

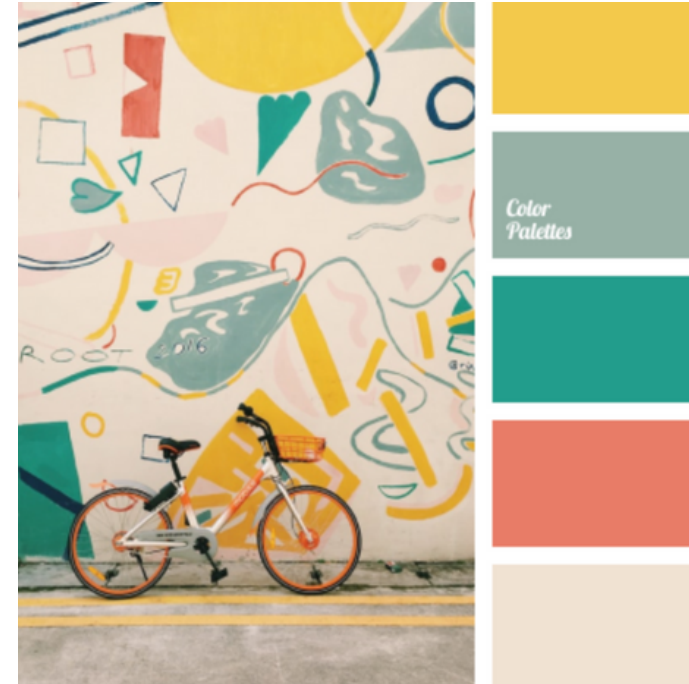
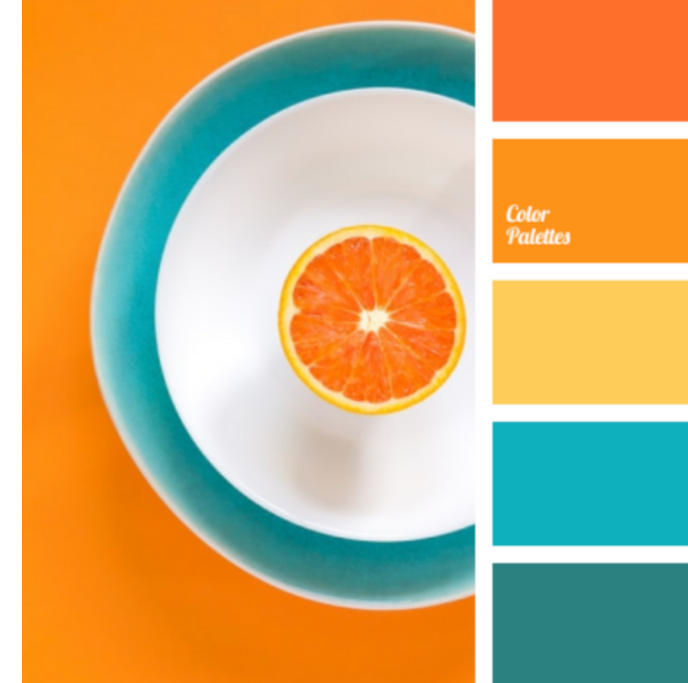
— — — — —  
TÈO®  
— — — — —  
GELATO

