

# XROADS Rebrand

# Today's Agenda:

1. Product History
2. Who is XROADS?
3. Current branding
4. Market analysis
5. Process &  
rebrand concept
6. Final



I wanted to say **thank  
you** to all my classmates  
who have supported me  
through this project.

I wanted to say **thank  
you** to Mondale Foronda  
for helping me come  
up with ideas and  
supporting me in  
my craft.

I wanted to say **thank  
you** to Ania and Zack for  
guiding me and  
watching me grow  
throughout the class.

I wanted to say **thank  
you** to the founder  
and owner of XROADS,  
Lennie Buenaflor  
DiCarlo for supporting  
this project and  
empowering the next  
generation of young  
Filipino-Americans.

# Product History

01



# Asin Tibuok

*Unbroken salt*

Asin tibuok is a world-rare, artisanal Filipino sea salt made from filtering seawater through ashes. The brine is collected and poured into special clay pots and hung in a furnace where it gets boiled for a few hours.





## Value as currency

Back when the Philippines was a common stop for trade, asin tibuok was so valuable that it was used as a form of currency. Back in the 1950s, many poor Filipino families traded this product for rice.





## How it's made

1. Coconut husks are soaked for 2–3 months
2. Husks are cut, dried & burned until they become ashes
3. Ashes are filtered
4. Seawater is poured to extract the salt from the ashes
5. The brine is poured into clay pots where they will be boiled in a special furnace
6. When the clay cracks, the inside contents have solidified



Who is  
XROADS?

02





## Meet XROADS

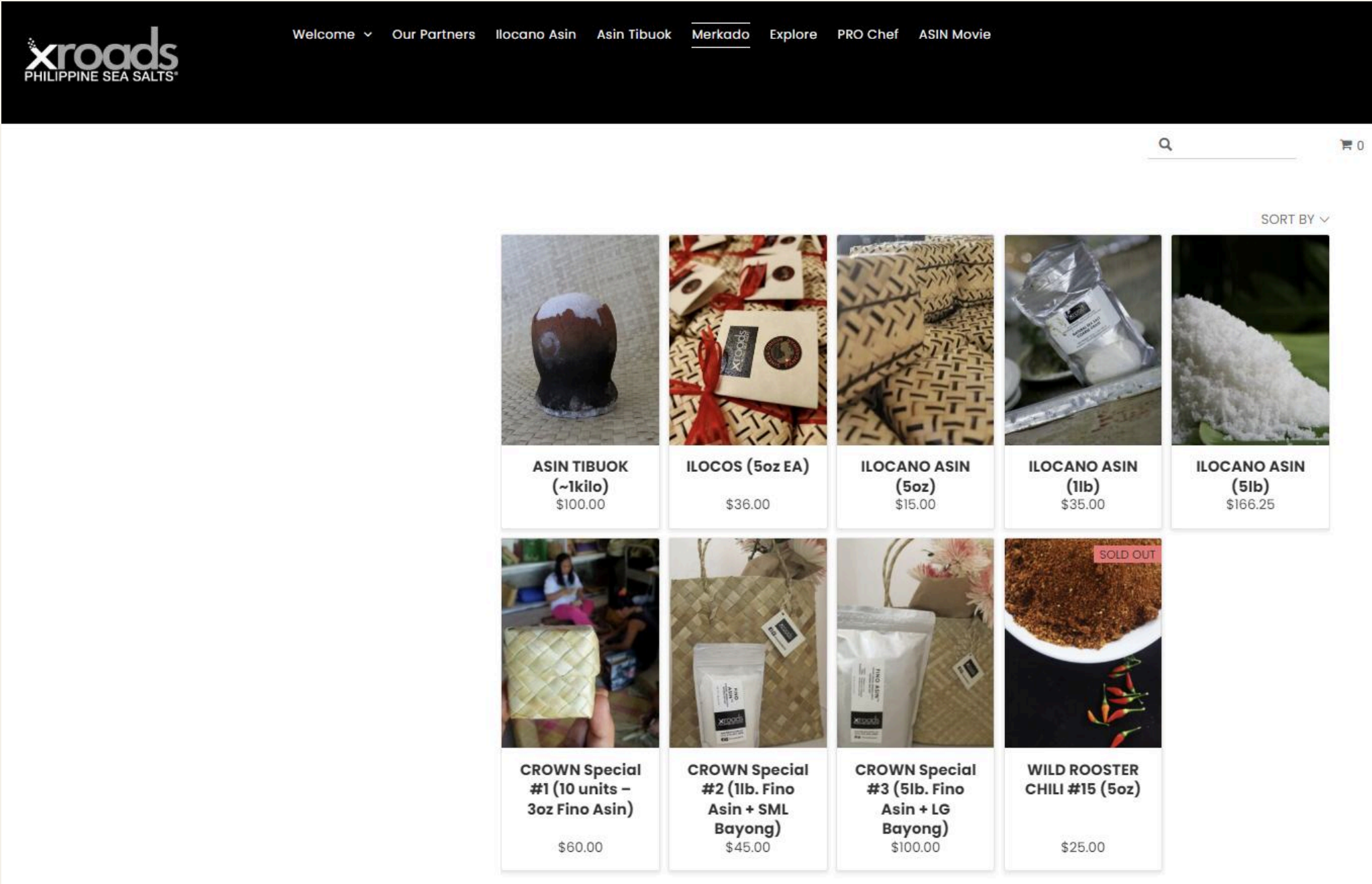
This is a small business that aims to revitalize the art of producing traditional, hand-crafted sea salt using an old Filipino technique. They aim to penetrate the culinary market as a form of **exotic sea salt**.





## Meet Lennie

Lennie is the founder of xroads. Lennie and her husband, Anthony DiCarlo, have always enjoyed food and culinary adventures. Lennie says that she originally started this business as a way to properly give fair wages to her family and the people who create this product. This business is founded on **equity**.



How do they sell their products?

XROADS started out as a product for top culinary spaces and soon moved its way into specialty stores. As of right now, they do many pop-up events and online retail. They ship worldwide and are located here in California.

Current  
branding

03



## Logo analysis

- salt grains
- different tonalities
- modern sans serif
- wordmark with added graphic
- uppercase and lowercase
- tight kerning
- not visible on lighter backgrounds

# Issues with the current name

The name originally represents the Philippines being the bridge between Asia and the West. There are drawbacks to the name as it may be confusing to read; it may read as it is, or as “crossroads.” In both scenarios, the current name of the brand doesn’t capture the unique-ness of their product. That is why I propose a total name change to...

# xsalt

An elevated name that is a play on the word “exalt” that aims to elevate in order to support brand’s founded principle of equity.





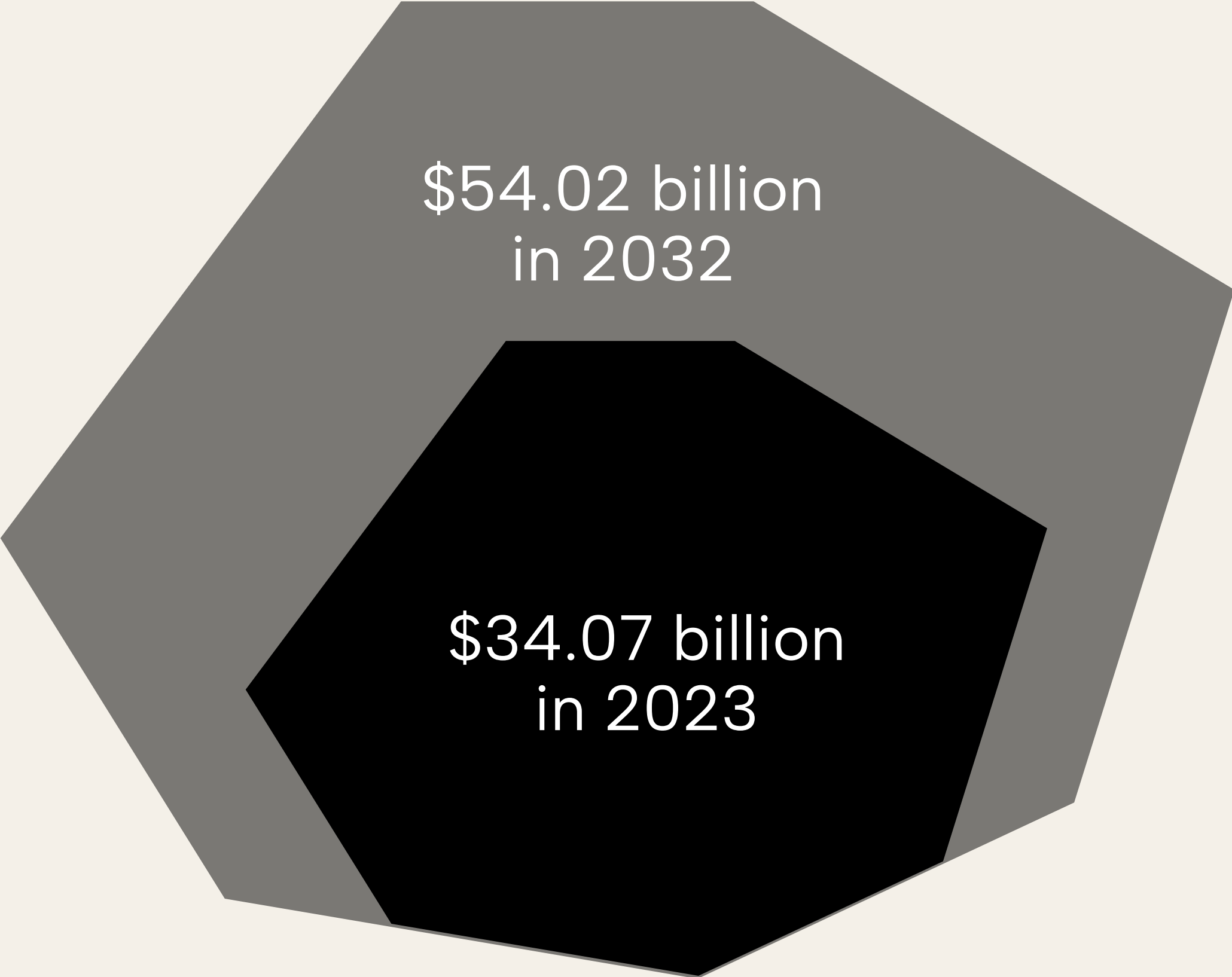
# Current packaging

- plastic bags for loose salt
- asin tibuok is wrapped in a paper, sealed with a sticker, and put in a woven basket
- some products come in a specially woven basket made of buri palm and secured with a red fern fiber



