Ozge Ucoluk ozgeucoluk.com ozge.ucoluk@gmail.com +39 345 503 8471 Milan, Italy

Portfolio.

Ozge Ucoluk

Visual Brand Designer based in Milan

German/EU Citizen | ozge.ucoluk@gmail.com | ozgeucoluk.com | instagram/ozgeucoluk | behance/ozgeucoluk | in/ozgeucoluk | +39 345 503 8471

01 Experience

Sep 2024 - Present — *Milan, Italy*
Junior Designer
FutureBrand
Develop brand identities and packaging from ideation to final execution across diverse client projects.

Apr 2024- Jul 2024 — *Milan, Italy*
Visual Brand Design Intern
The Branding Letters (TBL)
Translated brand strategy and research into visual concepts, identities and presentations.

Jun 2023 - Aug 2023 — *Milan, Italy*
Summer Design Intern
Artefice Group
Created packaging and retail design solutions for international brands through visual exploration.

Jun 2021- Aug 2021 — *Istanbul, Turkey*
Summer Design Intern
O. Irmak Design
Developed packaging concepts and logo directions through research, sketching and mockups.

02 Education

Master of Arts in Visual Brand Design
Regent's University London
2022 - 2024
London, United Kingdom

Master in Visual Brand Design
Domus Academy Milano
2022 - 2023
Milan, Italy

Bachelor of Arts in Graphic Design
Bilkent University
2018 - 2022
Ankara, Turkey

03 Certifications

Brand Management
SDA Bocconi School of Management
June 2025

Creating Brand Value
Harvard Business School
December 2024

Inside LVMH
LVMH
December 2023

Next Gen Brand Transformers
Landor
November 2023

04 Selected Awards

March 2025
World Brand Design Society, UK
Silver Award

December 2024
IVIA Awards, UK
Silver Award

November 2024
43rd Turkish Graphic Designers Association Exhibition, TR
Student Projects Excellence Award

February 2024
World Brand Design Society, UK
Bronze Award

December 2023
42nd Turkish Graphic Designers Association Exhibition, TR
Student Presentation Award

June 2023
World Brand Design Society, UK
Bronze Award

05 Languages

Turkish (Native)
English (Fluent)
Italian (Intermediate)
German (Basic)

06 Core Skills & Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Lightroom
Figma
Adobe Firefly
Adobe Dimension
Adobe XD

07 Interests

Street Photography
Contemporary Art
Visual Culture
Typography
Film and Animation
Travel
Swimming
Food Culture
Philately
Live Music
Formula 1
Karting
MotoGP
Fortnite
Ice Skating

A tiny team with one name: *Ozge.*

Graphic Design

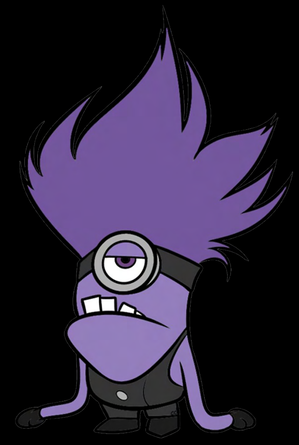
Visual Brand Design

Packaging Design

AI Design

Art Direction

Video Editing



Motion Design

Lavazza Barista.

LAVAZZA
Barista
SLOW ROAST

Intro

Lavazza Barista Slow Roast was revisited for the US market after the original direction was considered insufficiently relevant to American consumers.

Working as a Junior Designer, I developed **one of the creative routes** for this range. The client selected this direction for its ability **to present Italian coffee culture through a more contemporary and distinctive visual language.**

To protect confidential and unreleased work, this case study presents an **altered version of the route**, with selected visual and commercial details adapted for portfolio use.

LAVAZZA
Barista
SLOW ROAST
MEDIUM

Challenge

The opportunity was to give Barista Slow Roast a clearer role in the US market, using Lavazza’s Italian heritage as **a source of relevance rather than decoration.**

The design needed to move beyond the rustic and craft-led conventions common within the category, while remaining **recognisably Lavazza and easy to navigate at shelf**.

Each roast also **required a distinct character** without fragmenting the range.

LAVAZZA
Barista
SLOW ROAST
MEDIUM
THE ART OF BLENDING
Since1895
GROUND COFFEE
NET WT 12 OZ (340 g)
LAVAZZA
Barista
SLOW ROAST
DARK
THE ART OF BLENDING
Since1895
GROUND COFFEE
NET WT 12 OZ (340 g)
LAVAZZA
Barista
SLOW ROAST
EXTRA DARK
THE ART OF BLENDING
Since1895
GROUND COFFEE
NET WT 12 OZ (340 g)

Solution

Lavazza blue creates **a consistent anchor across all three variants**, while fluid graphic forms shift in colour and intensity to distinguish Medium, Dark and Extra Dark.

A disciplined typographic hierarchy and gold detailing reinforce the premium character of the range.

Extended into photography and campaign applications, the system brings **Lavazza’s Italian heritage and Torino roots into a contemporary American context**.

LAVAZZA
Barista
SLOW ROAST

LAVAZZA
Barista
SLOW ROAST

LAVAZZA
Barista
SLOW ROAST
LAVAZZA

LAVAZZA
Barista
SLOW ROAST

the Daily for Three
LAVAZZA
FEEL THE REAL COFFEE PLEASURE
LAVAZZA
Barista
SLOW ROAST

LAVAZZA
Barista
SLOW ROAST
LAVAZZA
Barista
SLOW ROAST
LAVAZZA
Barista
SLOW ROAST
LAVAZZA
Barista

San Pellegrino

ZERO >

20 CALORIE PER LATTINA
DAL 1932
SANPELLEGRINO
ZERO WAVE
ZUCCHERI AGGIUNTI
GUSTO
PESCA
BEVANDA ANALCOLICA GASSATA
AROMATIZZATA AL GUSTO DI PESCA
300ml
20 CALORIE PER LATTINA
DAL 1932
SANPELLEGRINO
ZERO WAVE
ZUCCHERI AGGIUNTI
GUSTO
MIRTILLO
BEVANDA ANALCOLICA GASSATA
AROMATIZZATA AL GUSTO DI MIRTILLO
300ml
20 CALORIE PER LATTINA
DAL 1932
SANPELLEGRINO
ZERO WAVE
ZUCCHERI AGGIUNTI
GUSTO
LIME
BEVANDA ANALCOLICA GASSATA
AROMATIZZATA AL GUSTO DI LIME
300ml

Intro

San Pellegrino set out to reposition its internationally available flavoured sparkling drink for Italy, where it had yet to connect with **younger consumers**.

