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Integrated Visual Identity for Tadim in the Kosovo Market (Brand Refresh + Modular Systems)



Abstract

This article presents a case study of an integrated visual identity system for the snack brand Tadim in the Kosovo market. The study addresses the need for a coherent, contemporary, and flexible brand expression that can function across packaging, retail, and digital touchpoints. The project applies brand identity theory, packaging design principles, and modular design systems to reposition Tadim as a more distinctive, recognizable, and locally relevant brand. Methods include a contextual brand audit of the Kosovo snack market, visual benchmarking of direct competitors, analysis of Tadim's existing identity, and iterative design prototyping of a refreshed logo, visual language, and modular packaging system. The results consist of: a clarified brand narrative tailored to the Kosovo context, a refreshed logotype and symbol, an updated color and typography system, and a modular grid that supports multiple product lines and formats while maintaining coherence. The discussion connects these design decisions to key concepts in brand identity and logo design, emphasizing legibility, recognizability, consistency, and scalability. The case demonstrates how a modular visual system can support both brand consistency and creative variation for future campaigns and product extensions.

Keywords: visual identity; brand refresh; modular design systems; packaging design; Kosovo market; Tadim; graphic design

1. Introduction

Visual identity is a central tool for expressing a brand's strategy and personality in a tangible, recognizable form. Through elements such as logo, color, typography, and layout systems, visual identity makes abstract brand values visible and memorable to consumers (Wheeler, 2018). For fast-moving consumer goods, packaging is often the primary brand contact, especially in retail environments where purchase decisions are made quickly and visually (Landa, 2019). The Kosovo snack market has become more competitive in recent years, with both international and regional brands seeking attention on crowded supermarket shelves. In this context, a fragmented or outdated visual identity can reduce recognition and weaken perceived brand quality. Tadim is a well-known snack brand, but its existing visual expression in the Kosovo market shows inconsistencies across products, packaging sizes, and communication materials. This reduces the impact of the brand and makes it harder for consumers to immediately identify Tadim products at the point of sale. Contemporary brand identity literature emphasizes the importance of coherent yet flexible visual systems. Authors highlight that strong identities balance consistency with the ability to adapt to multiple media and contexts (Kapferer, 2012; Kholmatova, 2017; Olins, 2008). At the same time, empirical studies on logo design show that factors such as simplicity, distinctiveness, and harmony contribute to recognition and positive evaluation (Henderson & Cote, 1998). The main purpose of this work is to design an integrated visual identity for Tadim in the Kosovo market through a structured brand refresh and the development of modular systems. The aim is to:

- strengthen recognition and shelf impact
- clarify the brand's visual hierarchy across product categories
- enable flexible, scalable design for future extensions

The contribution of this case study is twofold. First, it translates established brand identity theories into a concrete, practice-based design process. Second, it proposes a modular visual system tailored to the specific constraints of the Kosovo retail context, offering a model for similar regional brand refresh projects.

2. Materials and Methods

The project follows a design-led research approach, combining qualitative analysis, visual experimentation, and iterative prototyping. The methods are structured into four main phases: context analysis, brand audit, design development, and evaluation.

2.1. Context analysis and benchmarking

A visual audit of the snack category was conducted in major supermarkets in Prishtina and other urban centers. Front-of-pack designs, color usage, logo placement, and hierarchy of information were documented through photographs and notes. Competing brands were grouped according to:

- visual dominance of logo versus product imagery
- color coding strategies for flavors and product lines
- typographic style and readability at shelf distance

In parallel, international benchmark brands were reviewed using secondary sources such as books and online case studies to identify relevant best practices in snack and FMCG branding (Healey, 2008; Landa, 2019).

2.2. Brand audit of Tadim

The existing Tadim identity in the Kosovo market was analyzed across:

- packaging of core products (nuts, seeds, snack mixes)
- point-of-sale materials where available
- digital presence relevant to the local market

Key issues identified included inconsistent logo sizing, irregular placement of brand elements, variation in color tones, and lack of a clear typographic system. These findings were synthesized into a list of functional design problems that the new system should solve.

2.3. Design development and modular system

The design phase was structured as an iterative process with multiple sketching and prototyping rounds:

1. Definition of the brand platform and visual keywords (e.g., energetic, contemporary, friendly yet reliable).
2. Exploration of logo refinements informed by logo design guidelines from research and practice (Airey, 2010; Henderson & Cote, 1998).
3. Construction of a modular grid that can adapt to different packaging sizes while preserving alignment and hierarchy.
4. Development of a color system and typographic pairings that support product differentiation and accessibility.
5. Application of the system to a representative set of product SKUs and mock-ups of retail displays.

The design work was carried out using standard graphic design tools (Adobe Illustrator, Adobe InDesign, and Adobe Photoshop).

2.4. Feedback and evaluation

Low-fidelity and high-fidelity mock-ups were presented to a small group of design peers and instructors within the Graphic Design Program at UBT College. Although this is not a formal quantitative study, qualitative feedback was collected on criteria such as:

- logo clarity and recognition
- hierarchy between brand and product name
- legibility of flavor and product information
- overall perceived coherence of the system

Feedback rounds led to adjustments in logo weight, color contrast, and typography sizing. The final proposal reflects this iterative refinement process.

No personal data from consumers were collected, and no experimental interventions with human participants were performed.

3. Results

The outcome of the project is an integrated visual identity proposal for Tadim in the Kosovo market, structured around a refreshed core identity and a modular system that can be applied to packaging and communication materials.

3.1. Integrated visual identity concept

The refreshed identity is based on the idea of “energy in motion,” reflecting the dynamic, casual nature of snacking. This concept is expressed visually through a combination of a stable, recognizable logo area and flexible fields for imagery and color.