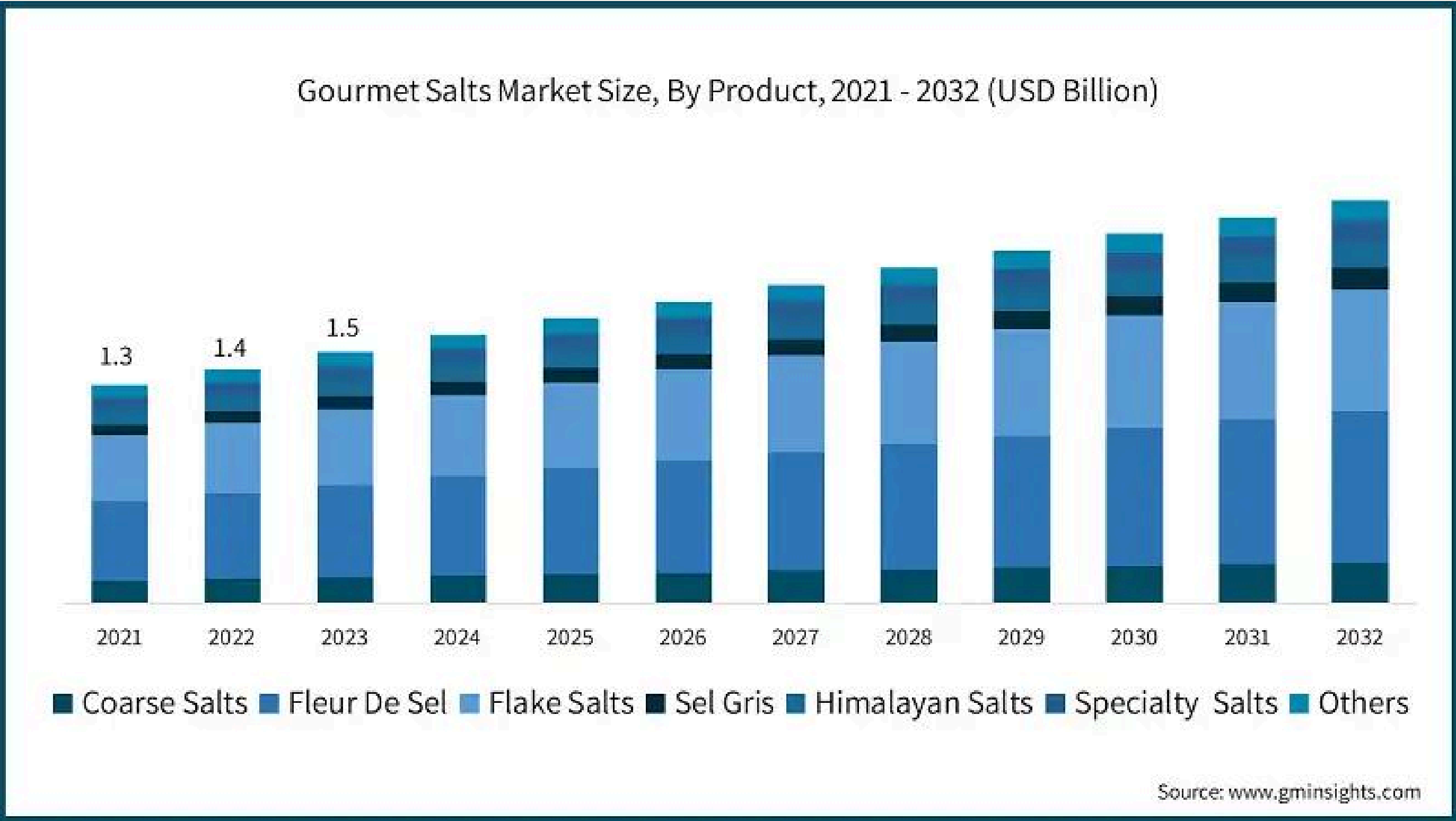
# Market analysis

# 04



# Global salt market analysis

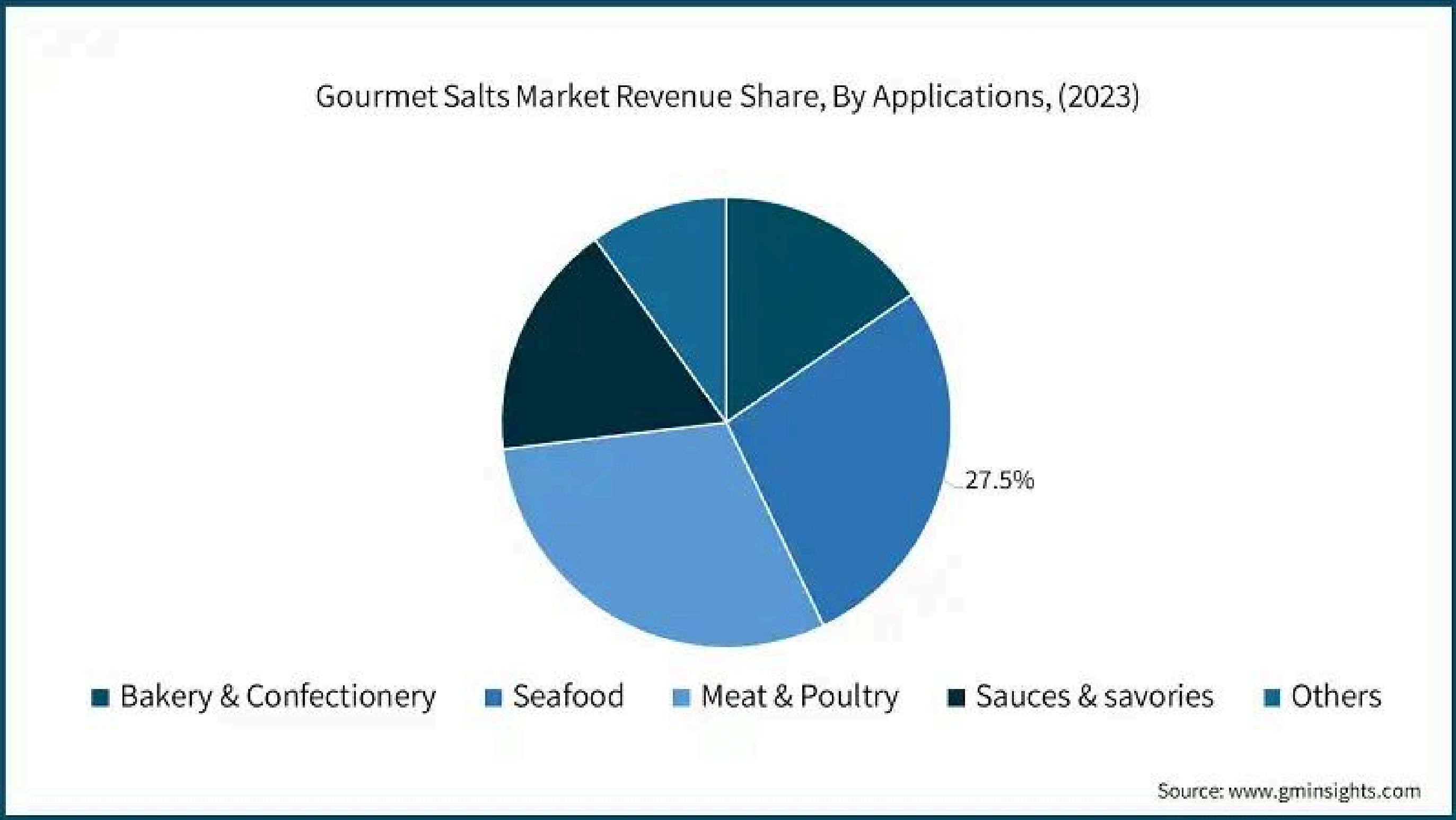
According to *fortunebusinessinsights.com*, the global salt market value was estimated to be **34.07 billion** in 2023 and is expected to **grow to 54.02 billion** in 2032.



# Culinary analysis

According to the graph provided by *gminsights.com*, the biggest product category in the gourmet salt market is fleur de sel.

What makes fleur de sel special is that it is made using traditional French methods and it is hand-harvested. Since it is flakier than our typical salt, it is used as a topping rather than in the cooking process.



# Segmented trends

According to the graph provided by *gminsights.com*, the seafood, meat, and poultry markets are the biggest users of gourmet salts.

