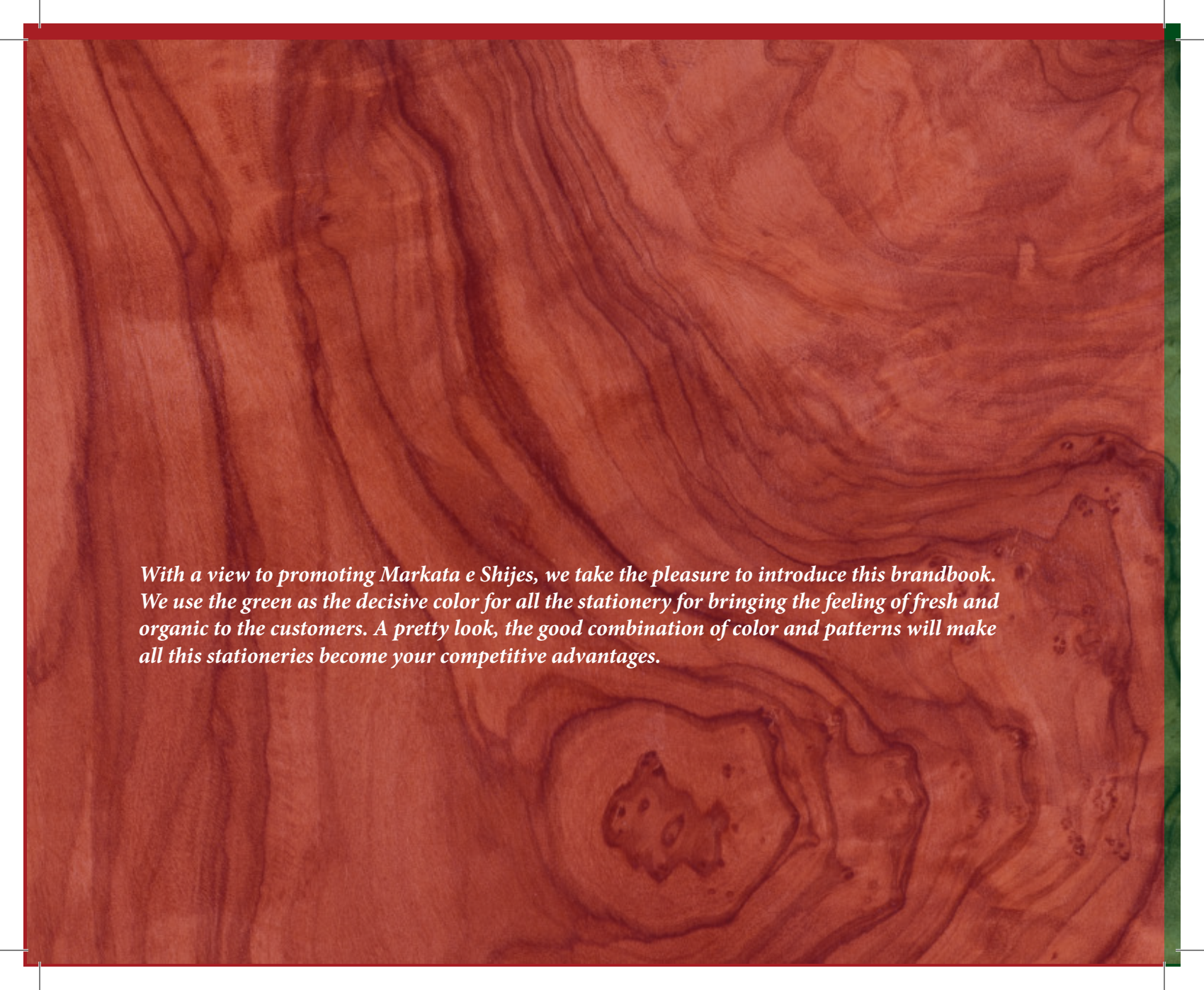


Style Manual
KORÇA FOOD HUB

MARKATA
e shijes





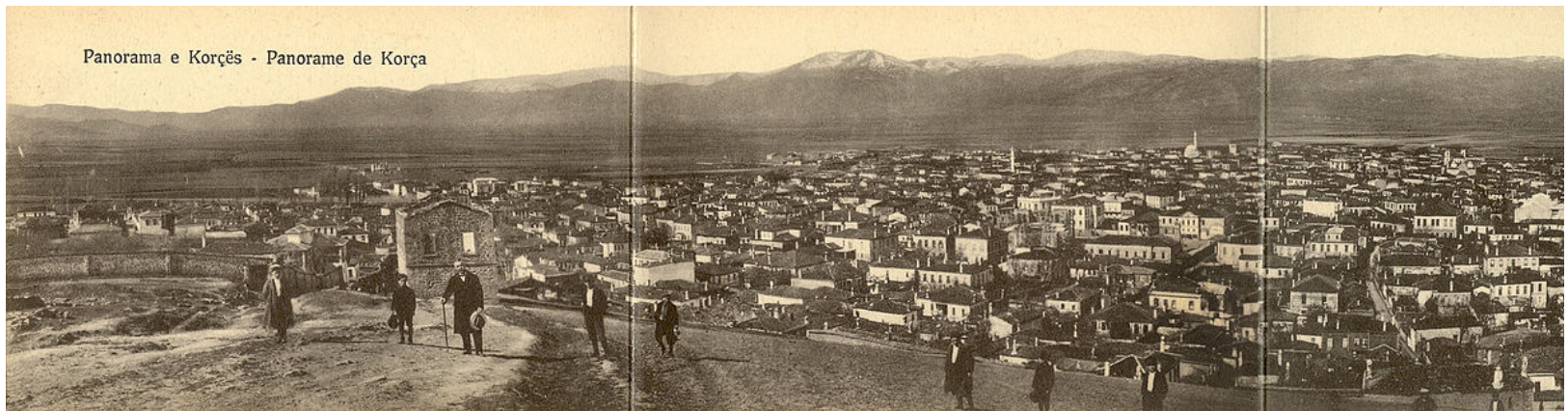
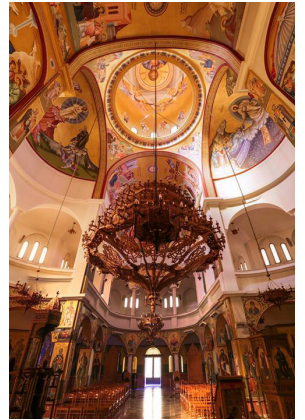
With a view to promoting Markata e Shijes, we take the pleasure to introduce this brandbook. We use the green as the decisive color for all the stationery for bringing the feeling of fresh and organic to the customers. A pretty look, the good combination of color and patterns will make all this stationeries become your competitive advantages.

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KORÇA FOOD HUB

MARKATA
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MARKATA *e shijes*

History

The city is known for its typical quarters, composed of low houses and villas, which are paved with cobblestone. The city of Korça has a range of museums such as the Education Museum (located in the building where the first Albanian school opened in 1887), the renewed National Museum of Medieval Art (to visit absolutely), the Prehistoric Museum, the House-Museum of the famous landscape painter, Vangjush Mio, the Museum of the Oriental Art "Bratko", etc. In the vicinity of the city is the cemetery of French soldiers fallen during the First World War.

The Theatre Cajupi is also a place to see concerts or theatre performances depending by the season .

Apart from the museums and monuments, Korça is the city where the largest carnival in Albania is organized, taking place before Orthodox Easter. Musically, the city is known for the local songs, called serenata. In the city you will find many taverns with tasteful traditional cooking such as various types of pie which perfectly combines with the good music and the traditional drink, raki.

Korça is a very good base for exploring many tourist points located in the nearby mountains such as Voskopoja, Dardha, Vithkuqi and Boboshica. These villages are well known for offering the possibility to practice many outdoor sports and activities. The area is also famous for the Byzantine churches of Vithkuqi and Voskopoja, whose walls were painted by famous medieval Albanian painters. Close to Korça you can visit Prespa Lake (which is the country's largest National Park), Drenova National Park, the Illyrian tumulus of Kamenica, etc.



