

Delta® ©Q

YOUNG LIONS'18 DESIGN

**Patrícia Cordeiro
Cláudio Soares**

INOVAÇÃO

SIMPLICIDADE

PARTILHA

QUALIDADE

INOVAÇÃO

A Delta Q fez 10 anos e o foco da marca volta a estar na inovação.

Ela que deve estar presente na nova materialização da marca, tanto visual como verbalmente.



A vida começa agora.

A nova assinatura da marca desafia, incentiva e inspira as pessoas a fazer mais e melhor.

O novo visual da Delta Q começa agora.

LOOK & FEEL
INSTITUCIONAL

café • Delta Q • cápsula



+



+



The image features a minimalist geometric pattern in the background, consisting of various shades of gray and black circles and semi-circles scattered across the white space. The central focus is the 'Delta Q' logo, which is rendered in a bold, black, sans-serif typeface. The word 'Delta' is followed by a registered trademark symbol (®), and the letter 'Q' is stylized with a double-lined circular border.

Delta® Q

The image features the Delta Q logo centered on a white background. The logo consists of the word "Delta" in a bold, sans-serif font, followed by a registered trademark symbol (®) and a stylized "Q" that is composed of two concentric circles. The background is decorated with several large, semi-circular shapes in light gray and dark gray, arranged in a pattern that suggests a stylized globe or a series of overlapping circles.

Delta® Q

Delta® Q

The image features a light gray background with a pattern of white and black geometric shapes, including circles, semi-circles, and quarter-circles. Some shapes are solid white, some are solid black, and some are split vertically or horizontally into white and black halves. The logo is centered in the middle of the image.

Delta® Q

The logo features the word "Delta" in a bold, sans-serif font, followed by a registered trademark symbol (®) and a stylized "Q" composed of two concentric circles. The background is a light gray with a pattern of white and black semi-circles.

Delta® Q



Delta® Q

The logo features the word "Delta" in a bold, sans-serif font, followed by a registered trademark symbol (®) and a stylized "Q". The "Q" is composed of two concentric circles with a short horizontal line at the bottom right, resembling a stylized eye or a camera lens. The entire logo is centered on a white background, with two large, light gray curved shapes framing it from the top-left and bottom-right corners.

The image features a dark gray background with a pattern of light gray and white geometric shapes, including circles, semi-circles, and quarter-circles, some of which are split vertically. In the center, the text "Delta Q" is displayed in a white, sans-serif font. The word "Delta" is followed by a registered trademark symbol (®), and the letter "Q" is stylized with a double-lined circular border.

Delta® Q

The logo features the word "Delta" in a bold, sans-serif font, followed by a registered trademark symbol (®) and a stylized "Q" icon. The "Q" is composed of two concentric circles with a small tail at the bottom right. The entire logo is white and centered on a dark gray background.

Delta® Q



Delta® Q

The logo features the word "Delta" in a bold, sans-serif font, followed by a registered trademark symbol (®) and a stylized "Q" icon. The "Q" is composed of two concentric circles with a small tail at the bottom right. The entire logo is white and centered on a light gray background. Two large, dark gray curved shapes are positioned in the top-left and bottom-right corners, framing the central logo.