# the look

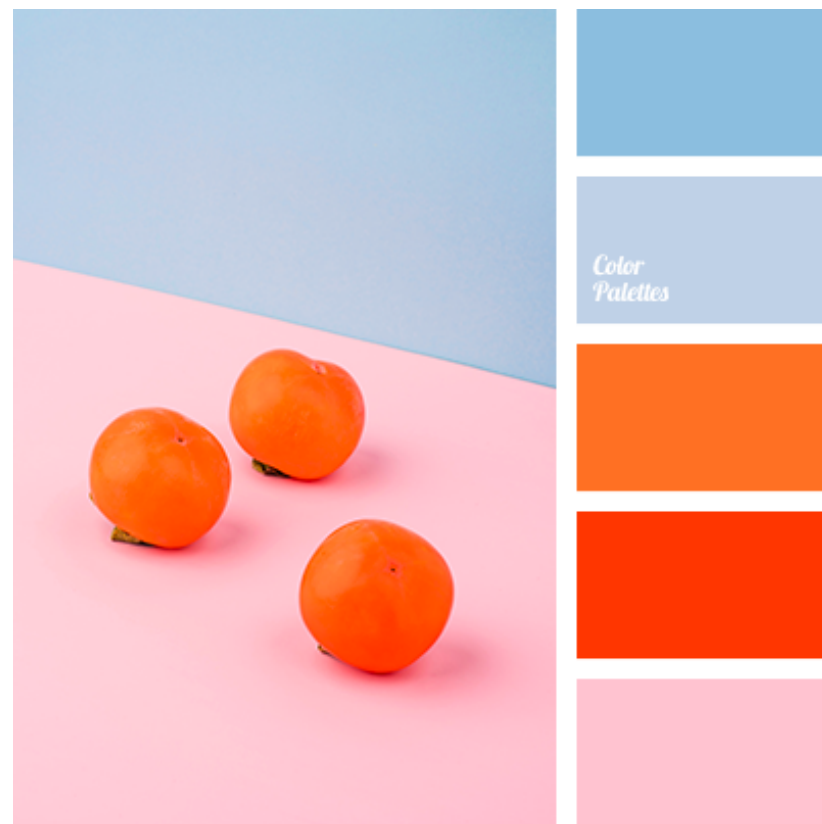
"Wes Anderson" style

# the logic

- Clean, simple aesthetic reflects purity and simplicity of Teo.
- Fun, poppy look reinforces the fun factor.
- Eccentricity of the visuals plays into uniqueness of gelato.  
(vs "basic" ice cream)



# vibrant



light flavors



# muted



# rich flavors

**content**



# existing content

Flavor-related posts such as this can be continued to add visual variety to the feed.