Before & Event of Markata e Shijes

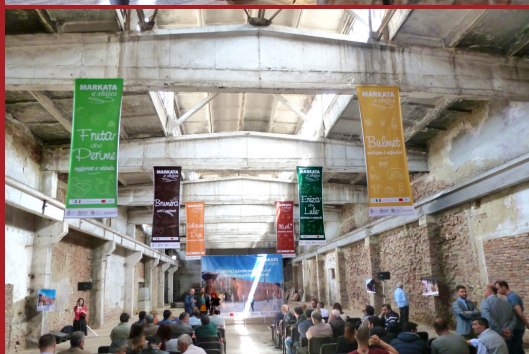
MARKATA
e shijes

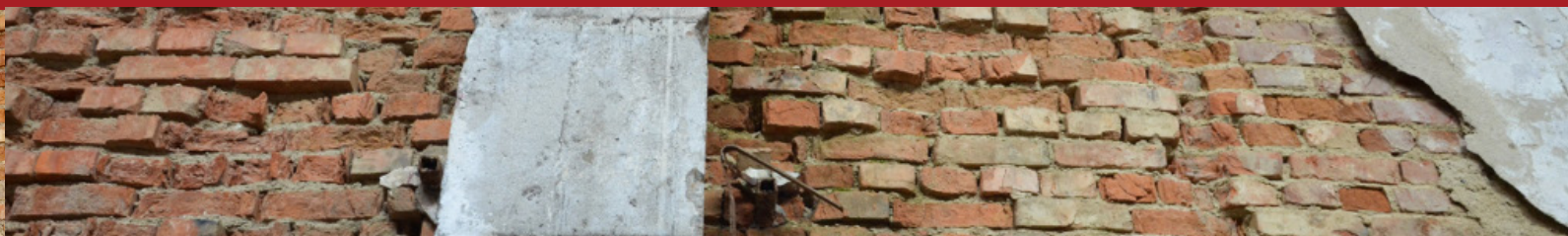




MARKATA *e shijes*







Project Planimetry of Markata e Shijes

MARKATA
e shijes



MARKATA *e shijes*





Put a face on your food. Know your farmers

MARKATA
e shijes

MAIN SECTORS AND CLUSTERS

The food production sector includes farmers, ranchers, fishers, hired workers, their family members, and residents in the communities in which these individuals reside. Occupations in this sector involve planting, caring for, and harvesting raw food items, livestock, seafood, etc.

As the Albanian food system has evolved, the overall efficiency and relative economic power of each subsector in the food supply chain has shifted. The importance of cooperation between different sectors and the creation of food clusters is essential in today's food production market.

1. Tourism & related sectors
2. Agriculture, food industries and agribusiness
3. Manufacture and crafts
4. Natural resources
5. Culture and Creative Industries
6. Service sector
7. Education and training

Now...

MARKATA
e shijes









MARKATA *e shijes*

Think global,
eat local



Eat seasonally



OUR BRAND

Sight – LOGO

Important thing in the marketing process is the identification of the brand and the easiness of recalling the name later on.

Therefore, we have put the name of Markata in the logo of the brand. Being part of the logo, its promotion will be easy and people will recall it longer in time. Importantly, since the name is an international word it will be easy for foreigners to ask for it.

Smell – LOCAL COUSINE

FARM LOVERS

We love supporting and empowering small holder farmers and small businesses who we believe are the heart of the economy. We also will work with our suppliers to ensure that our products are ethically sourced.

Taste – LOCAL PRODUCTS, THE MARKET

One of the most important elements for the development of the local agrofood and local value chain is the creation and promotion of the market and competitiveness level in local, regional and global markets, through:

- *its local authentic history*
- *traditional local products*

Touch - TRADITIONS LOVE LOCAL

A lot of customs, beliefs, and traditions are driven by our cultures!

The beautiful city of Korça lies in South Eastern Albania, between Greece and Macedonia, enfolding an amazing assortment of culture and heritage. Korca is well known for its colored carnivals, the traditional serenades and delicious food. Besides the vibrant festivals, which made it famous, Korca still boasts a rich variety of attractions to visit: the historic town center, National Museum of Medieval Art, National Museum of Archeology, Bratko Museum (also known as the Oriental Museum), Korca's Cathedral, etc, showing the Albanian strong religious side but also their tolerance regarding all the existing beliefs.