Working as a Junior Designer alongside the strategy team, I developed **one of the visual routes for the newly named ZERO range**, inspired by the coastal energy of Southern Italy.

This case study presents **an altered version of the client direction** to protect confidential and unreleased work.

20 CALORIE PER LATTINA
DAL 1932
SANPELLEGRINO
ZERO WAVE
ZUCCHERI AGGIUNTI
GUSTO
MIRTILLO
BEVANDA ANALCOLICA GASSATA
AROMATIZZATA AL GUSTO DI MIRTILLO
300ml

Challenge

The challenge was to make an international proposition feel **relevant to young Italians rather than imported**.

Because of the product’s low fruit content, Italian regulations restricted fruit imagery and pictograms.

Flavour and freshness therefore had to be communicated **without literal fruit cues**, while keeping Pesca, Mirtillo and Lime clearly distinct.

ST. TROPEZ SOLEIL
BEACHES
GYPSY LIVING
SANPELLEGRINO
ZERO WAVE
GUSTO
PESCA
SANPELLEGRINO
ZERO WAVE
GUSTO
MIRTILLO
SANPELLEGRINO
ZERO WAVE
GUSTO
LIME

20 CALORIE PER LATTINA*
DAL 1932
SANPELLEGRINO
ZERO WAVE
ZUCCHERI AGGIUNTI
GUSTO
PESCA
300ml

Solution

The direction uses **colour, typography and movement** to communicate flavour without relying on literal fruit cues.

Oversized type and rhythmic, full-wrap patterns give the cans a bold presence, while variant-specific palettes create clear distinction across Pesca, Mirtillo and Lime.

Inspired by beach textiles, coastal movement and Mediterranean leisure, the system captures **the energy of an Italian summer by the sea**, positioning ZERO as a fresh and social choice for younger consumers.

20 CALORIE PER LATTINA
DAL 1932
SANPELLEGRINO
ZERO WAVE
ZUCCHERI AGGIUNTI
GUSTO
PESCA
GUSTO
MIRTILLO
GUSTO
LIME
BEVANDA ANALCOLICA GASSATA
AROMATIZZATA AL GUSTO DI PESCA
300ml
DAL 1932
SANPELLEGRINO

20 CALORIE PER LATTINA
DAL 1932
SANPELLEGRINO
ZERO WAVE
ZUCCHERI AGGIUNTI
GUSTO
LIME
BEVANDA ANALCOLICA GASSATA
AROMATIZZATA AL GUSTO DI LIME
300ml

20 CALORIE PER LATTINA
DAL 1932
SANPELLEGRINO
ZERO WAVE
ZUCCHERI AGGIUNTI
GUSTO
PESCA
BEVANDA ANALCOLICA GASSATA
AROMATIZZATA AL GUSTO DI PESCA
300ml

20 CALORIE PER LATTINA
DAL 1932
SANPELLEGRINO
ZERO WAVE
ZUCCHERI AGGIUNTI
GUSTO
MIRTILLO
300ml

~20 CALORIE PER LATTINA*
DAL 1932
SANPELLEGRINO
ZERO WAVE
ZUCCHERI AGGIUNTI
GUSTO
PESCA
BEVANDA ANALCOLICA GASSATA
AROMATIZZATA AL GUSTO PESCA
300ml

Università
San Raffaele

Università
San Raffaele
Roma

OPEN SANS

ABCDEFGHIJKLM1234#@.,!?&
abcdefghijklm1234#@.,!?&

Crea la formula per il tuo successo

Intro

Università San Raffaele Roma commissioned a complete rebrand to **build a more distinctive, science-led identity** from the ground up.

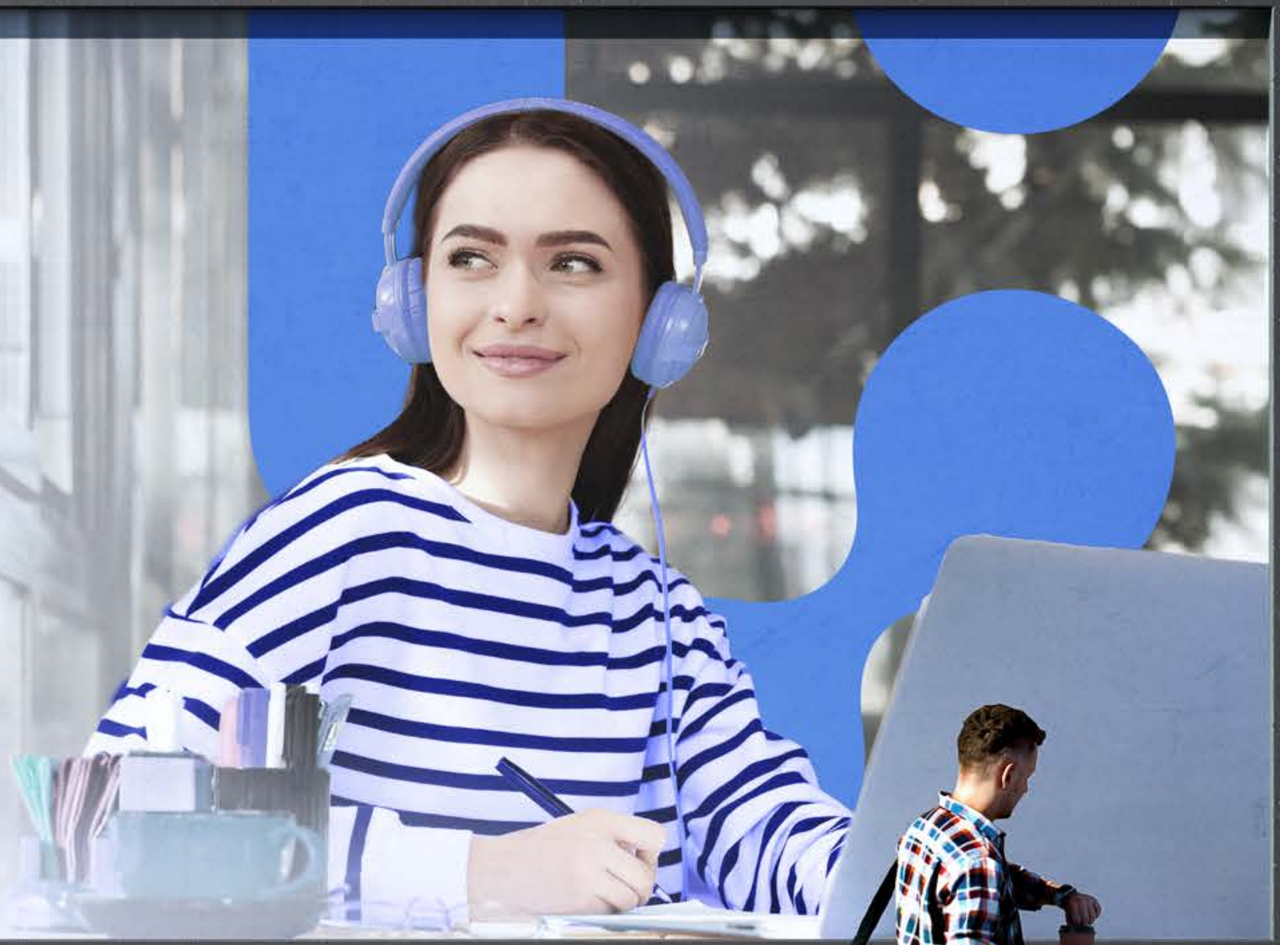
Working as a Junior Designer, I developed **the selected logo and initial art direction**, then expanded the system across typography, colour, imagery and applications as the project evolved.