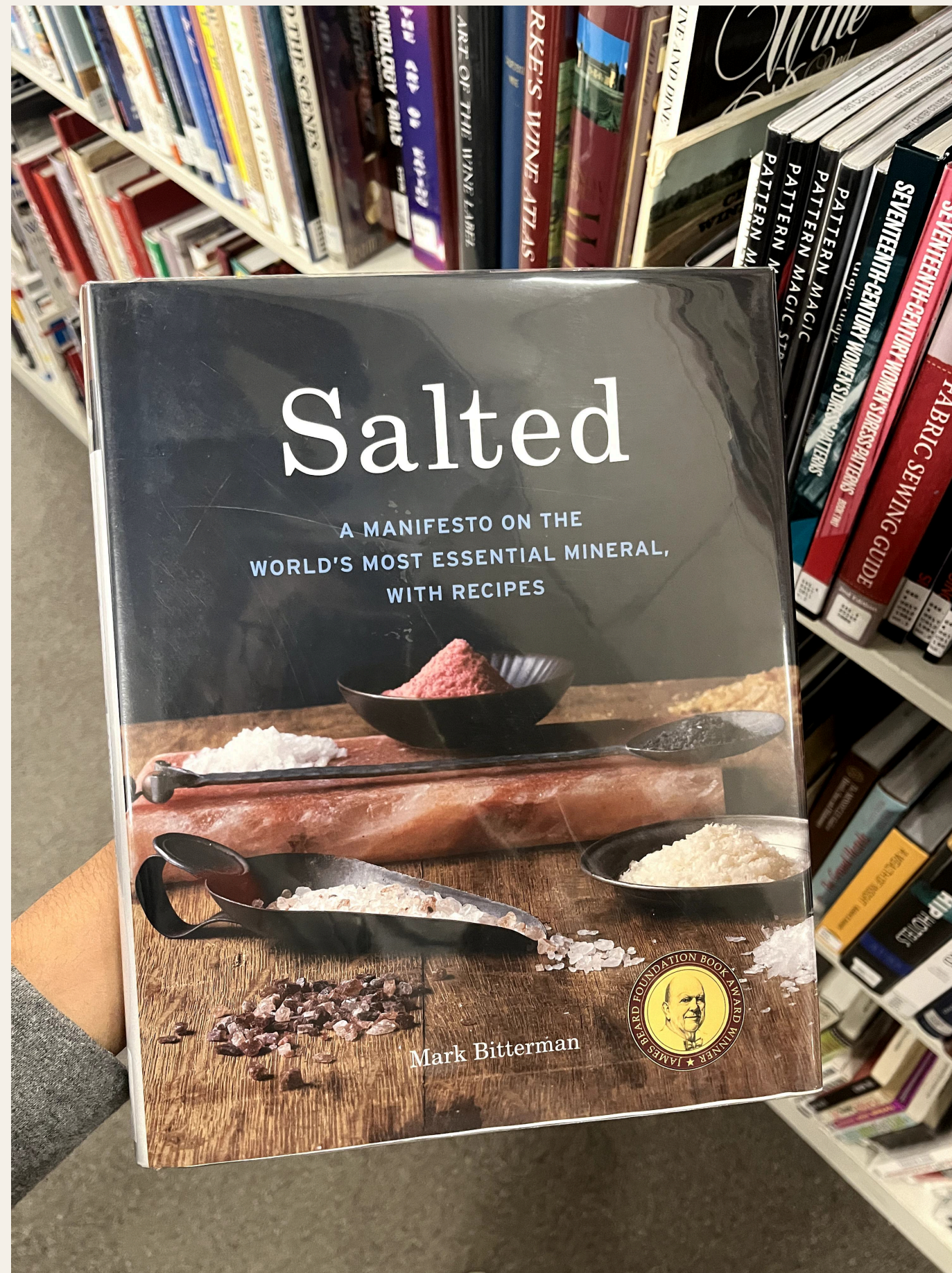


# Observational studies





# Further research





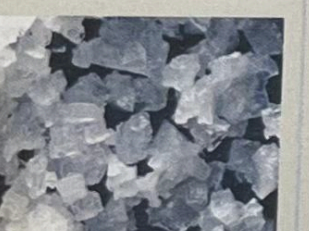



“Artisan salt, on the other hand, sits mostly in obscurity, with few telling its story. **Salt makers are far-flung artisans and are not, as a group, equipped to communicate internationally.** Thus many of the most **ancient, authentic, fascinating, and delicious salts** of the world are, at present, nearly impossible to find for all but the most experienced researchers and adventurous travelers.”

-Mark Bitterman, *Salted*



# Further research

	NAME(S)	DESCRIPTION	APPLICATION	FLAVOR	USE
	Hawaiian black lava salt	U.S. industrial and/or traditional salt; clear blackish, medium, irregular granules; low moisture	finishing, cooking, suitable for milling in grinder or shaving with a grater	tannic, earthy, clean, oceanic, faintly hot	grilled seafood, all pork, sweet potatoes, other moderately moist foods from mozzarella to chiles rellenos
	Himalayan pink, Himalayan rock salt, sendha namak (India), Pakistani namak (India) (page 163)	Pakistani rock salt; white to blood-red small pebbles; no moisture	finishing, cooking, suitable for milling in grinder or shaving with a grater	stainless steel, Play-Doh	pasta water, ground up in baking, negroni rim, venison or buffalo steak, shaved over sashimi, salt brittle
	Iburi-Jio Cherry (page 177)	Japanese modified, smoked shio; caramel-colored fine grains; moderate moisture	finishing	prosciutto, caramel, conifer	squid steak, abalone, miso soup, popcorn, beef filet, raw salmon, toast, ice cream sandwiches, bourbon
	Icelandic Hot Springs (page 171)	Icelandic unconventional salt; blue-white fragmented clumps of powder; low moisture	cooking	acridly mineral, hair-raising, sour Altoids, chalkiness	meat rubs, salt-packed fruit
	Ilocano Asin, Pangasinan Star, Philippine fleur de sel (page 118)	Philippine fleur de sel hybrid; pale white, small, hollow cubes and highly irregular granules; moderate moisture	finishing	almost lemon juice, brine, sun-warmed brambles, timothy grass	rare, simply prepared meats: lamb carpaccio with lemon, aged porterhouse with cracked black pepper; every other cooked food
	Ittica d'Or (coarse)	Italian traditional salt; frosted white, coarse, irregular shards; very low moisture	finishing, cooking	bright, clean, neutral, imperfectly balanced with moderate bitterness	lamb, mutton, roast meats, sheep's milk cheese, hearty seafoods, savory pies, olive oil and olives



Process &  
rebrand  
concept

05

# Why a rebrand?

Lennie says that the brand has been around for twenty years and it's just now starting to gain recognition.

There's opportunity for this product to finally stand competitively against other products.



What if...





# What if...

- ...it was elevated?
- ...it reminded you of an exotic voyage?
- ...it aimed to be the first Filipino salt brand at the forefront?
- ...it had a minimalist philosophy?

Here's the  
rebrand...

# Bring forward the artisans

The rebrand's utmost desire is to bring people on a journey together. The rebrand is here to introduce people to the artisans who've preserved and prepared the way. It's here to ***say thank you.***

# Brand drivers

Our brand wants to remain as a down-to-earth, gourmet culinary experience. We highly revere the artisans who create the products with care.



## New logo

The new xsalt logo embraces handwritten letterforms and highlights the beautiful, reflective nature of the letter x. The handwritten letters represent the handmade quality and the human touch behind each product.



# Activated Brand Taglines

“Building equity, one grain at a time.”

“Hand-harvested quality.”

“It’s not just salt, it’s crafted asin.”