Hearing - STORY

At Markata e Shijes we will take this principle to heart and will re-create the ambience of an old-building in a modern theatre-of-food setting.

SIXTH SENSE:

MEMORIES- SHOPPING IS ALL ABOUT THE EXPERIENCE!

MARKATA
e shijes

Our focus will always be local. Through our support of local and national partners, it is important to us that we are creating a meaningful and sustainable social impact – primarily in our key focus areas of food and health.

MARKATA
e shijes

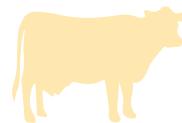
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MARKATA
e shijes

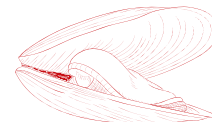
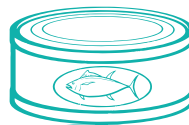
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Applications / Markata Logo

MARKATA
e shijes



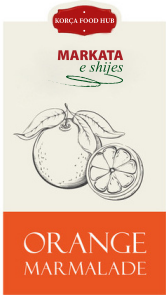
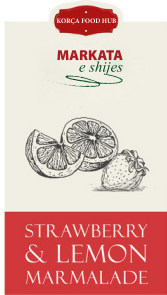
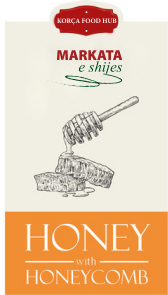
MARKATA
e shijes

Logo Application on Photos











MARKATA
e shijes

Jam

fruits



**Better taste,
better life!**

MARKATA
e shijes



We like to eat well!





MARKATA *e shijes*



IMPACT:

If clusters and sectors will effectively cooperate with one another, the impact will be big, in:

- Urban development
- Economic growth
- Tourism
- Professional development
- Cultural interaction
- Social inclusion
- Foster innovation

MARKATA *e shijes*

*Put a face on your food.
Know your farmers!*





Introduction / Primary Logo

MARKATA
e shijes



Our Story – FOOD REGIONAL BRAND

Shopping is all about the experience!

Korça's Markata e Shijes will be the perfect place in Korca, where farmers and artisan food processors will on a daily bases sell their products directly to consumers from market stalls; strengthening in this way the direct relationship between producer and consumer, as one of the main characteristics of these marketing channels.

Markata e Shijes will raise awareness and will be the first to develop services for the development of a regional brand, through: improving packaging, labeling and marketing , to ensure final consumers receive healthy, aesthetically well-packed products.

Markata e Shijes will revitalize all of your senses! How?

Our History

The former Agricultural Engineering Factory in Korça will be rebuilt and renewed in to a modern food market with the most appropriate hygienic and functional standards, with new shelves and traces of local farmers' products, with services that will preserve the local traditions.

Logo propositions

The logo's aim is:

- *to attract and create awareness in the early / first stages of the promotion campaign.*
- *to easily identify the brand in the next stages of the promotion campaign.*

1

MARKATA
e shijes



2

MARKATA
e shijes

3

MARKATA *e shijes*

The primary logo identifies Whole Foods Market as an authentic, fresh, and aspirational brand that can build trust with their customers because of their affordable quality.

Positive Version

MARKATA

e shijes



Wordmark

Slogan

Brand line

Colours

C/M/Y/K
23/100/97/17

R/G/B
167/30/37

C/M/Y/K
100/0/100/69

R/G/B
0/76/29

Organic

Fresh

Trustworthy

Authentic

Affordable Quality

Aspirational

MARKATA
e shijes

Reverse Version

MARKATA
e shijes

MARKATA
e shijes

Primary Logo: Black

The black version of the logo should only be used when colour is not permitted.