The identity has since been fully implemented across the university’s communications, including digital platforms and outdoor campaigns.

Università
San Raffaele
Roma

Raggiungi i Tuoi Obiettivi

Corso di Laurea
Triennale in
Amministrazione
e Organizzazione



Challenge

As a digital university with strong roots in science and sport, San Raffaele wanted to communicate its academic focus with greater clarity and ambition.

The existing visual system was too limited to support a broader range of messages.

The new identity needed to feel **credible, contemporary and relevant to a younger audience**, while remaining flexible across digital and physical touchpoints.

Metodo
Ricerca
Eccellenza

Università
San Raffaele
Roma

Università
San Raffaele
Roma

Corso di Laurea
in Scienze
Biologiche

Università
San Raffaele
Roma

Corsi di Laurea
in Moda e Design

Solution

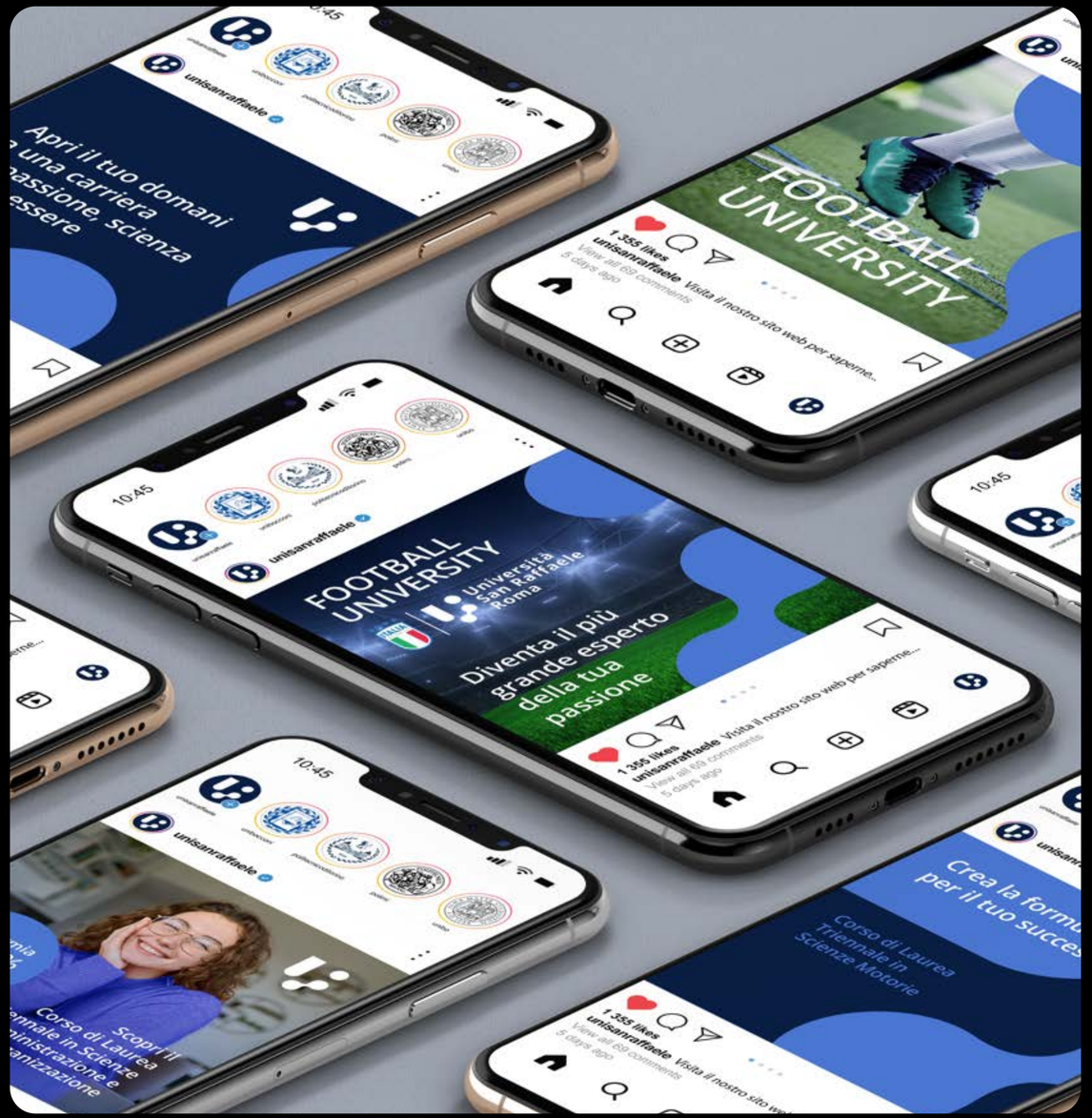
The logo turns the student journey into **a visual story of transformation**.

A rectangular form marks the point of entry, while evolving molecular shapes represent learning, growth and change. The sequence ends in a circle, symbolising a student shaped and completed through their university experience.

