

V01.26

**ZUCCHIOLO**

**brand identity  
manual**

BEYOND SEEDS BIOTECH GROUP

ZUCHIOLO®



ZUCCHIOLO®

ZUCCHIOLO®

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ZUCCHIOLO®

# ZUCHIOLLO®

## TYPOGRAPHY

### Red Hat Display

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## SECONDARY TYPOGRAPHY

### GRANDMASTER

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## MONOCHROMO

# ZUCHIOLLO®

# ZU CHI OLO

## COLOR RANGE



## SLOGAN

# *Fresh or Cooked*

## SUPPLEMENTARY ELEMENTS





PACKAGING PROPOSAL



ZUCCHIOLO DUO PACK



ZUCCHIOLO BOX 40 X 30 X 10 cm

# PACKAGING PROPOSAL



**BLACK CARDBOARD BOX 40 X 30 X 10 cm**



**BLACK PLASTIC BOX 37 X 29 X 10.5 cm**

CORNER PIECE FOR BOXES

# ZUCHIOLO®

FRUIT LOGISTICA  
**INNOVATION  
AWARD '24  
WINNER**



**Fresh or  
Cooked**



**SOCIAL RESPONSIBILITY  
Cellbitec Foundation**

This project complies with  
the social commitment to  
support medical research.

**RESPONSABILIDAD SOCIAL  
Fundación Cellbitec**

Este proyecto cumple con  
el compromiso social de ayudar  
a la investigación médica.

A Singular Veggies® product

PRODUCT STICKER



ZUCCHIOLO STICKER DIAM 2CM



**ZUCCHIOLO®**

FRUIT LOGISTICA  
**INNOVATION AWARD '24 WINNER**

**Fresh or Cooked**

Zucchiniolo® is not a new zucchini variety, nor a cucumber. It is not a tomato either. It is a **new natural and healthy vegetable** born under the sun in Southern Spain and it has an incredible versatility as it **can be cooked or just eaten fresh**.

*It's always Malena season*  
A Singular Veggies® product

Growing life, we fight cancer.

**SOCIAL RESPONSIBILITY Cellbitec Foundation**  
This project complies with social commitment to support medical research.

SIDE A 12 X 13,5 CM



**ZUCCHIOLO®**  
*Fresh or Cooked*

More recipes!

**Zucchiniolo carpaccio with avocado and carrot cream.**

**INGREDIENTS**  
Green and yellow Zucchiniolo, extra virgin olive oil, Xerez vinegar, raisins, pine nuts, carrots, avocados, green beans, pickled purple onion, green or red chili pepper, sesame seeds, salt, pepper and mustard sauce.

**PREPARATION**  
Cut Zucchiniolo into slices of 3-6mm thick.  
Vinaigrette must be prepared with olive oil, Xerez vinegar, mustard sauce, salt and pepper.  
Place one slice of Zucchiniolo on the plate, then add some green beans, marinate them with some olive oil and chili peppers, place another slice of Zucchiniolo on top, and some pickled purple onion.  
Place one more slice of Zucchiniolo on top and decorate with avocado and carrot cream, raisins, pine nuts and spread with vinaigrette drops.

Recipe created by **Tony García**

TONY GARCÍA  
Español Gastrónomo

SIDE B 12 X 13,5 CM

ZUCCHIOLÒ

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daily  
Unique



[www.zucchiniolo.com](http://www.zucchiniolo.com)

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