Positive Black Version

MARKATA
e shijes



Reverse Black Version

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e shijes



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MARKATA *e shijes*

MARKATA *e shijes*

MARKATA
e shijes

Brand Line Symbol Application

Alternate Colours



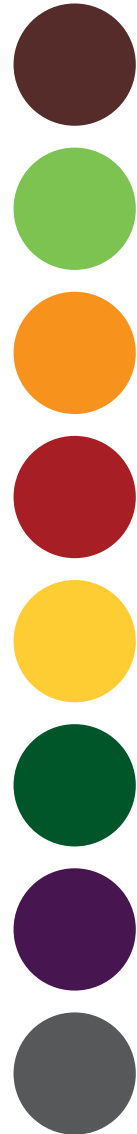
Primary Logo: Alternate Colours

The brand name and logo are based on 8 (eight) colours. Each colour represents the regional agricultural products and promote the friendly and welcoming personality of the Regions' community.

1. Brown – potatos
2. Light green - apple / cabbage
3. Orange - oranges / melon / carrots
4. Red - apple / peppers / cherries / strawberries
5. Yellow - lemon / banana / corn
6. Dark Green - peppers / spinach
7. Violet - aubergine
8. Black - plum / grape

If agreed to keep all the colours with all their application in the logo, it is possible to create different outdoor promotional materials, user friendly website/portal, nice and colorful interior design, different signs, etc. that will help in promoting out loud the Value Propositions of the Region, as well as transmit the project's objectives to all its target groups, that are:

- *employment opportunities for rural farmers*
- *preservation of regional agricultural authentic products through the creation of food clusters*
- *promotion of local food tradition / eat green and healthy, etc*
- *ensuring quality and safer food to local consumers and tourists.*





Minimum Size

The minimum size of the logo maintains legibility and clarity. The minimum size of the logos are based on the size of the symbol. The minimum size of the primary logo is 20 mm. The minimum size of the secondary type version is 15 mm, third type version is 10 mm and the minimum size of the symbol is 0.7 cm high. If the primary logo is smaller than 20 mm the secondary and third type version can be used. If the secondary type version must be smaller, the symbol can be used.

Primary Logo



2 cm

Third Type Version



1 cm

Secondary Type Version



1.5 cm

Symbol Type Version



0.7 cm

Improper Application

These examples show easy mistakes and improper use of the logo to avoid when using the logo. By modifying the logo means diminishing its visual impact.



Do not stretch, condense, or distort the logo.



Do not tilt, rotate, or skew.



Do not use unapproved colours.



Do not alter the typeface.



Do not tilt, rotate, or skew.



Do not change the position of the logo elements.

MARKATA
e shijes



Do not put the white version of the logo on a light image where the logo is illegible.



Do not put the black version of the logo on a dark image where the logo is illegible.



Do not put the logo on any shape.



Do not add or subtract elements from the logo

Our Typography

MARKATA
e shijes



Myriad Pro / Semibold

Vijaya

We've selected a type family that gives Markata a friendly, warm, and real voice:

Myriad Pro.

- Myriad Pro is our primary typeface used in all communication materials
- Use type size and weight to establish a clear hierarchy of information
- Don't substitute any other typeface unless you're using Myriad Pro for corporate communication
- Printed items being distributed, use Myriad Pro
- In case your computer does not have Myriad Pro please instal the font.

Typographic Style

Use typeface, type size, and type weight wisely to establish a clear hierarchy of information.

We've selected a type family that gives Markata a friendly, warm, and real voice:

Vijaya.

- Vijaya is our slogan typeface used in all communication materials
- Use type size and weight to establish a clear hierarchy of information
- Don't substitute any other typeface unless you're using Vijaya for corporate communication
- Printed items being distributed, use Vijaya
- In case your computer does not have Vijaya please instal the font.