3.1.1. Logo and symbol

The existing Tadim logotype is refined rather than completely replaced, in line with the logic of a brand refresh rather than a full rebrand. The main changes include:

- improved letter spacing to enhance legibility at small sizes
- simplification of secondary outlines and effects to increase clarity
- definition of minimum size and clear space rules for consistent application

The logo is positioned in a fixed “brand bar” area on the upper section of the packaging, anchored to the modular grid, which supports instant recognition at shelf level.

3.1.2. Color and typography

A primary color palette is defined to protect the core brand recognition, while a secondary palette is used to differentiate product categories and flavors. Color contrast ratios are checked to maintain readability and accessibility.

Typography is organized into a limited hierarchy:

- a bold, sans-serif typeface for product names and key claims
- a neutral sans-serif for secondary information such as ingredients and nutritional facts

By restricting the number of typefaces and weights, the system supports visual coherence and reduces noise across different SKUs.

3.2. Modular packaging system

The modular system is built on a proportional grid that can be scaled to different packaging formats (small snack bags, medium pouches, larger family packs). The grid defines zones for:

- logo and brand bar
- product imagery or illustration
- product name and flavor
- functional information (weight, nutritional icons, quality labels)

Within this structure, the designer can vary imagery and color without compromising the underlying order.

An example of the system's logic can be summarized as:

- First module: brand bar with logo and tagline
- Second module: main product image or illustration
- Third module: product name, flavor, and supporting descriptor
- Fourth module: mandatory legal and nutritional information

3.2.1. Example lists

Key design priorities of the modular system include:

- Maintaining logo visibility across all formats;
- Ensuring legibility of flavor names;
- Enabling quick visual differentiation between product categories.

Implementation steps for a new product variant may follow this sequence:

1. Select product category and assign appropriate color from the secondary palette.
2. Place product imagery or illustration according to the grid.
3. Apply the brand bar with logo at the defined position and size.
4. Insert product name and flavor using the established typographic hierarchy.
5. Add functional and legal information using the designated text styles and zones.

3.3. Figures, Tables and Schemes

All figures and tables should be cited in the main text as Figure 1, Table 1, etc. In the final publication, these will contain the actual visual materials.

Figure 1. Proposed primary Tadim logo and brand bar application on packaging.



Table 1. Summary of visual identity elements and their functional role in the system.

Table 1

Summary of core brand elements in the new Tadim visual identity

Element	Description	Functional role
Logo and brand bar	Refined logotype in fixed band area	Ensure instant brand recognition
Color system	Primary and secondary palettes	Encode brand and product categories
Typography	Two-level sans-serif hierarchy	Enhance legibility and information order
Modular grid	Scalable layout framework	Maintain consistency across formats

The text of the article continues here with additional figure and table references as needed in the full design documentation.

4. Discussion

The Tadim case illustrates how a brand refresh can build on existing equity while correcting functional weaknesses in the visual system. By retaining the recognizable core of the logo and refining it according to principles of legibility, harmony, and simplicity, the project aligns with empirical findings on effective logo design (Henderson & Cote, 1998). The introduction of a modular system responds to the demand for flexible, scalable identities described in contemporary brand and design systems literature (Kholmatova, 2017; Wheeler, 2018). Instead of treating each package as a separate design problem, the system defines a shared visual logic that can accommodate new products, seasonal editions, and promotional campaigns without fragmenting the identity. From a strategic perspective, the refresh positions Tadim more clearly within the Kosovo snack market. Stronger color coding and consistent hierarchy can help consumers quickly locate their preferred products and flavors, which is crucial in fast in-store decision making (Landa, 2019). The system can also improve internal efficiency, as designers and marketers work with a defined framework rather than reinventing layouts for each new SKU. This study is limited by its scope as a student-level design project and by the absence of formal consumer testing in real retail environments. However, it demonstrates how design education can integrate theory and practice, training students to work systematically with brand identity challenges grounded in real market contexts. Future work could extend this project through eye-tracking studies, A/B testing of alternative layouts, or consumer surveys to measure recognition and preference for the refreshed designs.

5. Conclusions

The case study presents an integrated visual identity proposal for Tadim in the Kosovo market, combining a refined logo, coherent color and typography systems, and a modular packaging framework. The project shows that:

- a structured brand audit can reveal concrete design problems that reduce brand impact
- design principles from brand identity theory and logo research can guide practical decisions
- modular systems offer a powerful tool for balancing consistency and flexibility across multiple products and formats

For regional brands operating in increasingly competitive markets, such design-led approaches can support clearer positioning, stronger recognition, and more efficient communication across physical and digital touchpoints.

6. Patents

Not applicable.

Supplementary Materials

Not applicable at this stage. Future supplementary materials may include detailed grid specifications, additional mock-ups, and digital style guides.

Author Contributions

Conceptualization, E.S.; methodology, E.S.; investigation, E.S.; visual design and prototyping, E.S.; writing—original draft preparation, E.S.; writing—review and editing, E.S.; visualization, E.S.; supervision, internal academic supervision by UBT Graphic Design staff. The author has read and agreed to the published version of the manuscript.

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Institutional Review Board Statement

Not applicable. The study did not involve interventions with human participants or animals and did not collect identifiable personal data.

Informed Consent Statement

Not applicable. No human participants were recruited for experiments or surveys for this design case study.

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Conflicts of Interest

The author declares no conflicts of interest. The brand Tadim is used here within the context of an academic design project.

Appendix A

Additional layout variations, grid breakdowns, and alternative color scenarios can be developed as an appendix in the extended version of the project, if required by the journal.

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