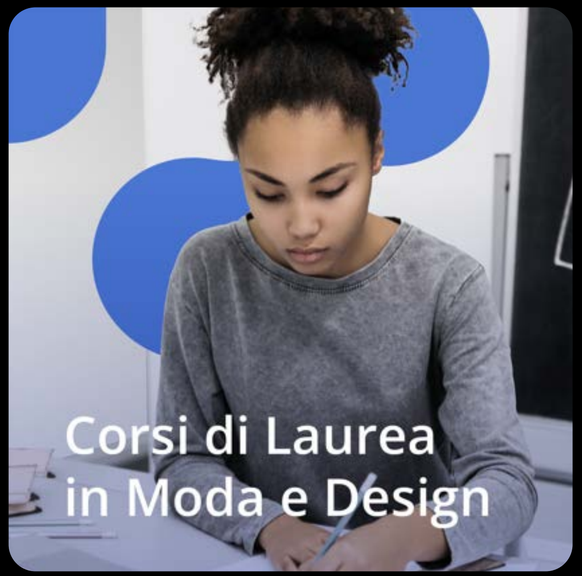
This idea became the foundation, developed through **an expanded graphic language, distinctive typography and a more expressive use of colour** across campaigns, digital content, merchandise and outdoor applications.

Università San Raffaele Roma
ateneo
offerta formativa
segreteria
ricerca
e-learning point
tirocini
news
contatti
Accedi ai corsi
Progetta il futuro che desideri
L'Università Telematica San Raffaele Roma, riconosciuta dal MIUR con decreto del 8 maggio 2006, è un Ateneo non statale che rilascia titoli con lo stesso valore legale delle Università tradizionali.
Iscriviti ora
FOOTBALL UNIVERSITY
ITALIA
Diventa il più grande

FOOTBALL
UNIVERSITY
Università
San Raffaele
Roma
Diventa il più
grande esperto
della tua
passione


Apri il tuo domani
una carriera
passione, scienza
essere
FOOTBALL
UNIVERSITY
Università
San Raffaele
Roma
Diventa il più
grande esperto
della tua
passione
Scopri il
Corso di Laurea
Triennale in
Scienze
dell'Amministrazione e
dell'Organizzazione
Crea la formula
per il tuo successo
Corso di Laurea
Triennale in
Scienze Motorie

Risparmia
-40 %
sulla retta
Scopri il
Corso di Laurea
Triennale in Scienze
dell'Amministrazione e
dell'Organizzazione

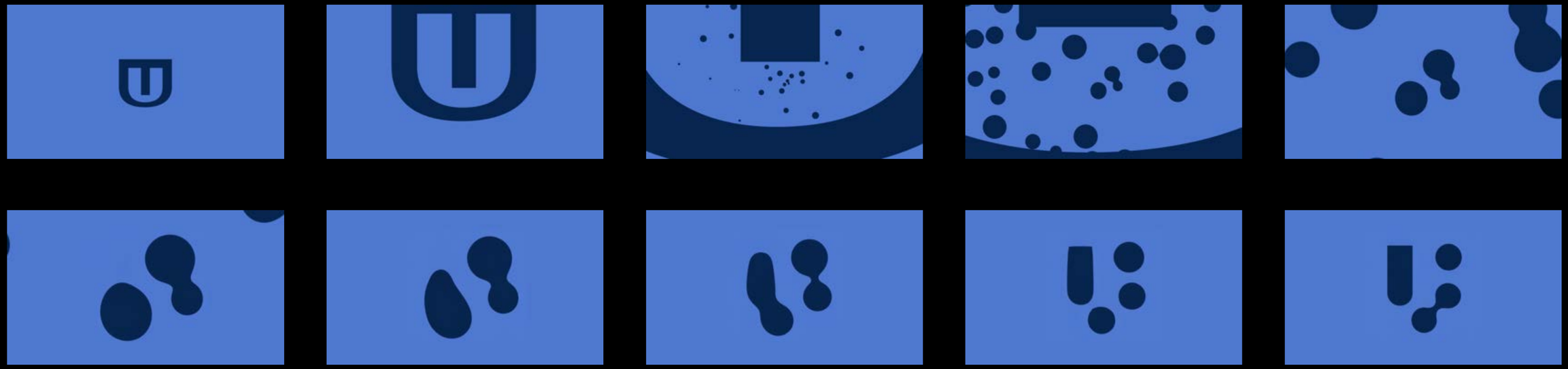

Corsi di Laurea
in Moda e Design

Crea la formula
per il tuo successo
Corso di Laurea
Triennale in
Scienze Motorie

Università
San Raffaele
Roma

Crea la formula
per il tuo successo
Università
San Raffaele
Roma

Animation



To watch the logo animation, please click on the link or scan the QR code: https://youtu.be/h9d4Ap1Cf3w

Alpenliebe. >

Alpenliebe
100% GUSTO
FRAGOLA
Back to the 90s
CARAMELLA GOMMOSA ZERO ZUCCHERO
Alpenliebe
100% GUSTO
ESPRESSO
Back to the 90s
CARAMELLA GOMMOSA ZERO ZUCCHERO
Alpenliebe
100% GUSTO
MENTA
Back to the 90s
CARAMELLA GOMMOSA ZERO ZUCCHERO

Intro

A leading confectionery brand in Italy wanted to create **a 90s-inspired limited edition** for younger adults, designed in a compact format for impulse purchase at supermarket checkouts and service stations.

Working as a Junior Designer, I developed **one of the visual routes for the limited-edition range**, translating the energy of 90s pop culture into a contemporary packaging system.

To protect confidential client work, **the brand name and selected design details have been altered** for this case study.

Alpenliebe®

100% GUSTO

MENTA

Back to the 90s

CARAMELLA GOMMOSA ZERO ZUCCHERO

Challenge

The challenge was to build on 90s nostalgia without turning the range into **a literal or dated retro revival**.

The packaging needed to feel playful and immediately noticeable in a small retail format, while creating clear distinction between the Fragola, Menta and Espresso variants.

Alpenliebe
FRAGOLA
Back to the 90s
ZERO ZUCCHERO
Alpenliebe
FRAGOLA
Back to the 90s

Solution

The direction draws on **the patterns, typography and visual excess of 90s pop culture**, reworked through a cleaner and more contemporary design language.