Our Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz*

Myriad Pro / REGULAR

Myriad Pro / ITALIC

Myriad Pro / SEMIBOLD

Myriad Pro / BOLD

Myriad Pro / BLACK

Vijaya

Stationary of Markata e Shijes

MARKATA
e shijes



MARKATA *e shijes*

Event Postcard



Adresa: Ish Uzina Mekanike Bujqësore Rruga Hafiz Ali Korça | [f](#) [t](#) [i](#) [u](#)



Invitation

A5 size
online invitation



Business Card

Two colours of the brand design logo

8.5 / 5.5cm size
Front and Back design
Name of the person size 9
Position size 8
Info details size 7



Folder A3

Two colours of the brand design logo Front and Back design



Ky projekt u mbështet nga:



Italia - Albanian Rural Development Program
IADRA



Note Book

Format size A4 / 21 cm - 29.7 cm

Format size A5 / 14.8 cm - 21 cm

[illegible][illegible]

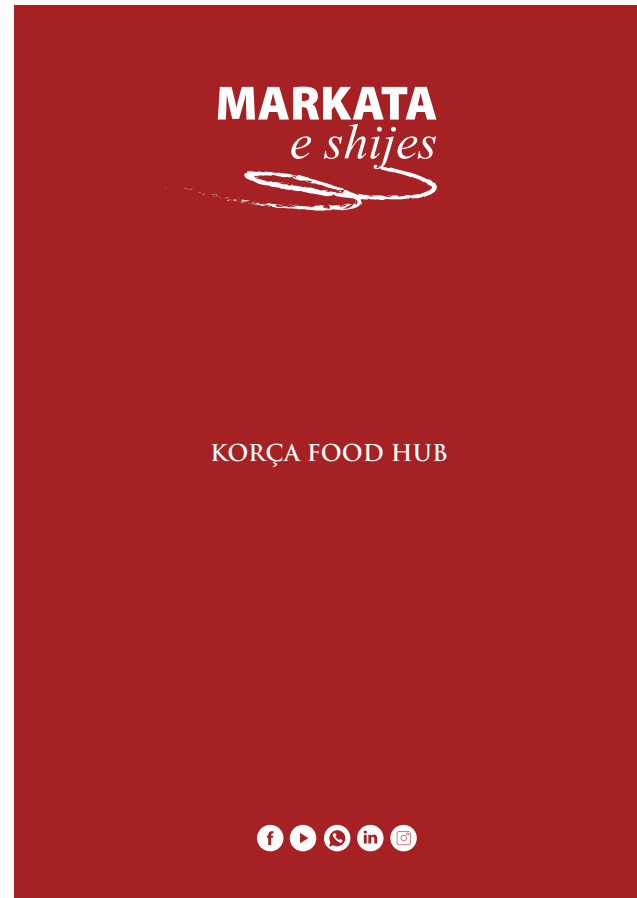
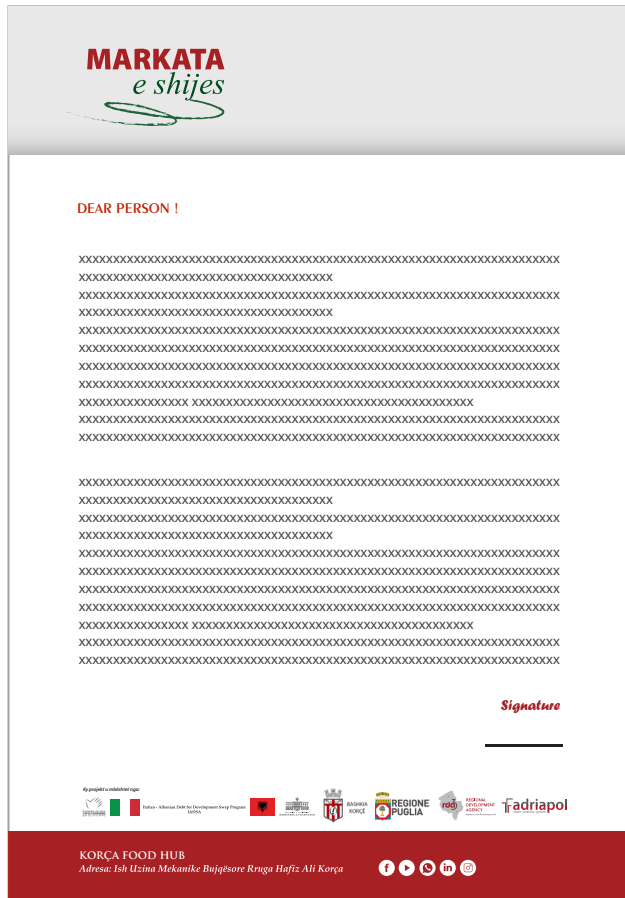
Pen design models



