

## Mantova 449

### Brand Identity & Materials

Crafting a modern identity for an ultra-premium artisanal cheese made by traditional Italian dairy farmers.

### About Mantova 449

Sant'angiolina Mantova 449 is an ultra-premium Grana Padano cheese from the region of Mantova, Italy. Processed and supervised under a master cheesemaker, Mantova 449 is a grade above the rest. In order to position it above other Grana Padano cheese brands, special attention was taken to incorporate and communicate the cheesemaker's history and craft by using old-world ornaments and typographic sensibility into the brand identity. The look was applied to the Web site and sales flyer to generate interest from gourmet market distributors and buyers.