Layered graphics, energetic type and flavour-specific colour combinations give each variant its own personality while keeping the range visually connected.

The result is a **bold limited-edition system built for impulse and collectability**, bringing the optimism and expressive attitude of the 90s into a modern retail context.

Alpenliebe
100% GUSTO
FRAGOLA
Back to the 90s
CARAMELLA GOMMOSA
ZERO ZUCCHERO

Alpenliebe
100% GUSTO
ESPRESSO
Back to the 90s

Alpenliebe
100% GUSTO
MENTA
Back to the 90s
CARAMELLA GOMMOSA
ZERO ZUCCHERO

Alpenliebe
100% GUSTO
FRAGOLA
ESPRESSO
MENTA
Back to the 90s
CARAMELLA GOMMOSA ZERO ZUCCHERO

Alpenliebe
100% GUSTO
MENTA
Back to the 90s
CARAMELLA GOMMOSA ZERO ZUCCHERO

Back to the 90s
Alpenliebe
100% GUSTO
ESPRESSO
Back to the 90s
CARAMELLA GOMMOSA ZERO ZUCCHERO

Back to the 90s
Alpenliebe
100% GUSTO
FRAGOLA
Back to the 90s
CARAMELLA GOMMOSA ZERO ZUCCHERO
Alpenliebe
100% GUSTO
MENTA
Back to the 90s
CARAMELLA GOMMOSA ZERO ZUCCHERO
Alpenliebe
21:38

Surgital.

SURGITAL®

Intro

Following the selection of a new logo and icon system developed by my Design Director, Surgital needed to translate its refreshed identity into a **complete and recognisable brand experience**.

Working as a Junior Designer, I expanded the direction across campaigns, digital content, event materials and physical applications, shaping the wider **art direction and visual rollout of the brand**.

The identity has since been fully implemented and is publicly visible across Surgital’s communication touchpoints.

Challenge

The challenge was to make the new identity work consistently across a wide range of applications, from social content and banners to exhibitions, restaurant materials and fleet design.

The system needed to modernise Surgital while preserving **the expertise and Italian heritage of a company producing frozen fresh pasta since 1980**.

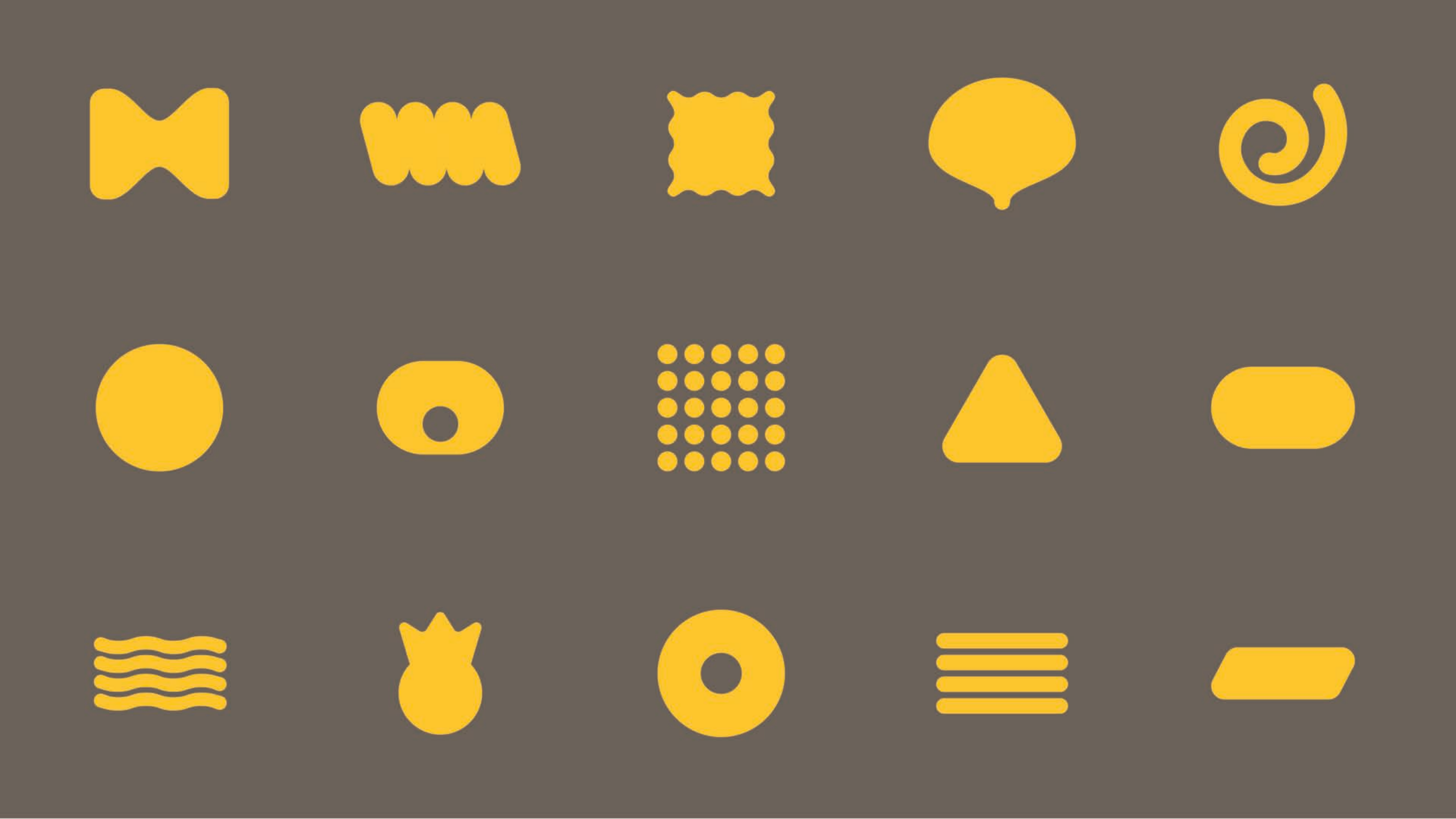
Photography, graphics and messaging also needed to feel part of one coherent visual language.

Solution

I developed the wider system through **campaign layouts, graphic elements, art direction and image treatment** to align with the brand's yellow and charcoal palette.

I also proposed a flexible **"Surgi-" naming device** to extend the identity across new branded ideas. This led to concepts such as **Surgitruck**, transforming the delivery vehicle into a distinctive moving brand asset.