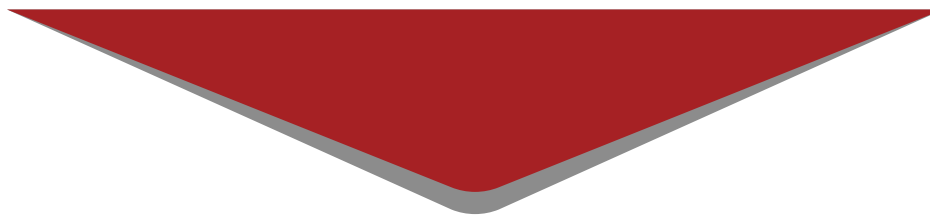
Pen colours design models



Newsletter / Letterhead A4 size



Envelope



Event Name Badges

Applications

Serve the food you know
the story behind.



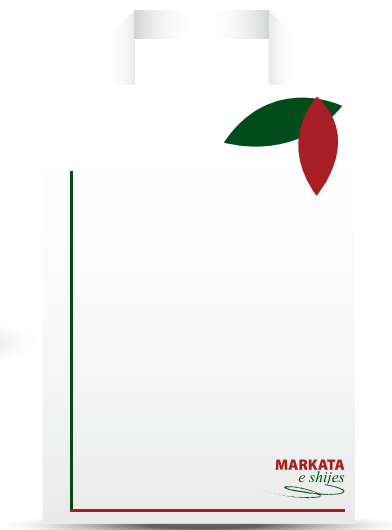




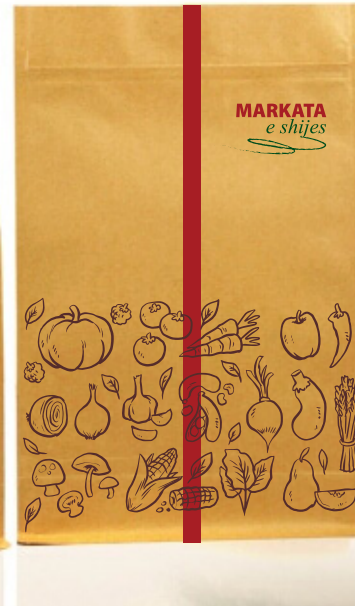




















Outdoor Banners

MARKATA
e shijes



MARKATA *e shijes*

The
sound of
food



Indoor Banners

MARKATA
e shijes





Banners for event



MARKATA
e shijes



Mish
produkte lokale



  Italian - Albanian Debt for Development Swap Program
ISAPPA  

MARKATA
e shijes



Deshkë
tingujt e detit



  Italian - Albanian Debt for Development Swap Program
ISAPPA  

MARKATA
e shijes



Ushqime
dhe **Pije**
ekselenca e rajonit



  Italian - Albanian Debt for Development Swap Program
ISAPPA  

MARKATA
e shijes



Zairë
dhe **Konserva**
vlerat e traditës



  Italian - Albanian Debt for Development Swap Program
ISAPPA  

Roll ups

80 cm / 100 cm size

Front design

MERKOTA
Serenata e Shijes

*Zhvillim i
Qëndrueshëm
Rural nëpërmjet
Markimit
Rajonal*

Ky projekt u mbështet nga:

BASHKIA E KORÇES
REGIONE PUGLIA
REGIONAL DEVELOPMENT AGENCY
Fadriapol

MERKOTA
Serenata e Shijes

*Zhvillim i
Qëndrueshëm
Rural nëpërmjet
Markimit
Rajonal*

Ky projekt u mbështet nga:

BASHKIA E KORÇES
REGIONE PUGLIA
REGIONAL DEVELOPMENT AGENCY
Fadriapol

Banner event

500 cm / 250 cm size

Front design



Display, web, spot

MARKATA
e shijes



MARKATA
e shijes

Company TV Packshot

Company Web Page



MARKATA
e shijes



*Thank you
farmers!*



Style Manual
KORÇA FOOD HUB

MARKATA
e shijes

