design study leading to Oio new bottle, whose slender silhouette recalls the shape of an ancient oil jar.

The sleeve wrapping Oio new bottle is colourful, impactful and also funny as it should always be when talking of an oil created to fry and to dress any kind of food.

Oio logo has also been revised and has become more contemporary and even nicer thanks to the "I" dot coming out from the shape and to the 3D effect. Oio payoff "I tuttanatura" states the product genuineness and naturalness.

Oio range has been segmented by using bright and modern background colours and large close-ups: corn, sunflower and peanut seeds. Each reference has its own descriptor guiding the consumer in his or her choice for the most appropriate oil variety.



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FutureBrand