Applied across digital, print, events and environmental touchpoints, the system gave the selected identity **a consistent and ownable presence in the real world**.



we believe in

F.R.E.S.C.A.

Lorem
ipsum
dolor

Lorem ipsum
dolor sit
ametla
consectetur

Roboto bold

A B C D E F G H I L M N O P Q R S T U V Z
a b c d e f g h i l m n o p q r s t u v z
1 2 3 4 5 6 7 8 9 0

Roboto regular

A B C D E F G H I L M N O P Q R S T U V Z
a b c d e f g h i l m n o p q r s t u v z
1 2 3 4 5 6 7 8 9 0

SURGITAL

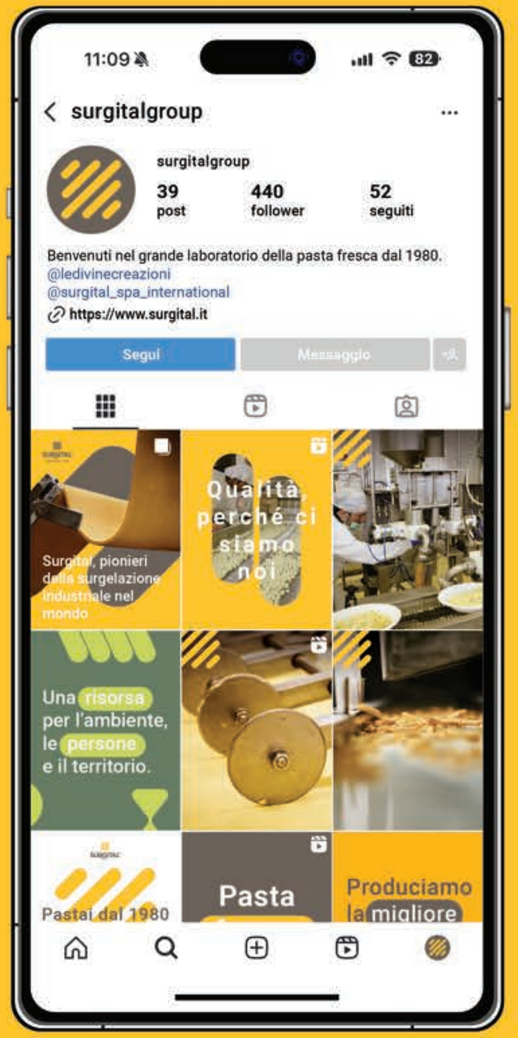
SURGITAL®
we believe in
F.R.E.S.C.A.

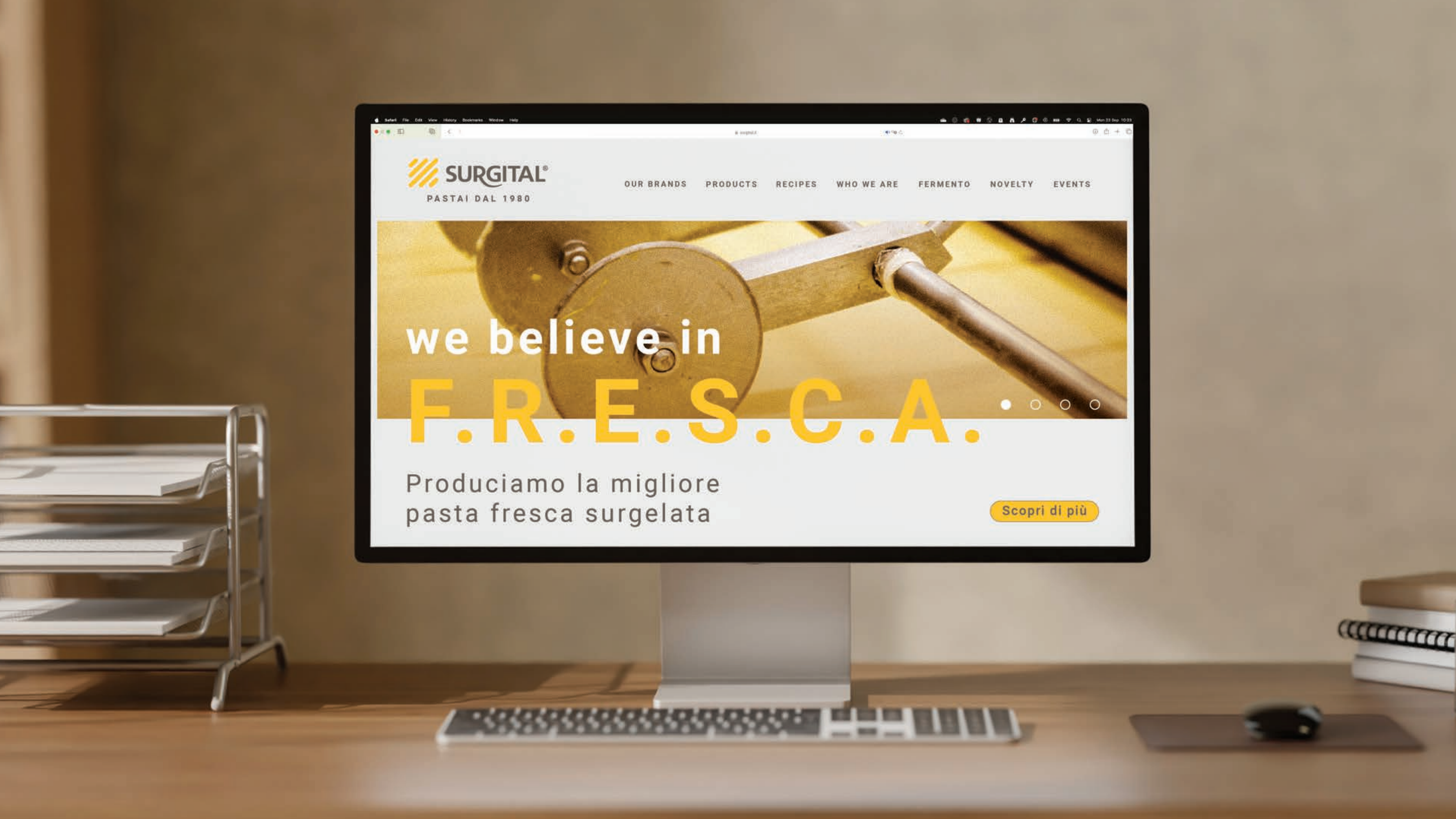
SURGITAL®
NOME COGNOME
TITOLO
Surgital® Spa
Via Bastia 16/1
48017 Lavezzola (RA)
Emilia-Romagna
ITALIA
Nome.Cognome@surgital.it
t. 345 6789xxx

SURGITAL
Pastai dal 1980
Pasta
fresca
surgelata
SURGITAL
SURGITAL
Qualità,
perché ci
siamo
noi

SURGITAL
Surgitour
Milan
We will be
exhibiting in the
Italian pavilion
MILAN, 17-21
October 2025
Come visit us at
Hall 7, Stand A01
TUTTOFOOD
MILANO

11:09
82
surgitalgroup 2h
SURGITAL
PASTAI DAL 1980
"L'ARTUSI senza confini"
proclamato il vincitore.
Send message...