# Roca Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Typography

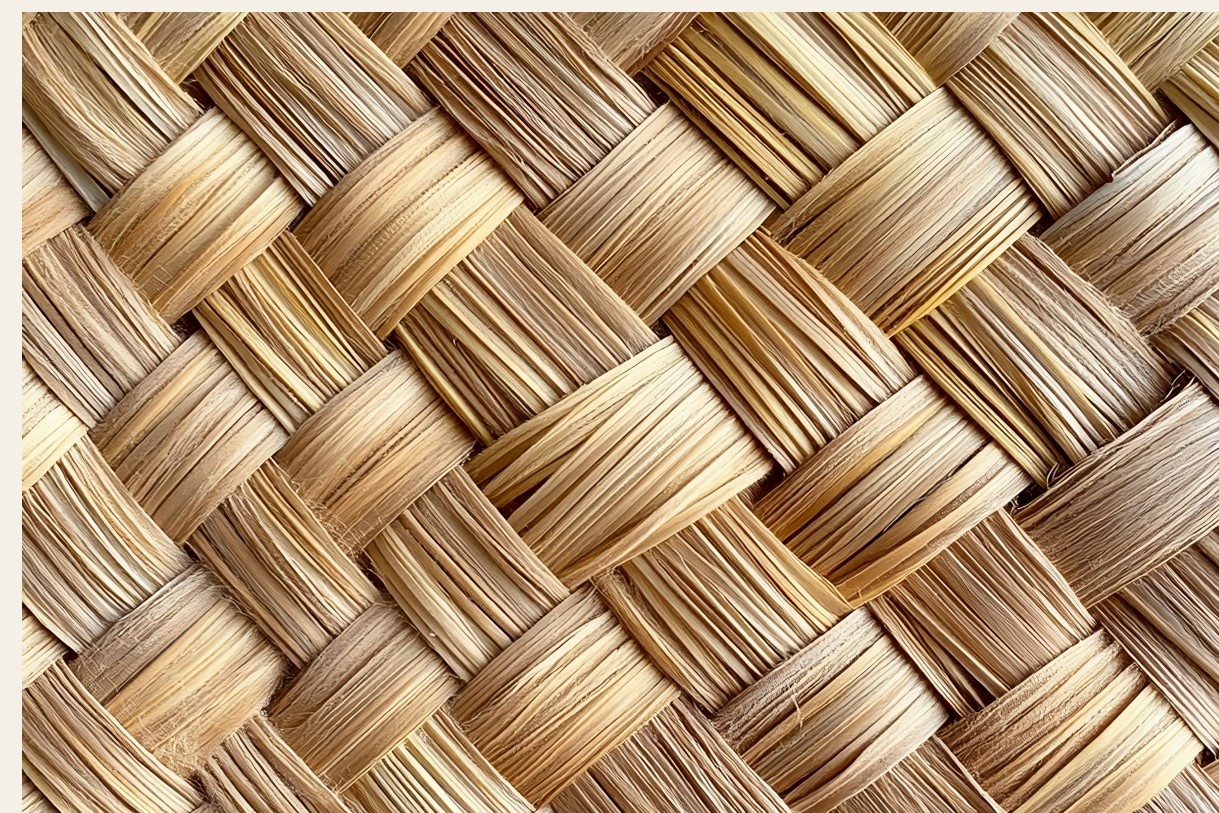
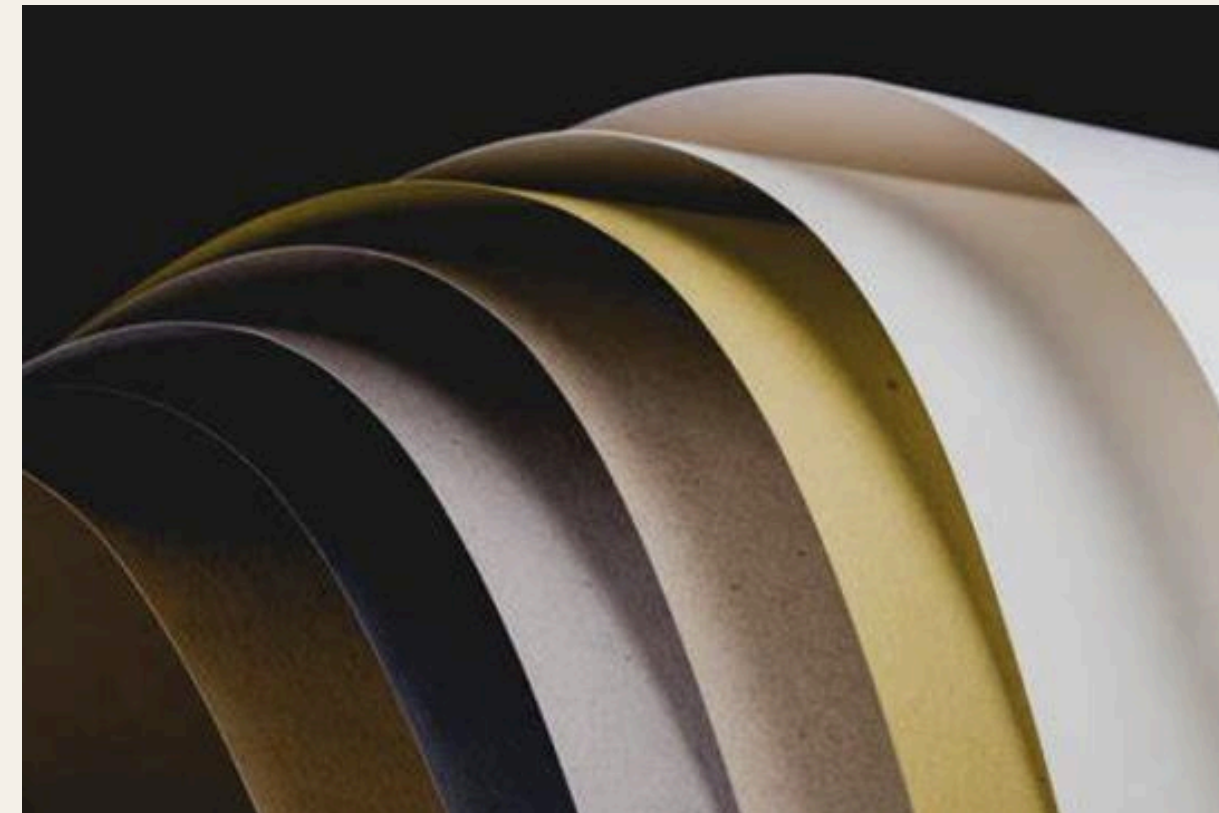
Roca is a serif typeface with round, organic letterforms paired with a few angled strokes. These two subtle characteristics lends itself to designs that feel elevated, yet approachable.



# Brand colors

To help xsalt convey a more artisanal, elevated look and feel, the primary color palette is neutral and reserved. The packaging favors deep, earthy tones and rely on the materials for color.





# Materials

Environmental sustainability is important to this brand as it is part of its reverent and respectful nature. The main materials required to produce this packaging are: recycled chipboard, Neenah environmental papers, ethically-sourced beeswax, and buri palm fiber.





# Chipboard

Chipboard is a lightweight, recyclable material that makes it a favorable choice for businesses trying to reduce their carbon footprint. Additionally, it's durable and has a premium finish that makes it ideal for a variety of packaging solutions.





# Neenah Paper

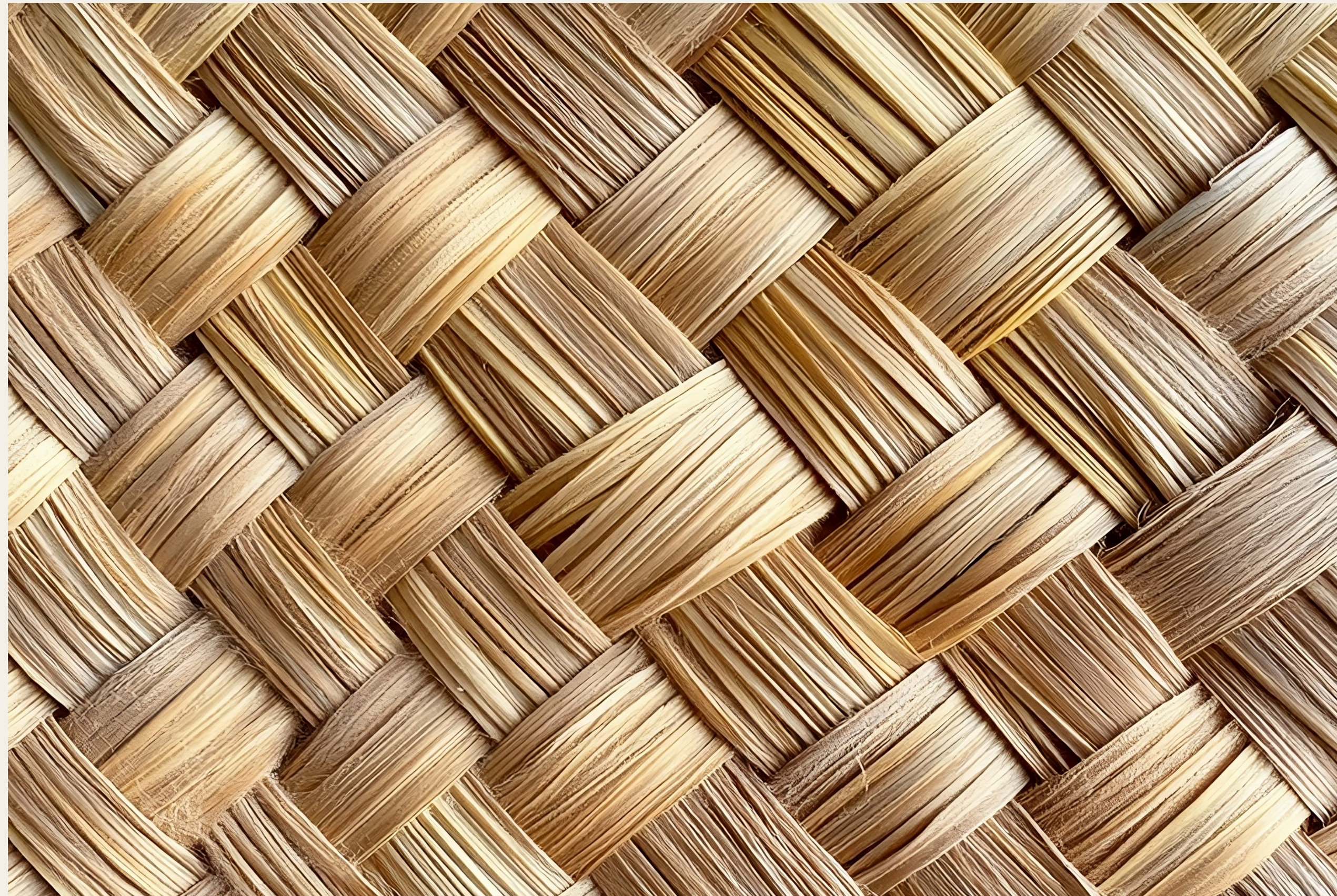
Neenah Environmental Paper is a practical choice for wrapping rigid boxes due to its use of post-consumer fibers and certifications that ensure responsible sourcing. Their high-quality texture and printability allow for good designs without compromising environmental values. The two main papers used would be Classic Crest® Papers Epic Black Smooth and Neenah® Pearl papers Sterling Smooth.



## Beeswax

Due to its natural water-repellent nature, beeswax helps preserve the salt's integrity by keeping out moisture. Its food-safe and biodegradable nature ensures a sustainable choice without compromising product safety. It not only protects but also ensures the artisanal quality of the packaging, aligning with environmentally conscious values.





## Buri palm fiber

Buri palm fiber is a key material that ties back to building equity. Buri palm fiber is a biodegradable material that is flexible enough to turn into a variety of woven products. By using this material, we can continue to employ talented basket-weavers in the region and showcase their work.



# Audience

This rebrand is catered towards those adventurous in spirit and seek experiences that are bigger than themselves. This is for the people who not only have an acute interest in artisanal, authentic flavors, but also care about social equity when making brand decisions.





# Meet Lysa

Meet Lysa. Lysa loves to travel. She loves how the ocean always calls her name and she makes an effort to learn about any local culture/ flavor she finds herself in. Lysa feels a deep connection to the world around her and always seeks unique experiences.





