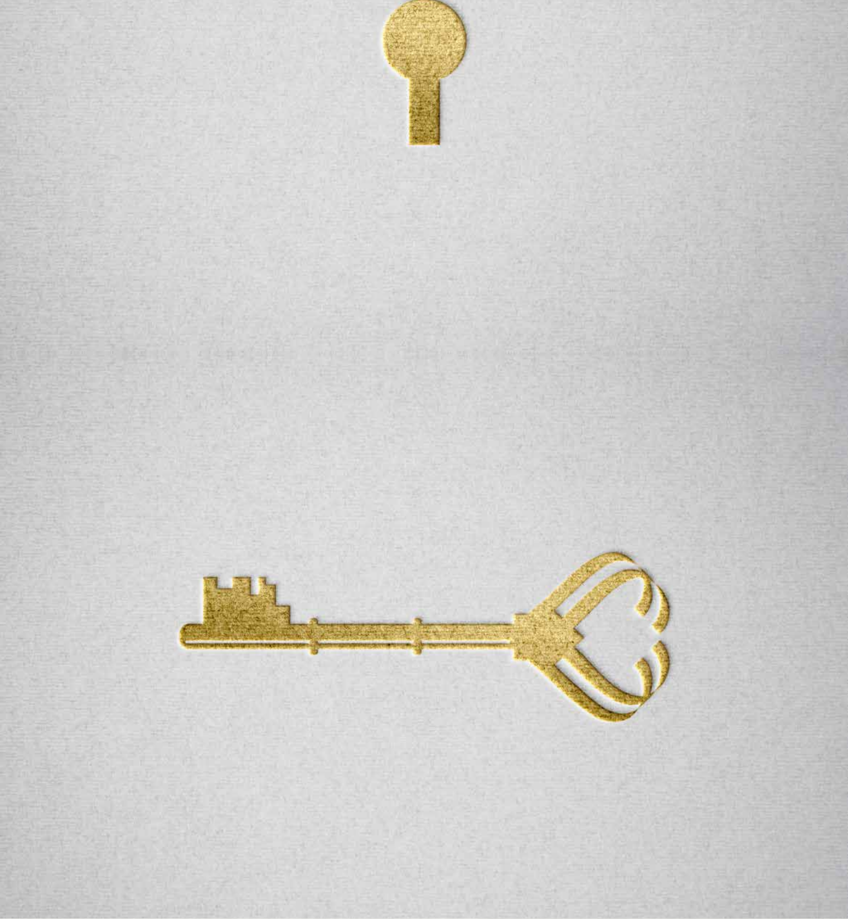
WORLD HEART SWEETS

BRAND IDENTITY

BRAND FEEL

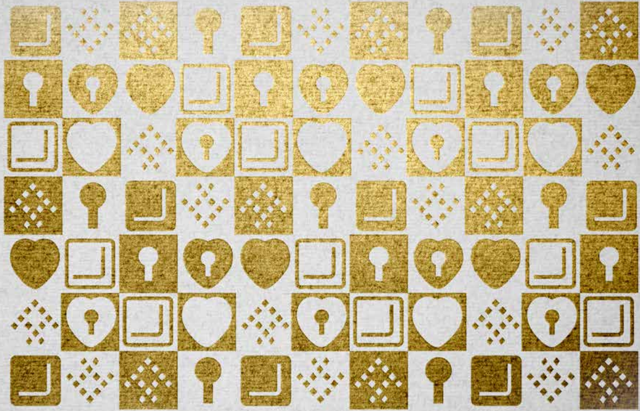
WORLD
HEART SWEETS

"Believing that packaging is a product's first ambassador, we adopted the 'locked box' concept to reflect the chocolate's exceptional value and absolute luxury. This design aims to create a unique emotional experience for the consumer, whether purchasing or gifting. The journey is completed by unlocking the box with a bespoke key, meticulously designed to mirror the 'Heart of the World Hotel' logo, serving as the first tangible connection between the client and the hotel's prestigious identity."



COLOR PALETTE

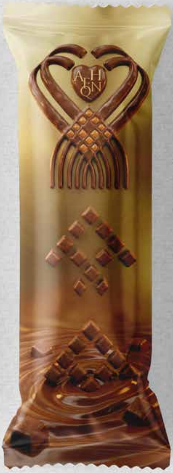
CUSTOM PATTERN



BRAND EXPRESSION

WORLD
HEART SWEETS

قلب العالم
جوكلت باللوز



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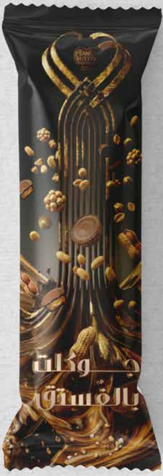
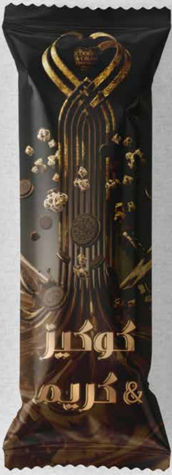
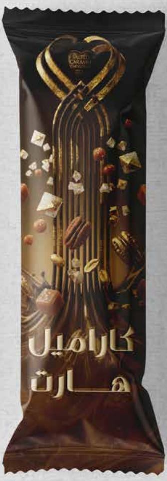