Delta ©

Delta ©

Delta ©

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Delta ©



Delta Q

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LOOK & FEEL

BLENDS

BASE BLENDS
INTENSIDADES

BASE BLENDS

NÚMEROS INTENSIDADES

1 **deQafenaitus**
intensidade 1

3 **deliQatus**
intensidade 3

4 **Qonvivium**
intensidade 4

5 **Qonvictus**
intensidade 5

10 **Qalidus**
intensidade 10

8 **aQtivus**
intensidade 8

12 **Qharisma**
intensidade 12

9 **Qharacter**
intensidade 9

14 **epiQ**
intensidade 14

BASE BLENDS

NÚMEROS INTENSIDADES

1 **deQafenaitus**
intensidade 1

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intensidade 8

12 **Qharisma**
intensidade 12

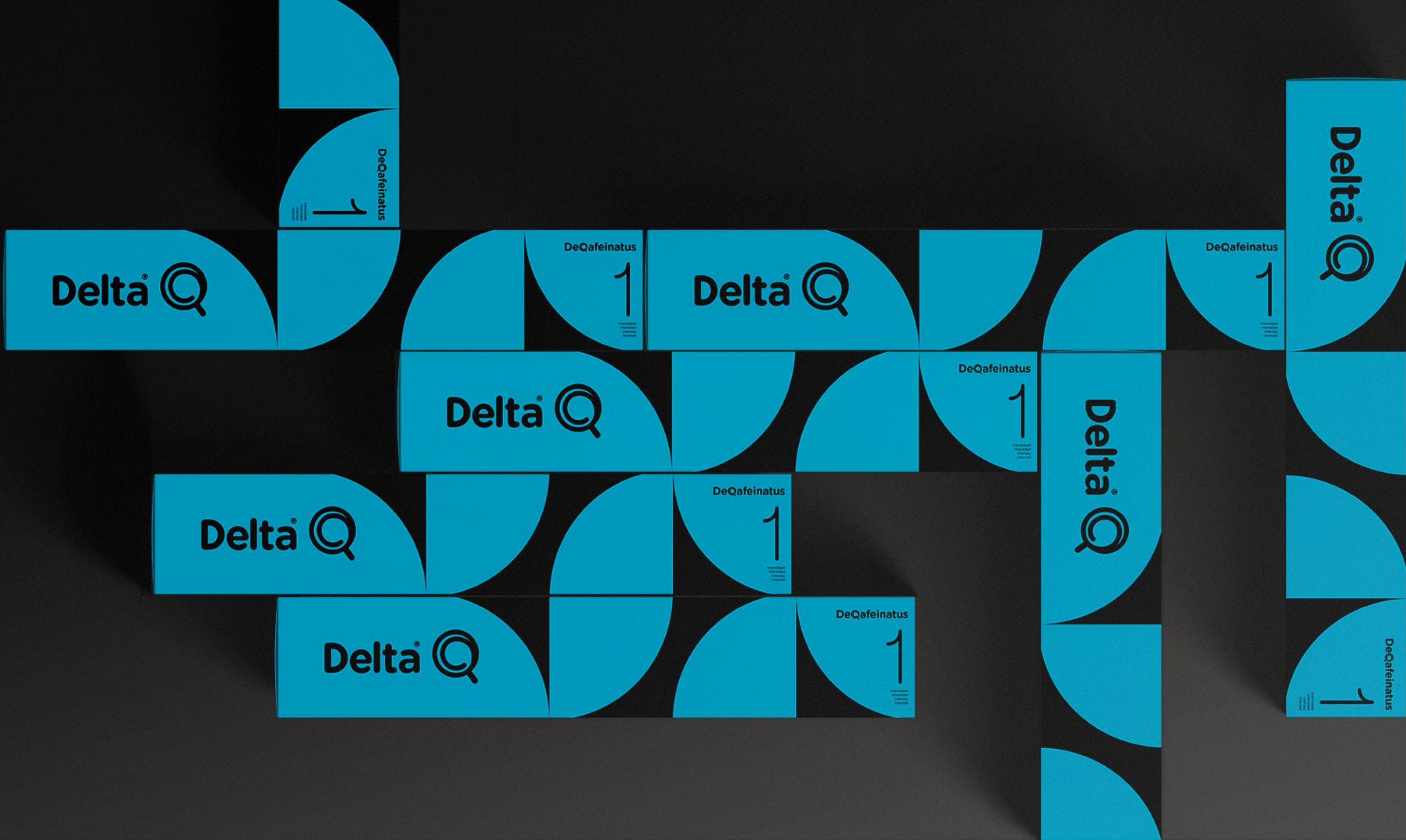
9 **Qharacter**
intensidade 9

14 **epiQ**
intensidade 14

deQafeinatus

COMEÇA BEM





Delta® 

DeQafeinatus

1

100%
Koffein
frei

3

deliQatus

COMEÇA CALMO



Delta® 

deliQatus

3

integrated
integrated
integrated

10 unidades

Cápsulas de café molido para máquinas Delta Q
 Cápsulas de café molido de tueste para máquinas Delta Q
 Capsules of ground roasted coffee for Delta Q machines
 Capsules de café torréfié moulu pour les machines Delta Q



Consistente con aroma intenso e sabor estimulante
Consistente con aroma intenso y sabor estimulante
Full, with an intense aroma and stimulating flavour
Aroma intense et une saveur stimulante

[illegible][illegible]

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Qonvivum
COMEÇA DESCONTRAÍDO