## Her motivations

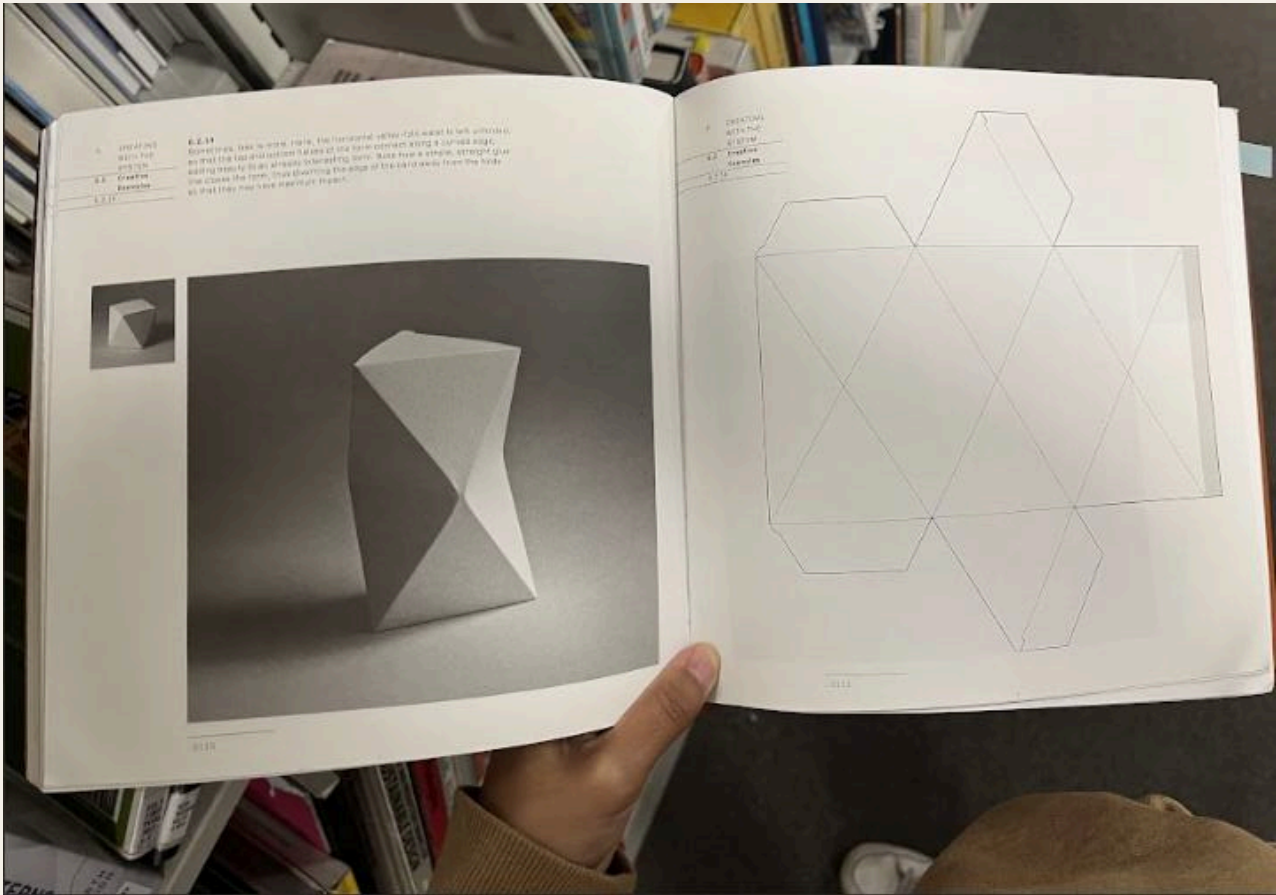
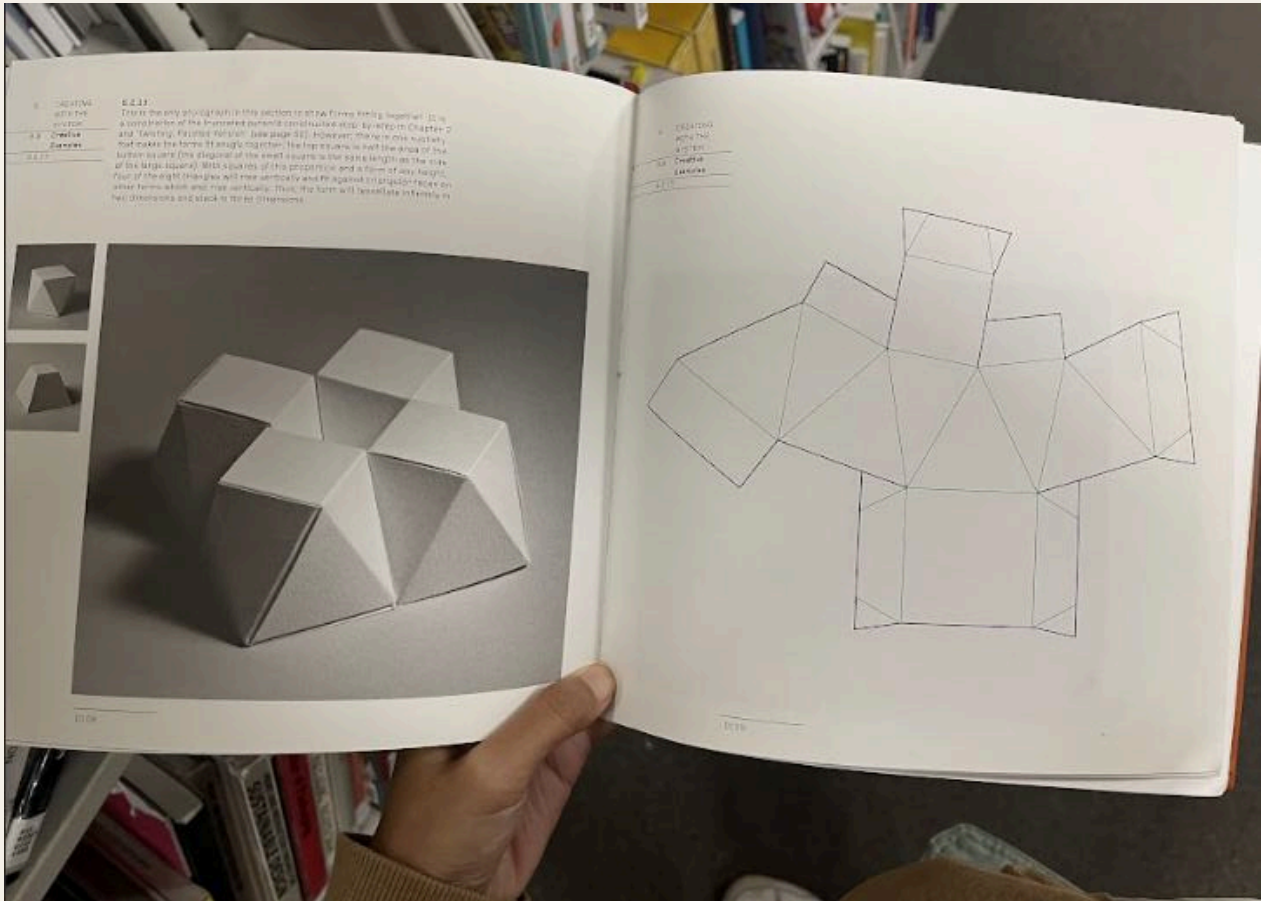
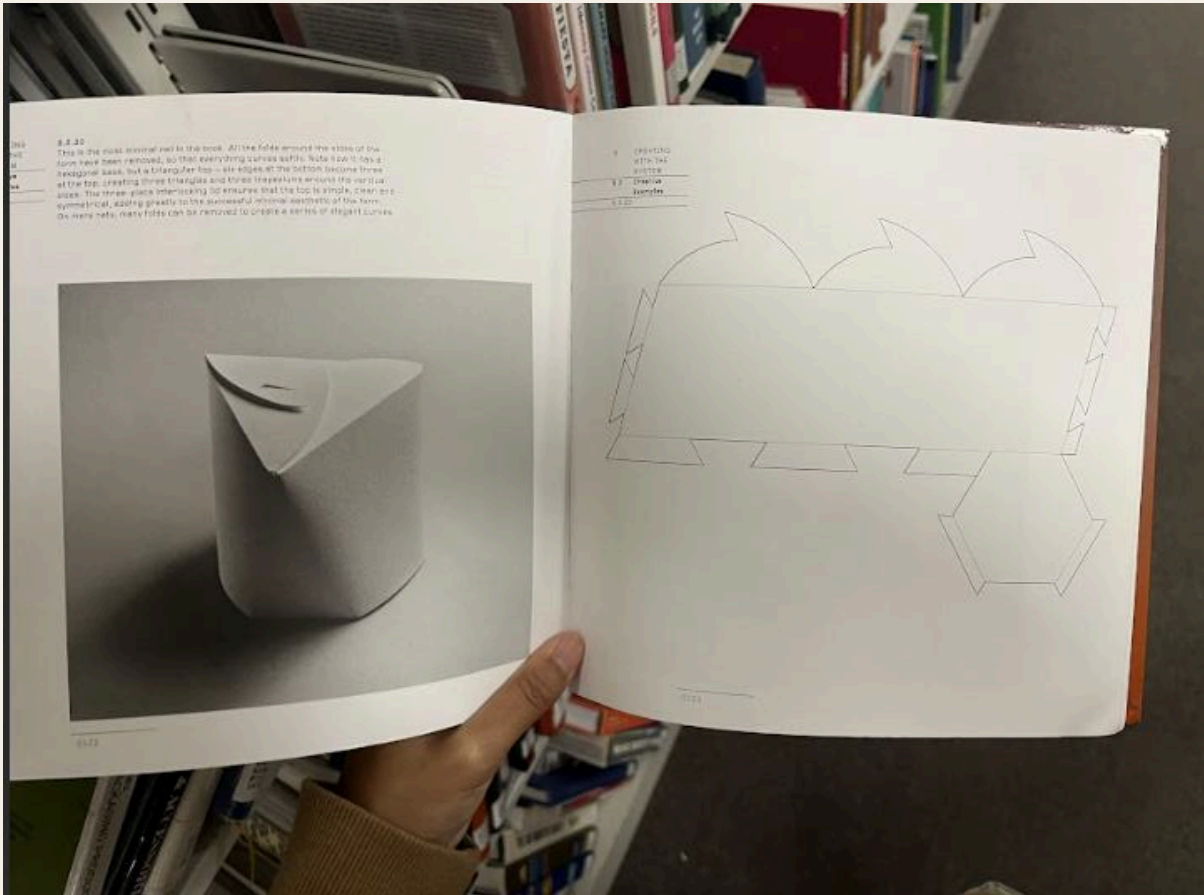
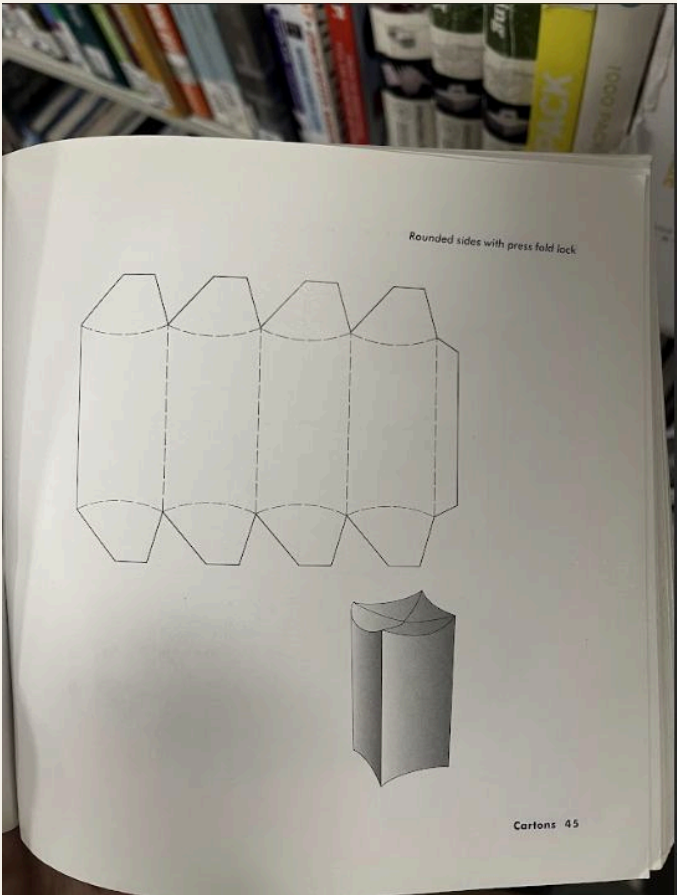
Lysa wants to live a life full of interesting experiences and connective to other people.