11:09
82
surgitalgroup
surgitalgroup
39
post
440
follower
52
seguiti
Benvenuti nel grande laboratorio della pasta fresca dal 1980.
@ledivinecreazioni
@surgital_spa_international
https://www.surgital.it
Segui
Messaggio
Surgital, pionieri
della surgelazione
industriale nel
mondo
Qualità,
perché ci
siamo
noi
Una risorsa
per l'ambiente,
le persone
e il territorio.
Pastai dal 1980
Pasta
Produciamo
la migliore


SURGITAL®
PASTAI DAL 1980
OUR BRANDS
PRODUCTS
RECIPES
WHO WE ARE
FERMENTO
NOVELTY
EVENTS
we believe in
F.R.E.S.C.A.
Produciamo la migliore
pasta fresca surgelata
Scopri di più

La nostra creatività è fatta
di sfoglia, ripieni e soluzioni
su misura.
Dough, fillings and bespoke solutions are where our
creative flair comes in.
SURGITAL
Tu pensa al piatto che
vuoi servire: alla pasta
ci pensiamo noi.
Our exceptional Italian quality is
world-renowned.
SURGITAL
La nostra qualità parla
italiano ma la capisce
tutto il mondo.
Our exceptional Italian quality is
world-renowned.
SURGITAL
La freschezza è il nostro
primo ingrediente.
For us, freshness always comes first.
SURGITAL

RISERVATO
SURGITAL

SURGITAL®
FABRIZIO
SURGITAL

SURGITAL

SURGITAL

we believe in
F.R.E.S.C.A.
SURGITAL®

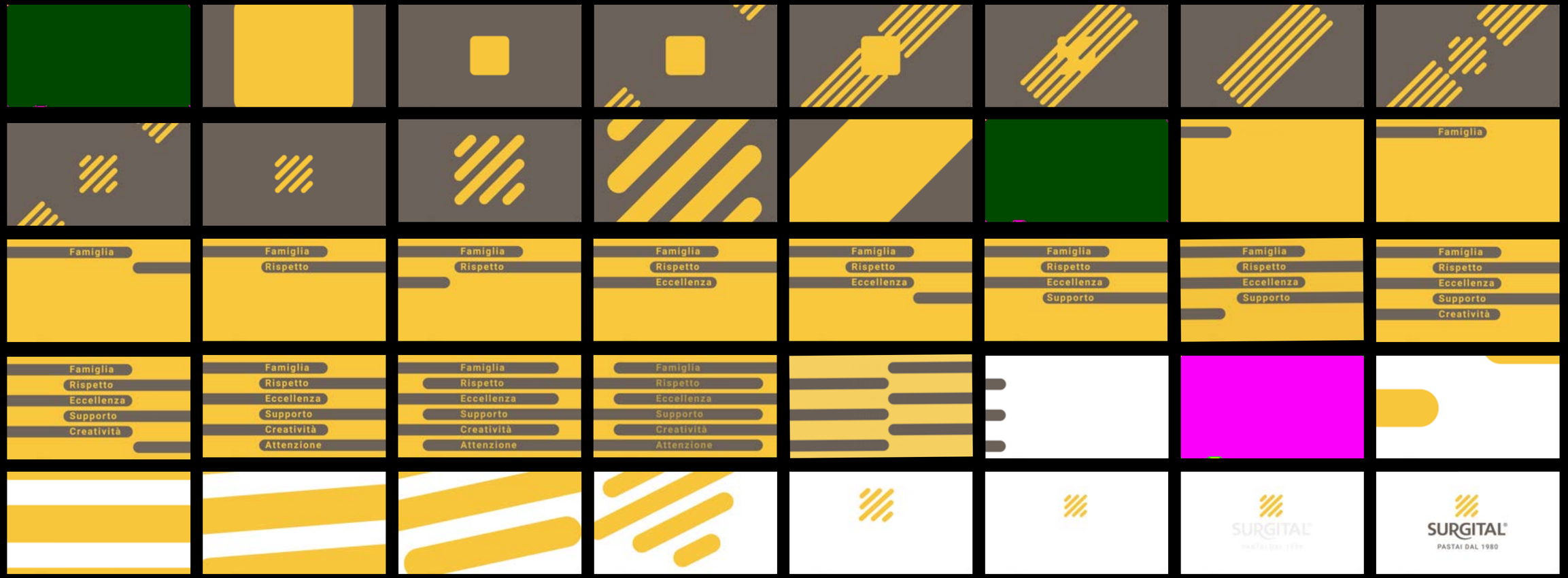
SURGITAL

NA
BAGNACAVAL
I nostri brand
DIVINE
PASTIFICIO BACCHINI
il fiordiprimi

Surgitruck
Transportiamo pasta fresca surgelata
SURGITAL

we believe in
F.R.E.S.C.A.

Animation



To watch the logo animation, please click on the link or scan the QR code: https://www.youtube.com/watch?v=lYoHY4xCrsM

Magnesia Red.

Intro

Magnesia Red set out to expand beyond its established PET bottle range with **a new slim-can format for faster, more contemporary drinking occasions** in Czechia.

Working as a Junior Designer, I developed **the selected packaging direction for Raspberry and Blood Orange**.

The design has since been fully implemented and is currently available across the Czech market.

MAGNESIA
RED
MALINA

Challenge

The challenge was to introduce a more energetic format without losing recognition of the existing Magnesia Red range.

