

We are Verleye.

Verleye is a chocolate & cookies producer in Belgium.

We are small, but we have the goal to become a big player in the market. Therefore we are reinventing ourselves:

Our value proposition TODAY

www.verleye-chocolaterie.be

- We have no clear value proposition, we are a 'chocolaterie' and we are doing everything that gets on our path.

How we will reinvent ourselves:

- Our brand name will become VERLEYE, as chocolaterie is not always clear in the market: we are a chocolate factory but also a biscuit factory.
- We will put the claim *verslavend lekker*, which means addictively delicious

What we need:

A new logo.

- Very clear, easy and transparent value proposition requires a new logo & branding. The logo should become modern and simple.
- New colors that are more vivid and expressing innovation and happiness
- Not too complex, we are a simple market and our customers don't want to pay for fanciness 😊

Logo right now:



VERLEYE
CHOCOLATERIE

Some ideas & references:

*this are references found on the internet. We have no ownership over this references and they are illustrated just as example for the style we are looking for.

.danneels

**BRIL
ART**

Kijken met Karakter

**van
trappen**

HR MET EEN
PERSOONLIJKE TOUCH



kiem
KUNSTSTOF IS EEN MISSIE



art house
cinema & pub



CASTEELKEN
NO ORDINARY DESIGN

Eskimoo
EXPERTS IN ISOLATIE