**Food is one of the biggest ways she connects to a local community.** Before she travels, she researches the **local flavor**. When she cooks, she makes sure to **cook using the proper cultural ingredients and techniques**.

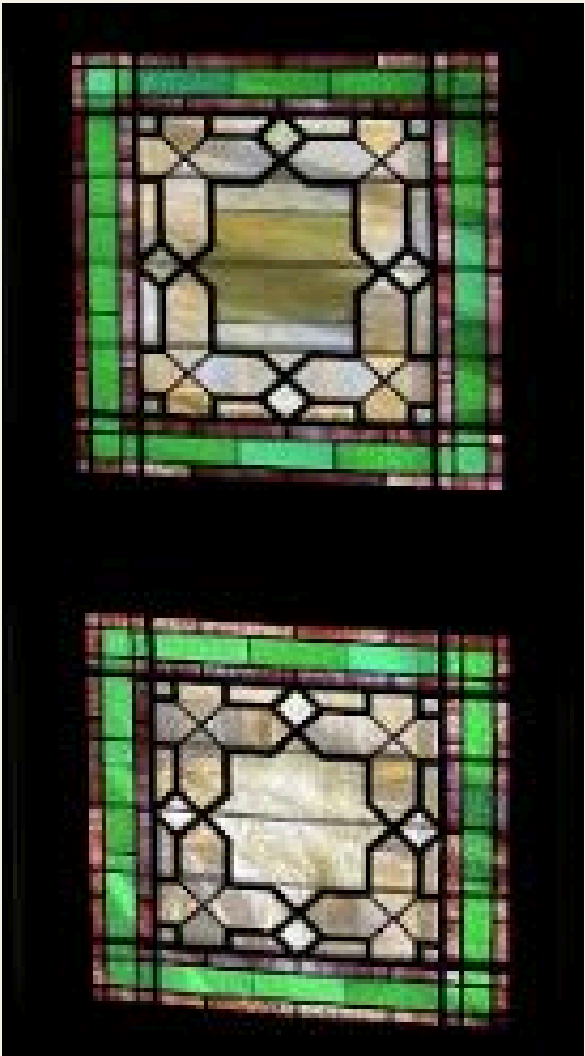
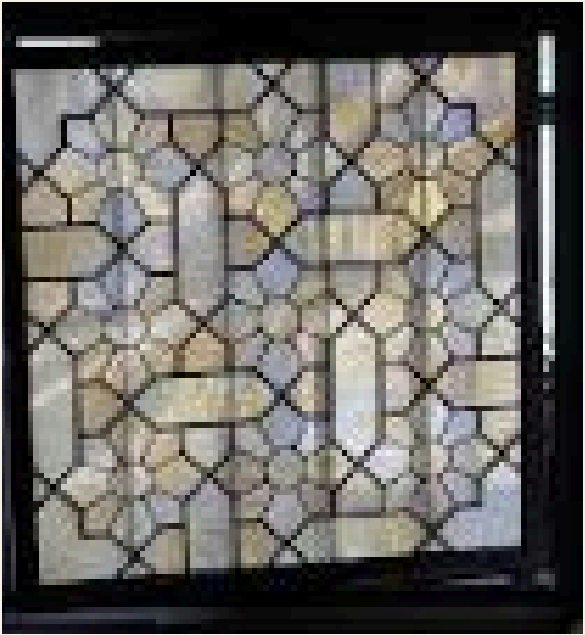
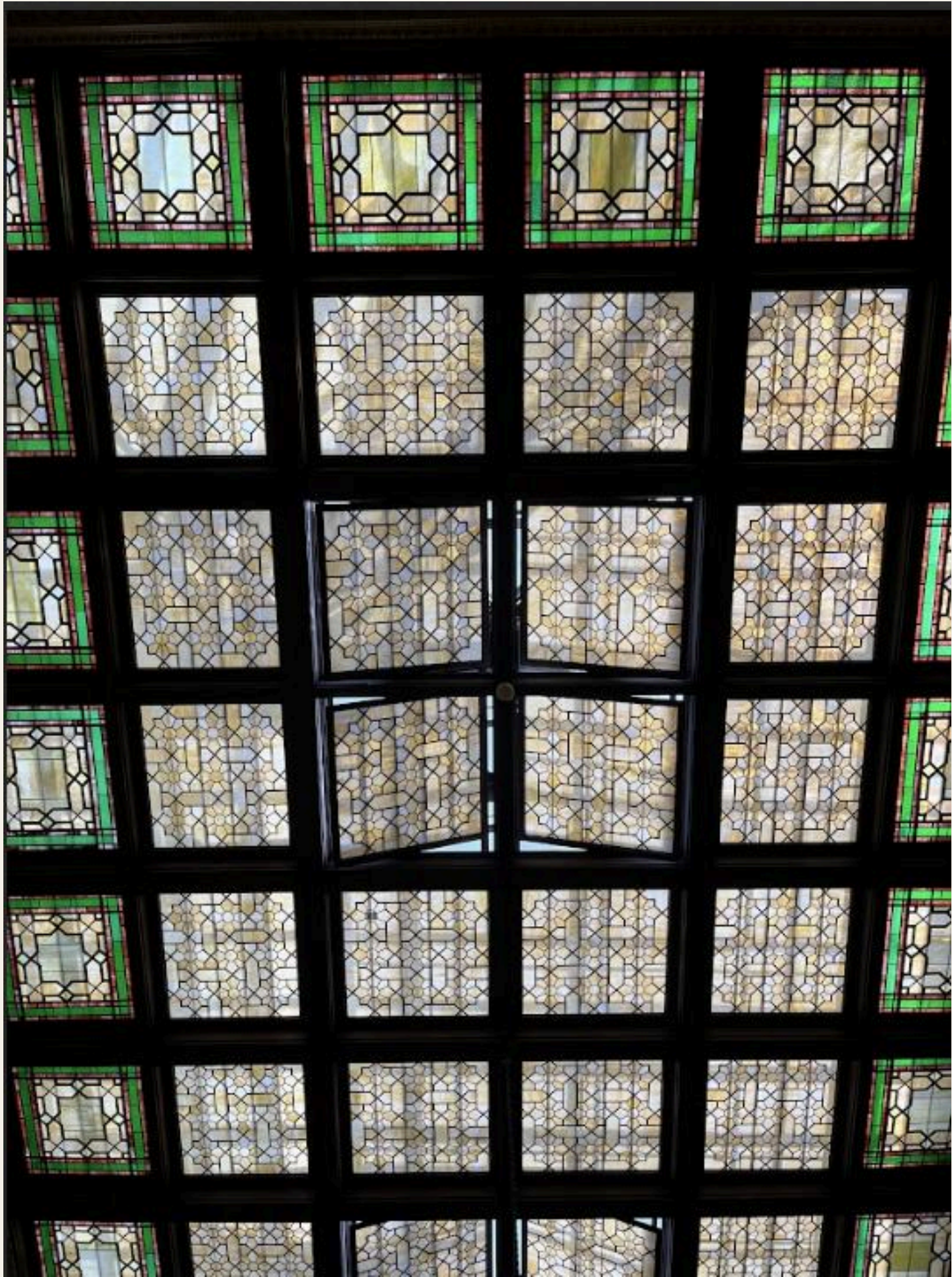
# Process