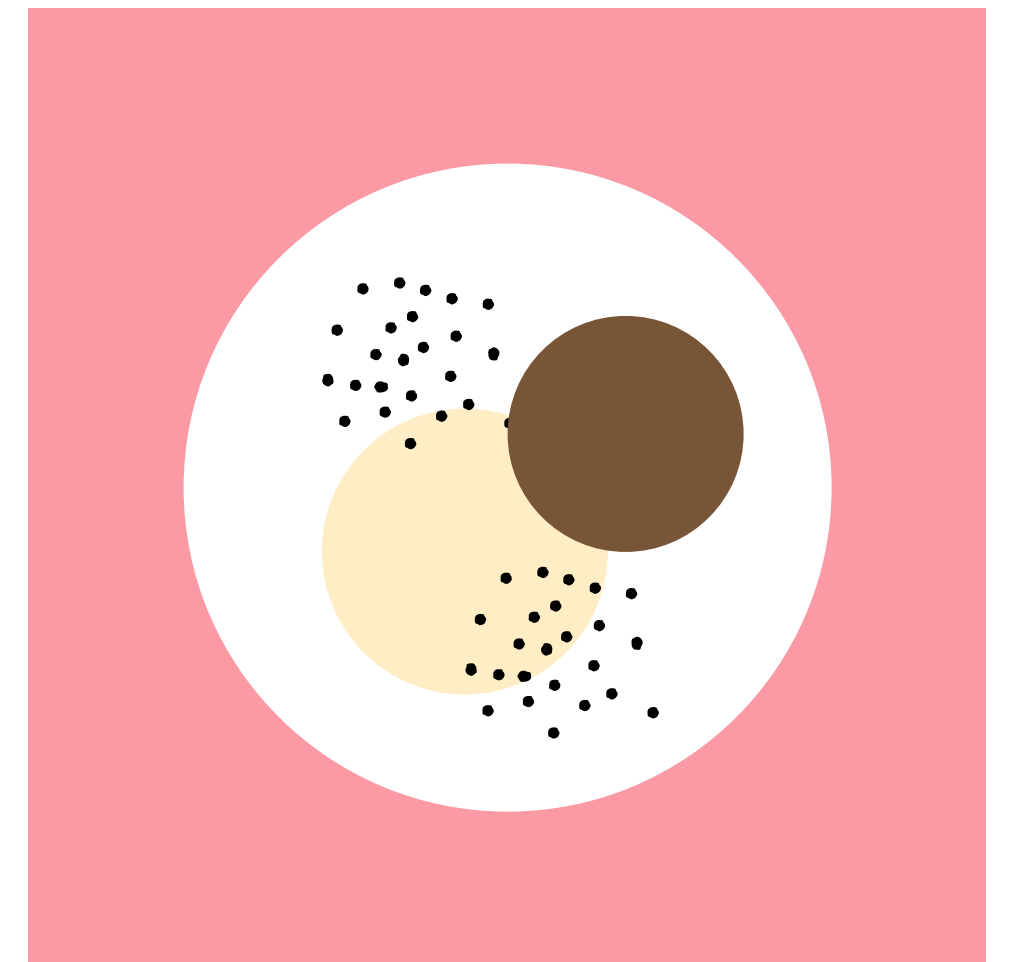
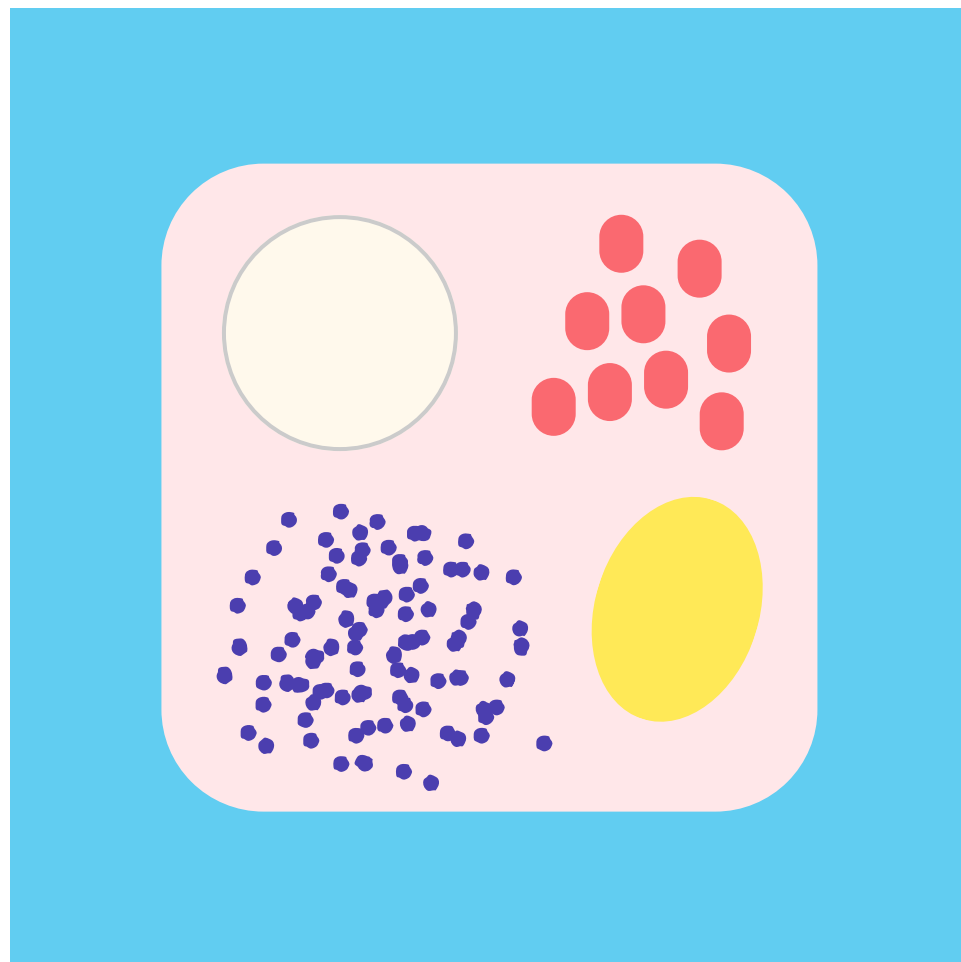


# how it's made

still photo or 5s animation

or "making of a flavor"

