

CREATIVE BRIEF **Date:** 04/19/2026 **Client:** Eataly Editorial Design Concept

PROJECT BACKGROUND (WHAT IS THE CURRENT SITUATION? WHAT PROBLEMS ARE WE SOLVING?)

This project will develop an editorial design concept for Eataly’s healthy lifestyle magazine. The design will showcase Eataly’s heritage and brand equity as a global, health-focused chain from Italy’s Piedmont region. It will position Eataly as a leading healthy lifestyle publication, available in print and online, to engage store patrons and strengthen emotional connections with consumers.

PROJECT OBJECTIVES (WHAT DO WE WANT TO ACCOMPLISH?)

The objective is to position Eataly lifestyle magazine and global food chain as the preferred health-conscious option for professionals in urban centers. To compete with established brands, Eataly must create a distinctive, memorable brand identity in its magazine and materials that clearly communicate its healthy offerings for breakfast, lunch, and dinner.

BRAND VISION (HOW IS THIS BRAND CHANGING THE WORLD?)

This branding project positions Eataly’s heritage and brand as a way to make high-quality Italian food culture more accessible in urban environments. It presents the brand as supporting healthier, more intentional everyday eating across breakfast, lunch, and dinner, while connecting consumers to the values of quality, transparency, and tradition that shape Italian food practices.

BRAND CORE VALUES

1. Authenticity
2. Transparency

3. Everydayness

VALUE PROPOSITION (WHAT JOB-2B DONE DOES THIS BRAND DO BEST?)

Eataly provides urban consumers with access to high-quality, authentic Italian food culture through a health-conscious, globally accessible food retail and dining experience.

CORE AUDIENCE (WHO IS THIS BRAND SERVING?)

Eataly magazine serves urban, health-conscious consumers who value authentic, high-quality Italian food culture and are seeking more distinctive and informed dining experiences. It provides these consumers with an accessible, everyday option that connects them to the quality and practices behind Italian cuisine.

COMPETITIVE AUDIT (WHO IS THE COMPETITION? WHAT ARE THE BEST PRACTICES IN THE FIELD?)

Eataly competes with established gourmet grocers, specialty food importers, and experiential dining halls such as Dean & DeLuca, Whole Foods Market, and Time Out Market. While these brands promote a global cuisine culture, Eataly stands out by combining luxury and tourist appeal for urban, health-conscious consumers. All target consumer attention at the point of purchase, but Eataly differentiates itself by focusing on authenticity, transparency, and everyday accessibility to build long-term trust.

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Eataly Editorial Project

BRAND IDENTITY

BRAND PROMISE: Authentic Italian food culture made accessible
CORE VALUES: Authenticity, Transparency, Everydayness

BRAND COLORS

ARTISAN



C: 30% M: 70% Y: 80% K: 60%
PANTONE: P 4975 C

CITRUS



C: 5% M: 8% Y: 10% K: 0%
PANTONE: P 7527 C

APERTIVO



C: 20% M: 95% Y: 85% K: 20%
PANTONE: 209 C

CELLAR



C: 0% M: 0% Y: 0% K: 20%
PANTONE: P 3 C

BASIL



C: 40% M: 20% Y: 80% K: 30%
PANTONE: 5763 C

PHOTOGRAPHY



Authentic imagery of Italian food culture,
from market to table



Fresh ingredients, preparation,
and everyday Italian dining

TYPOGRAPHY

HEADLINE 23 pt.

Bodoni 72

TEXT 12 pt.

Donec ullamcorper nulla non metus auctor fringilla. Cras mattis consectetur purus sit amet fermentum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean eu leo quam.

EATALY

The Art of Pasta

Sourcing Italian Excellence

Tradition Meets Innovation

SERVING UP TRADITION

5 Classic Italian Dishes
You Need to Try

Inside Italy's Finest Kitchens

Italy
USA
Canada
UK
Japan

\$6.40 U.S.
\$8.50 CAD



WINE PAIRINGS
MADE SIMPLE

THE ESSENCE OF ITALIAN CUISINE



Italian cuisine is celebrated around the world for its simplicity, freshness, and deep cultural roots. At its core, it relies on high-quality ingredients such as ripe tomatoes, olive oil, and handmade pasta to create bold yet balanced flavours.

Across Italy, each region offers its own unique specialties, shaped by local traditions and seasonal ingredients. From the bustling markets filled with fresh produce to family kitchens where recipes are passed down through generations, food is more than nourishment—it is a way of life.

Today, Italian cuisine continues to evolve, blending tradition with innovation while maintaining its authentic essence.

In recent years, chefs and home cooks alike have embraced new techniques and global influences, reimagining traditional recipes while preserving their cultural significance. This balance between heritage and creativity ensures that Italian cuisine remains both timeless and relevant in a modern world.

Beyond its iconic dishes, Italian cuisine reflects a deep connection to community and place. This spirit is captured by Eataly, where food is not only prepared but experienced—bringing people together to share authentic ingredients, regional traditions, and a passion for quality. Meals are often enjoyed as social occasions, uniting family and friends around the table to celebrate both everyday moments and special gatherings. Whether it is a simple plate of pasta or a carefully prepared multi-course meal, the emphasis remains on care, craftsmanship, and enjoyment.



ITALIAN FLAVOUR