# Inspiration

“It’s not just salt, it’s asin” -XROADS branding



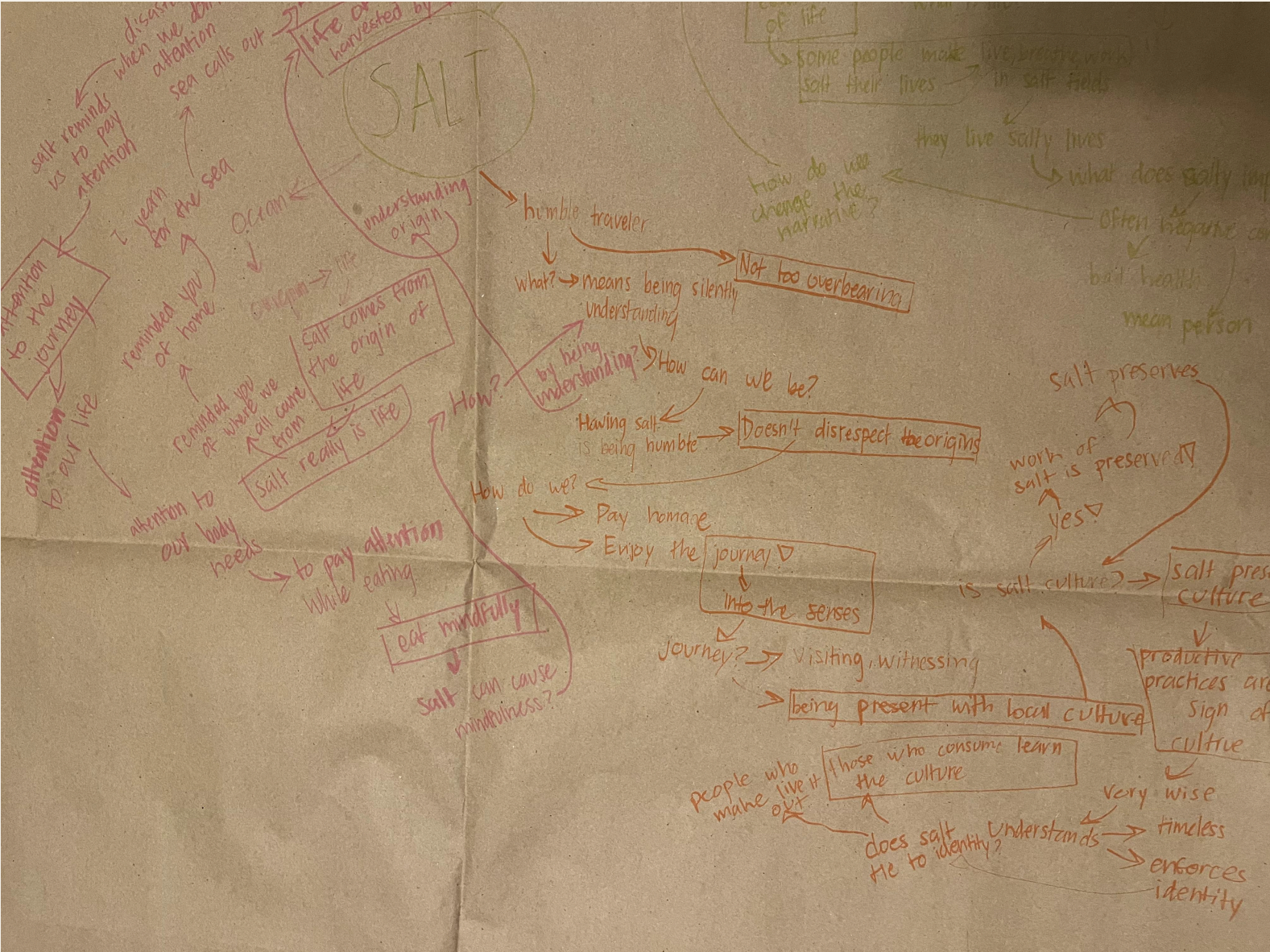




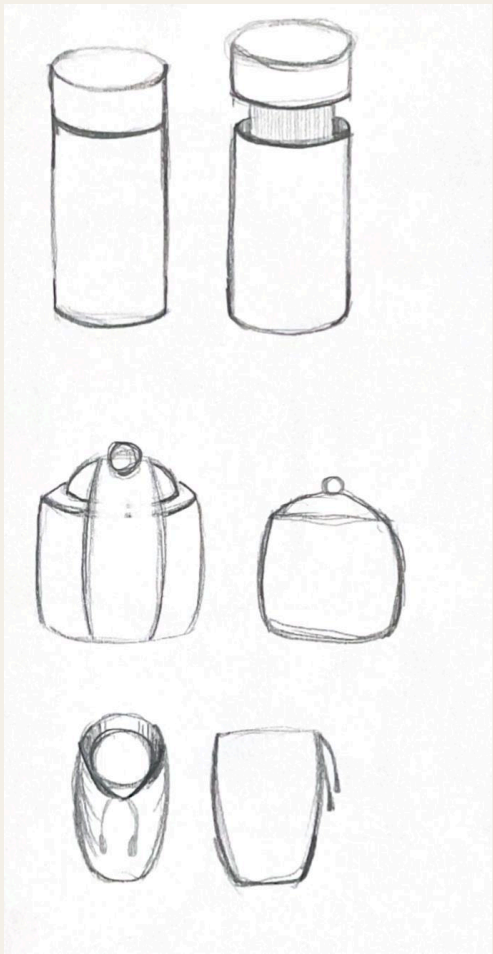
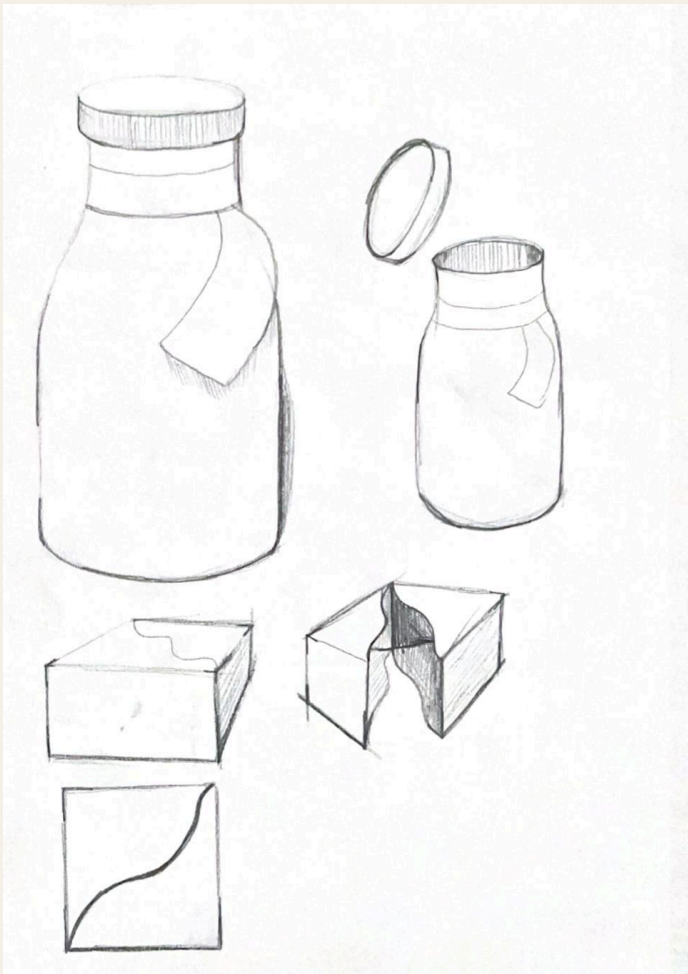
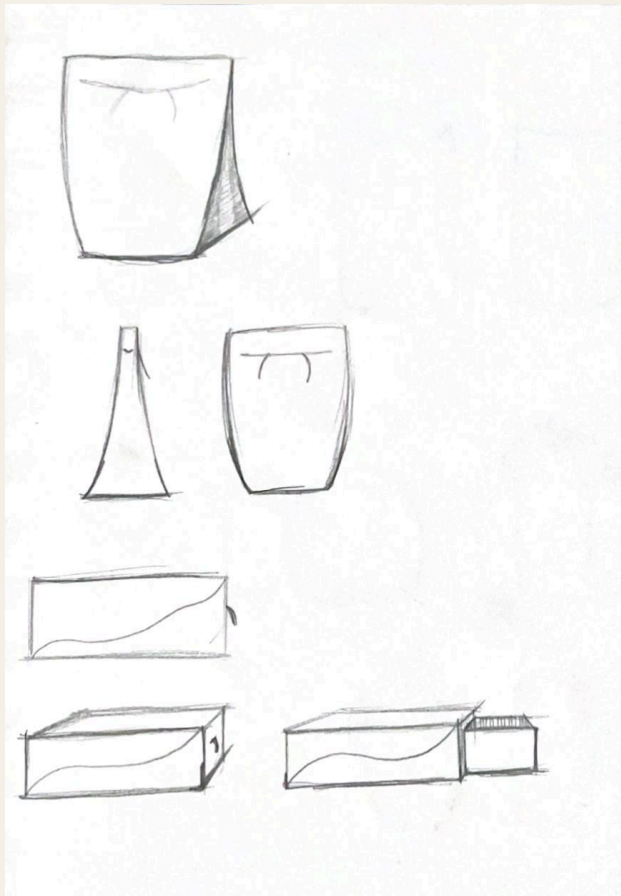
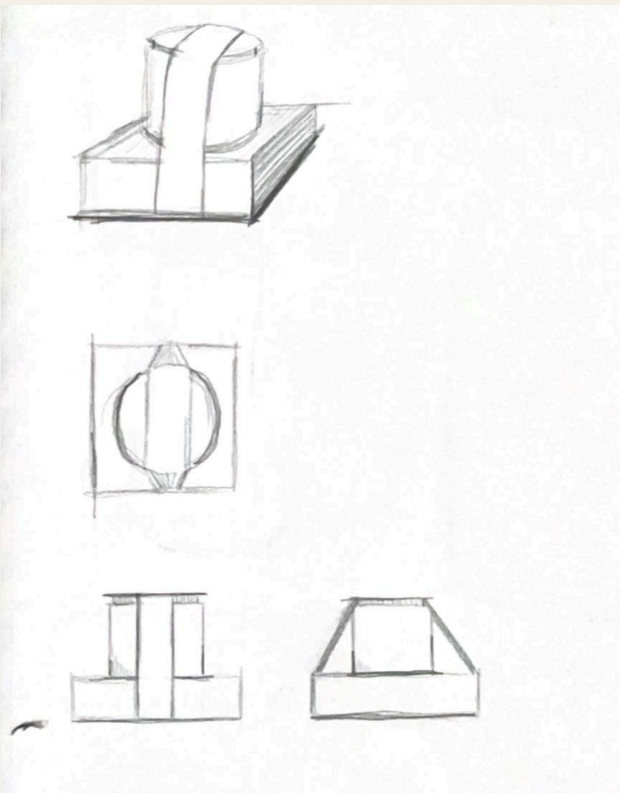