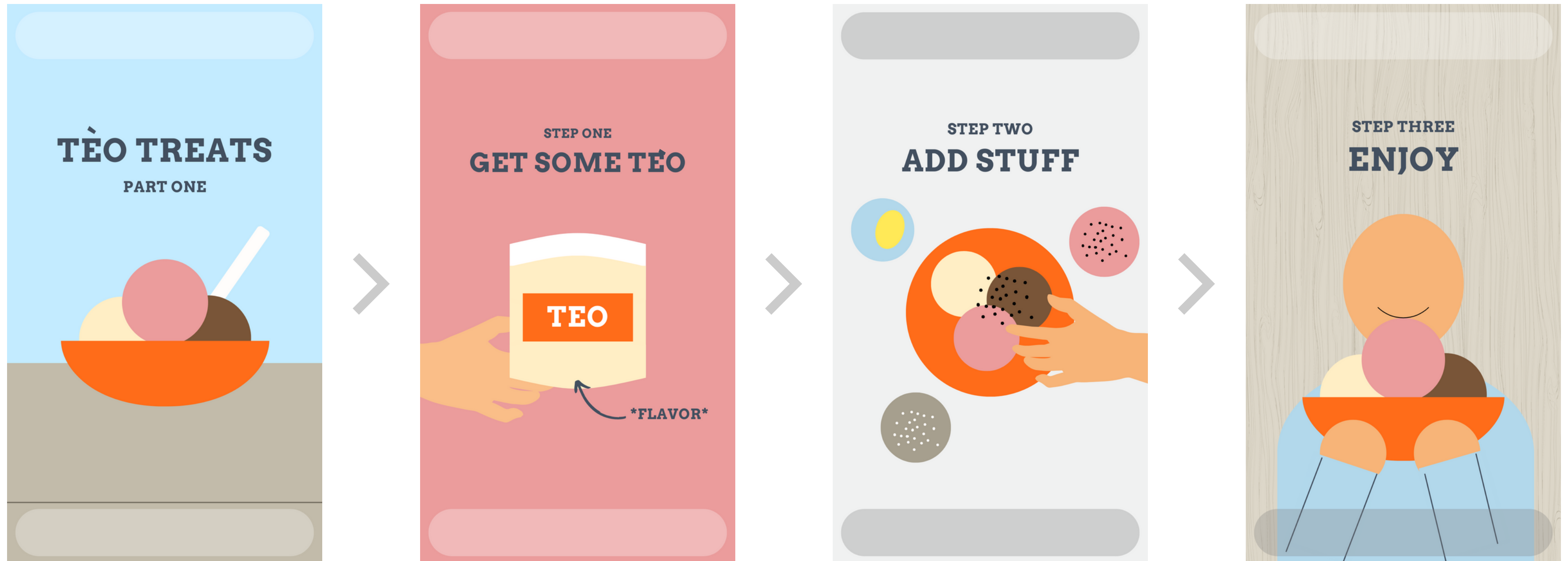
This series uses a minimalist approach to convey the purity and simplicity of Teo gelato, while also demonstrating how the flavors are made.



# tèo treats

10-15s TikTok/Reel

Teo Treats is a slightly scaled-down version of its namesake. In this series, an anonymous host will demonstrate how Teo flavors can be enhanced with the addition of simple, yet interesting ingredients.





# scrapbook

image or animated video

This series of content explores the origins and identity of Teo through old photos. The images are arranged with an authentic and wholesome scrapbook aesthetic.



"I was raised in a chef's kitchen. My mom taught cooking classes and showed me how to experiment with ingredients until you get the perfect balance of flavors. Today, I'm lucky enough to take that training and make incredible flavors every day at Tèò Gelato."