Gonvictus

COMEÇA EQUILIBRADO



aQtivus

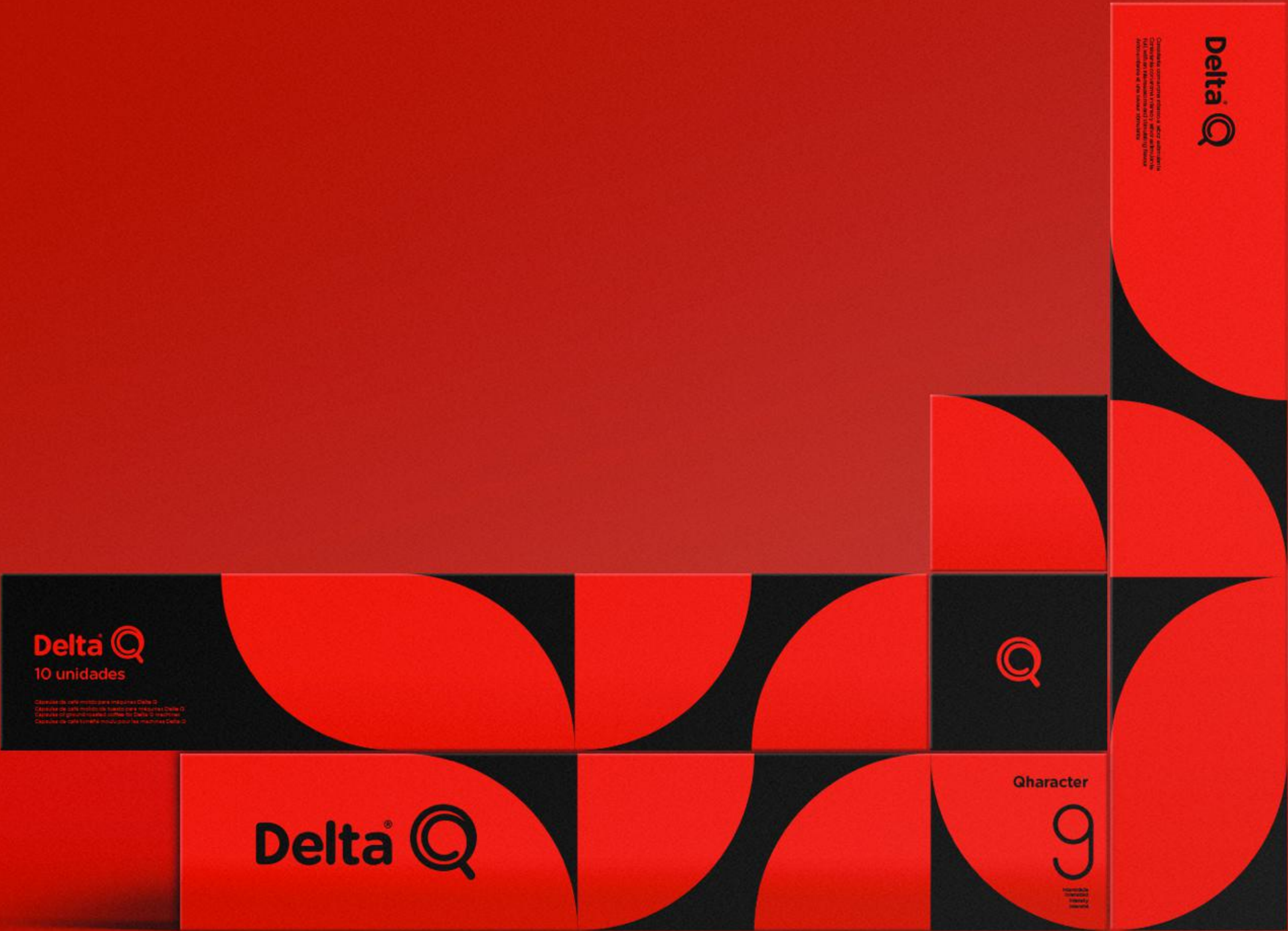
COMEÇA FIRME



Qharacter

COMEÇA EM GRANDE





10

Qalidus

COMEÇA FORTE



12

Qharisma

COMEÇA COM ENERGIA



epiQ

COMEÇA COM TODA
A ENERGIA



Delta Q

DeQafeinatus
1

Delta Q

deliQatus
3

Delta Q

Gonvium
4

Delta Q

Gonvictus
5

Delta Q

aQtivus
8

Delta Q

Qharacter
9

Delta Q

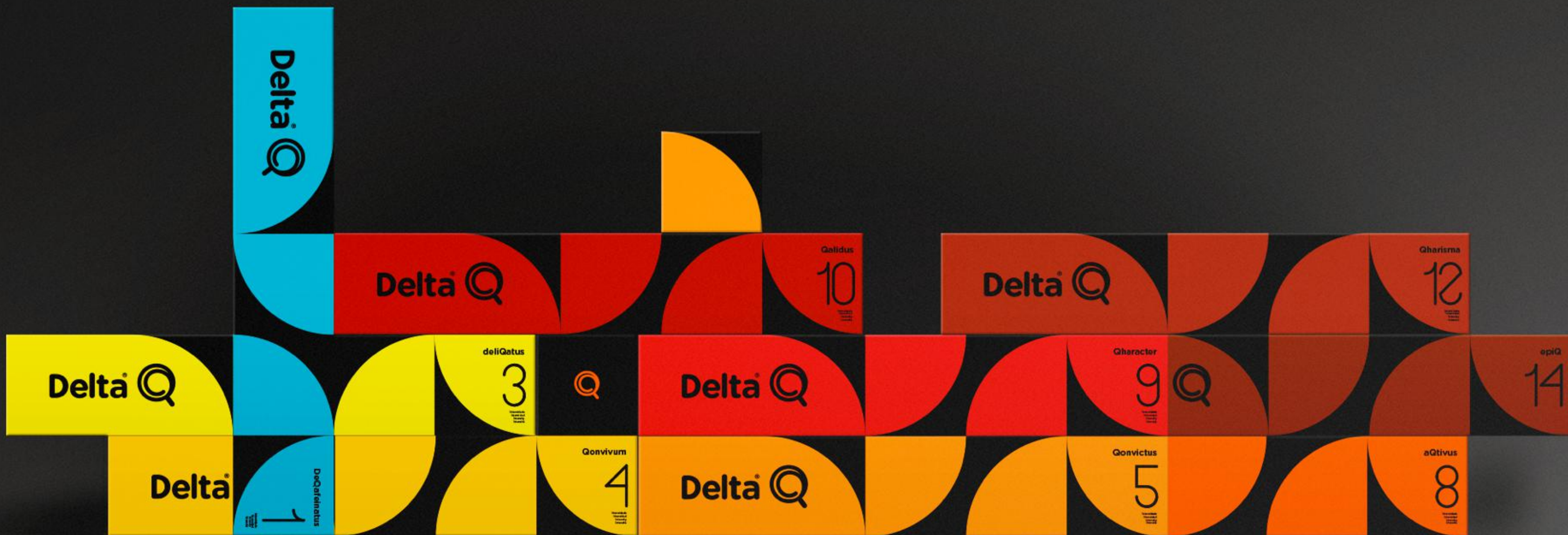
Qelidus
10

Delta Q

Qharisma
12

Delta Q

epiQ
14



BLENDS
CHÁ E TISANAS



Redespresso
Começa saudável



Refresh
Começa de novo



Relax
Começa sereno



Delight
Começa com prazer



Purify
Começa fresco



BLENDS CEREAIS

Soft
Começa relaxado

Delta® 

soft

Pure
Começa tranquilo

Delta® 

Cevadas · Cebadas · Barley · Orge

pure

Fusion
Começa a combinar

Delta® 

Cereais · Cereales · Cereais · Céréales

fusion



BLENDS ESPECIALIDADES

DOUBLE

Começa mais rápido

Delta 

DOUBLE

The logo features a central horizontal bar with a green-to-orange gradient. On the left, a green leaf-like shape contains the text 'Delta' and a circular icon with a 'Q'. The bar itself contains the letters 'B', 'I', and 'O' in orange. The background is a textured brown paper with stylized green leaves in various shades of green.

Delta 

B

I

O

Bio

Começa naturalmente

Qanela

Começa com personalidade

Delta 

Canela

The Delta Q logo features the word "Delta" in a bold, sans-serif font, followed by a stylized "Q" icon. The "Q" is composed of a circle with a small square at the bottom right, resembling a camera lens or a stylized letter. The entire logo is rendered in a dark brown color.

Delta 

The breaQfast logo is displayed on a bright yellow semi-circular background. The word "breaQfast" is written in a lowercase, sans-serif font, with the "Q" in a darker shade of yellow than the rest of the text.

breaQfast

breaQfast

Começa cedo

BLENDS
DELTA COLLECTION

uniQ deQaf
COMEÇA ALGO ESPECIAL

Delta® 

uniQ deQaf

Delta® 

uniQ

uniQ
COMEÇA ALGO ÚNICO

LOOK & FEEL
AMBIENTE