The cans needed to feel **fresh, immediate and designed for life on the move**, while creating strong flavour distinction and enough visual impact to compete in a fast-paced beverage category.

CHUŤ, KTERÉ
NELZE ODOLAT
MAGNESIA
RED
ČERVENÝ
POMERANČ
JEMNÉ PERLIVÁ

M
CHUŤ, KTERÉ
NELZE ODOLAT
MAGNESIA
RED
ČERVENÝ
POMERANČ
JEMNÉ PERLIVÁ

Solution

The direction captures freshness through **fruit suspended in motion**, creating an immediate sense of flavour, energy and refreshment.

A bold line cuts across the pack giving the cans a distinctive sense of speed. Deep red tones connect the variants to Magnesia Red, while flavour-specific fruit and accents distinguish Raspberry from Blood Orange.

The system was extended across multipacks and campaign applications to create **a consistent, high-impact launch for the new format**.

MAGNESIA®
RED
ČERVENÝ
POMERANČ
JEMNĚ
PERLIVÁ

MAGNESIA
RED
MALINA
JEMNĚ PERLIVÁ
MAGNESIA
RED
ČERVENÝ
POMERANČ
JEMNĚ PERLIVÁ

MAGNESIA
RED
MALINA
JEMNĚ PERLIVÁ

MAGNESIA
RED
ČERVENÝ POMERANČ
JEMNĚ PERLIVÁ
MAGNESIA
RED
MALINA
JEMNĚ PERLIVÁ
MAGNESIA
RED
ČERVENÝ POMERANČ
JEMNĚ PERLIVÁ
MAGNESIA
RED
ČERVENÝ POMERANČ
JEMNĚ PERLIVÁ
MAGNESIA
RED
MALINA
JEMNĚ PERLIVÁ
MAGNESIA
RED
ČERVENÝ POMERANČ
JEMNĚ PERLIVÁ

Esselunga >

ESSELUNGA
NUTRIMENTO PER
PIANTE VERDI
con aggiunta
DI MICROELEMENTI
ESSELUNGA
LUCIDANTE
FOGLIARE
ESSELUNGA
NUTRIMENTO
UNIVERSALE
con aggiunta
DI MICROELEMENTI
ESSELUNGA
NUTRIMENTO PER
PIANTE DA FIORE
con aggiunta
DI MICROELEMENTI

Intro

Esselunga wanted to refresh its existing plant-care range with **a clearer and more distinctive packaging system** across specialised nutrients and leaf-shine products.

Working as a Visual Brand Design Intern, I developed **the selected redesign from the ground up**, defining the visual direction and extending it across the full range.

The system was implemented by the client and is currently available in Esselunga stores across Italy.

ESSELUNGA
NUTRIMENTO PER
PIANTE VERDI
con aggiunta
DI MICROELEMENTI

ESSELUNGA
NUTRIMENTO PER
PIANTE DA FIORE
con aggiunta
DI MICROELEMENTI

ESSELUNGA
NUTRIMENTO
UNIVERSALE
con aggiunta
DI MICROELEMENTI

Challenge

The challenge was to elevate an established supermarket range in a category often shaped by technical and generic packaging.

The redesign needed to **feel specialist yet accessible**, clearly differentiate products for green and flowering plants, and create consistency across formats with different functions.

ESSELUNGA
NUTRIMENTO PER PIANTE VERDI
con aggiunta DI MICROELEMENTI
ESSELUNGA
LUCIDANTE FOGLIARE
ESSELUNGA
NUTRIMENTO UNIVERSALE
con aggiunta DI MICROELEMENTI
ESSELUNGA
NUTRIMENTO PER PIANTE DA FIORE
con aggiunta DI MICROELEMENTI

ESSELUNGA
LUCIDANTE FOGLIARE

Solution

The system combines **a clean white structure with deep green labels,** creating a recognisable foundation across the range.

Detailed botanical imagery communicates each product’s purpose, while the wheelbarrow graphic introduces an approachable gardening cue.

A clear typographic hierarchy improves navigation and gives the line **a more confident and specialist presence on shelf**.

ESSELUNGA
LUCIDANTE
FOGLIARE

ESSELUNGA
NUTRIMENTO PER
PIANTE VERDI
con aggiunta
DI MICROELEMENTI

Nesquik

Biscotti >

2,49€
nuova ricetta
Nestlé
Nesquik
BISCOTTI
ANCORA PIÙ FRIABILI
-50% di grassi saturi*
300g

Intro

Nesquik Biscotti required **a targeted packaging adaptation for the Italian market**, introducing new commercial messaging without altering the established design.

Working as a Junior Designer, I developed the selected solution within **Nesquik’s tightly governed global brand system**.

The update was fully implemented and is currently visible across Italian retail.

Nestlé
Nesquik
BISCOTTI
ANCORA PIÙ FRIABILI
-50% di grassi saturi*
2,49€
nuova ricetta
300g

Nestlé
Nesquik
BISCOTTI
ANCORA PIÙ FRIABILI
-50% di grassi saturi*
2,49€
nuova ricetta
300g
*Rispetto alla media dei frollini più venduti.

Challenge

With a brand as recognisable as Nesquik, **even a small intervention must balance multiple commercial and visual priorities**.

The logo, Quicky character, product imagery and core hierarchy had to remain unchanged.

The new message needed **immediate shelf visibility without competing with the brand’s most recognisable assets**.

Nestlé
Nesquik
BISCOTTI
Latte
3 biscotti
Acqua
1 frutto
Una colazione completa e nutriente
- 50% DI GRASSI SATURI*, CON LATTE 100% ITALIANO
*Rispetto alla media dei frollini più venduti.
FUN FOR GOOD
Il nostro cacao è certificato Rainforest Alliance.
Il cacao certificato contribuisce a migliorare la vita dei coltivatori e delle loro famiglie.
Scopri di più su www.ra.org
ORGOGLIOSI DI COLLABORARE CON
Cacao
Nestlé. Good food, Good life.

Solution

I created **a compact promotional device integrated into the existing composition**, refining its scale, contrast and placement to work naturally with the pack.

The solution gives the commercial message clear prominence while preserving Nesquik’s familiarity, energy and product appeal.

It demonstrates **how a precise intervention can deliver impact within a highly controlled global identity**.

PROJECTS, COLLABORATIONS AND NEW OPPORTUNITIES

LET'S MAKE *it visible.*

© Ozge Ucoluk 2026. All rights reserved.