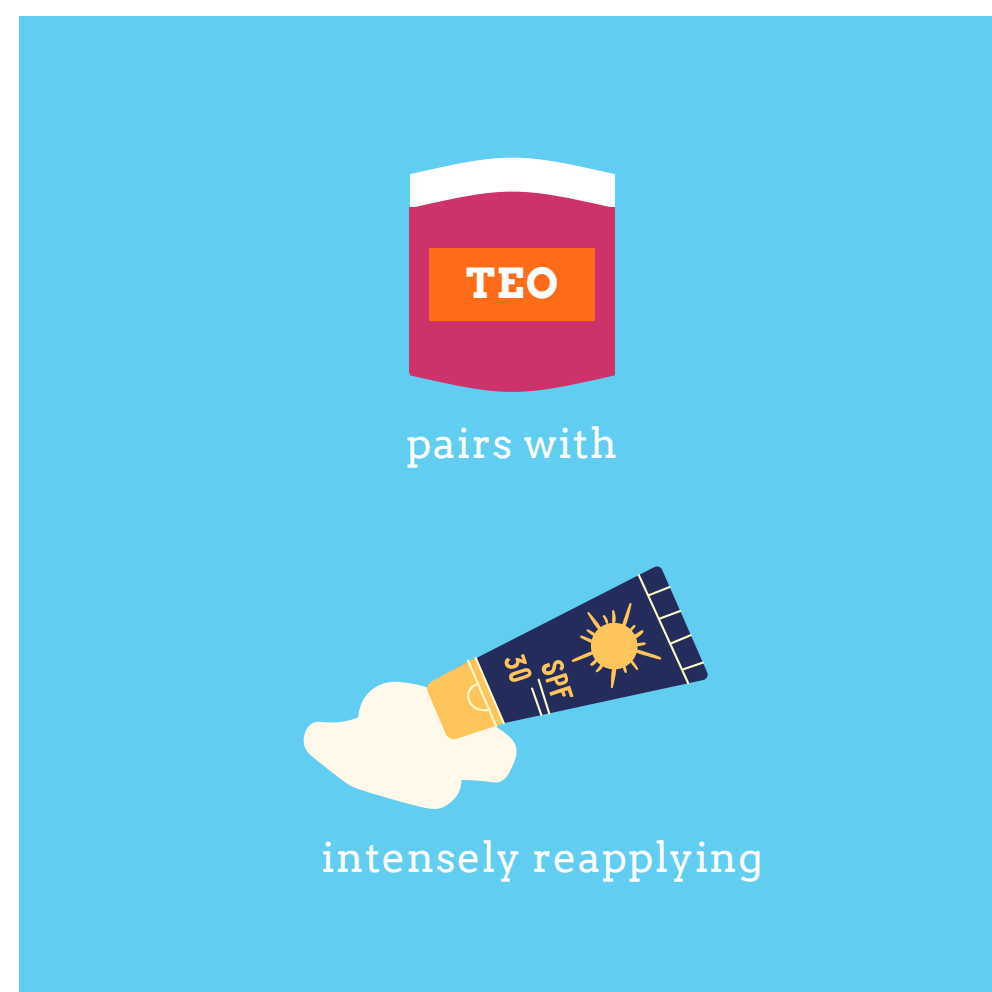
*rough demo*



# pairs with

graphic series

Each graphic will feature a flavor of Teo with a humorous "pairing". Many posts will make reference to seasonal activities and holidays.



# pairs with \_\_\_\_\_ list

## Holiday Season

- Laughing at the “weird” uncle’s jokes
- The unexpected/big announcement
- Being exiled to the kids table
- Talking with “the good aunt”
- The old purse candy (visibly fuzzy)
- Figuring out everyone’s flights
- Finding the best deal
- Last-minute wrapping
- Holding your tongue at dinner
- Waiting for the turkey
- Reluctantly attending
- Watching the parade... again
- Waiting for the late relatives
- Letting “it” cook longer
- Prepping the oven
- Fixing the tree
- Pulling pine needles out of your socks
- Ignoring/turning off the smoke alarm
- The hour-long goodbye

[more to come]

**misc. reference**



the making of a flavor





ingredients laid out for image



# ISLE OF DOGS

(CAT FOOD)

(BOLOGNA SASHIMI)



(SHRIMP FLAVORED PATTY)

(FROZEN FISH STICK HAND-ROLL)

[WWW.FEASTOFSTARLIGHT.COM](http://WWW.FEASTOFSTARLIGHT.COM)