جوكلت
بالفستق

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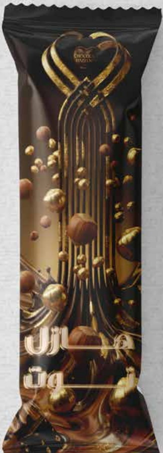

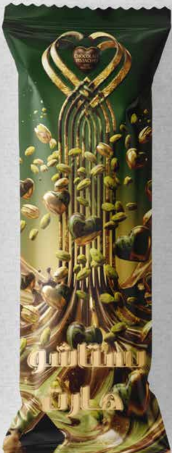
بستاشو
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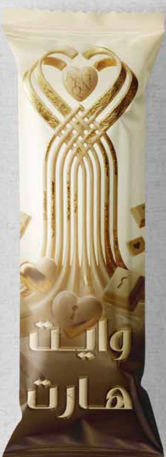

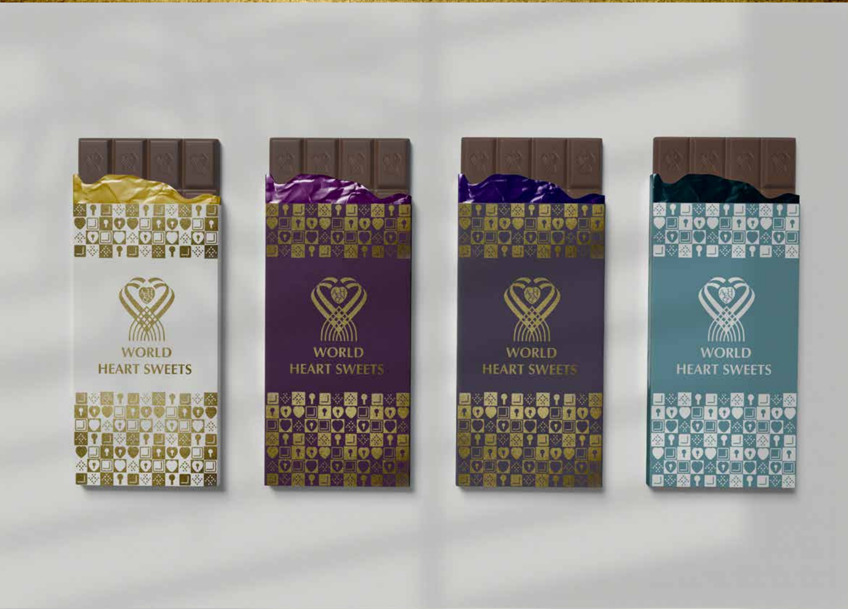
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MEETS THE FINESSE CLIEGARE OF A
WORLD-CLASS LUXURY DESTINATION.

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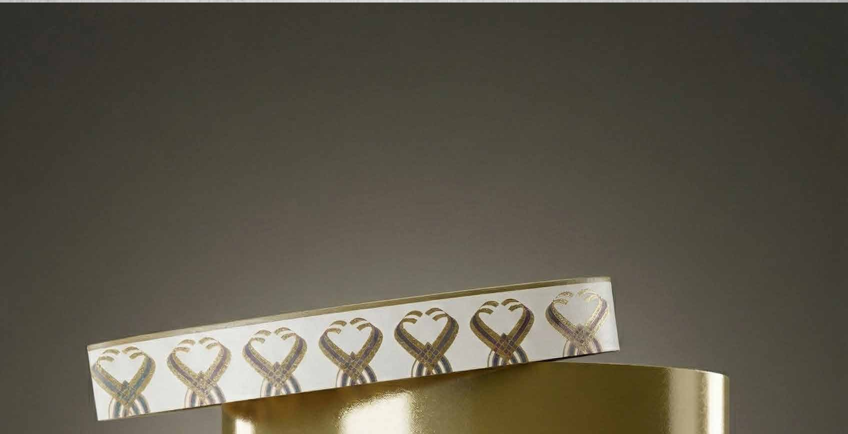

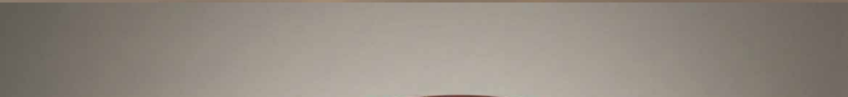

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