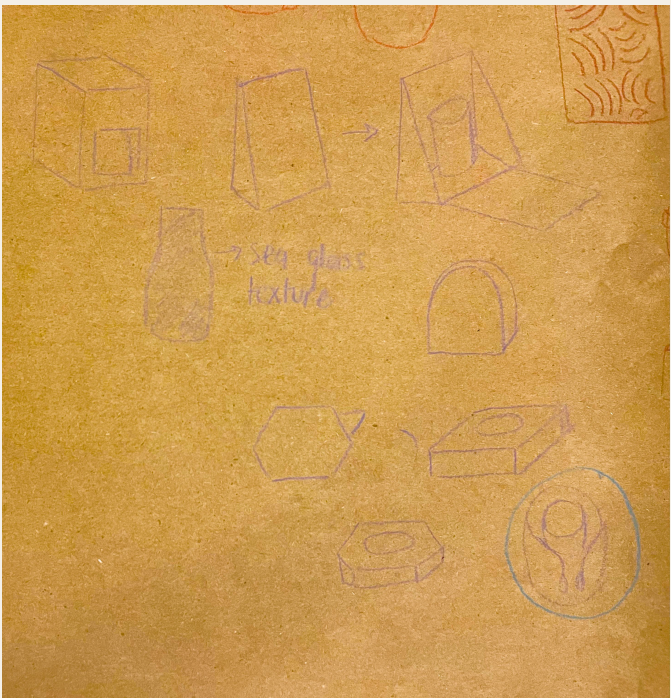
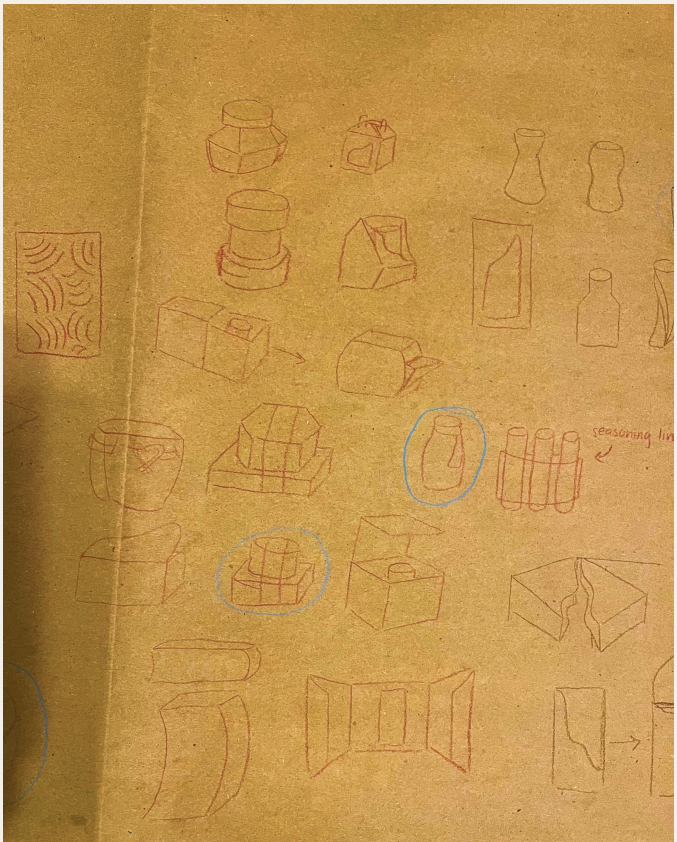
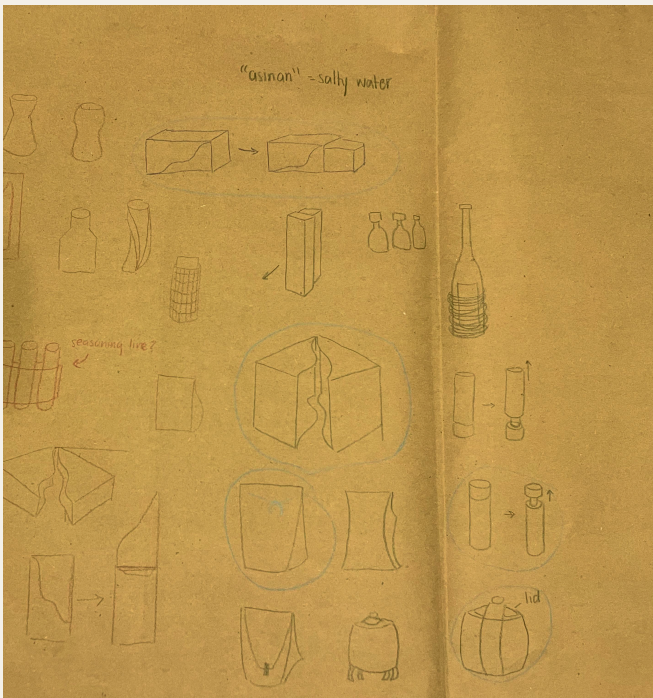
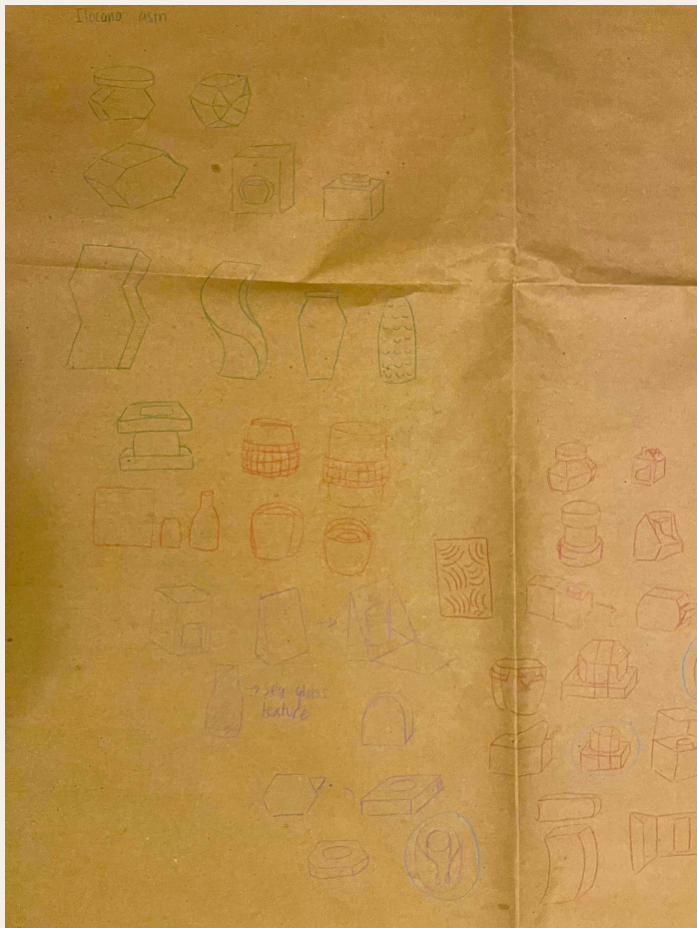




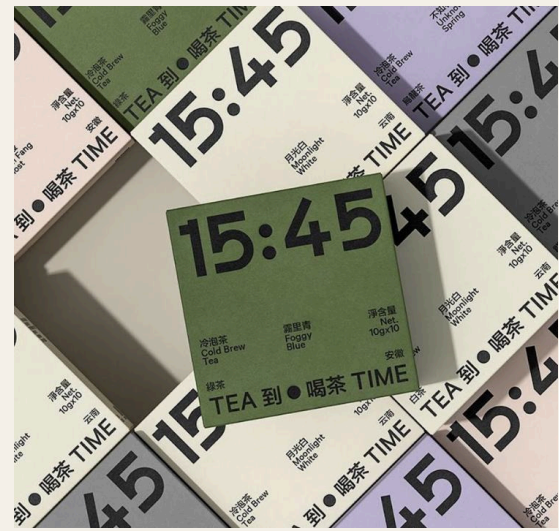








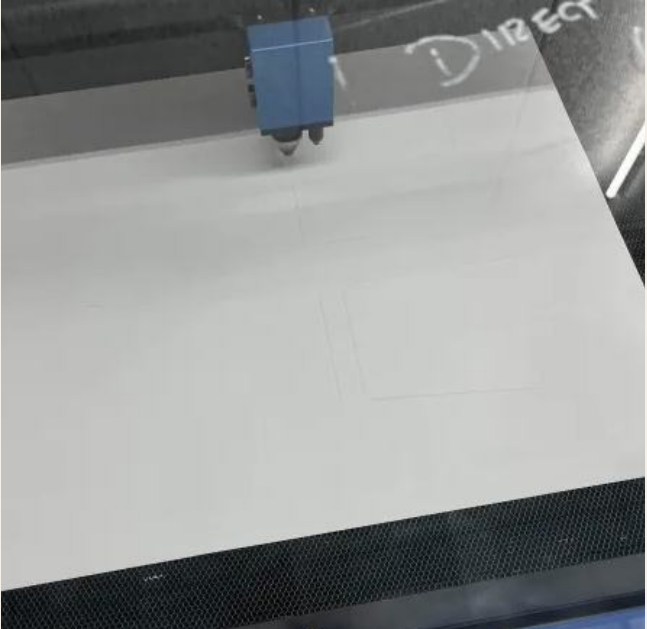
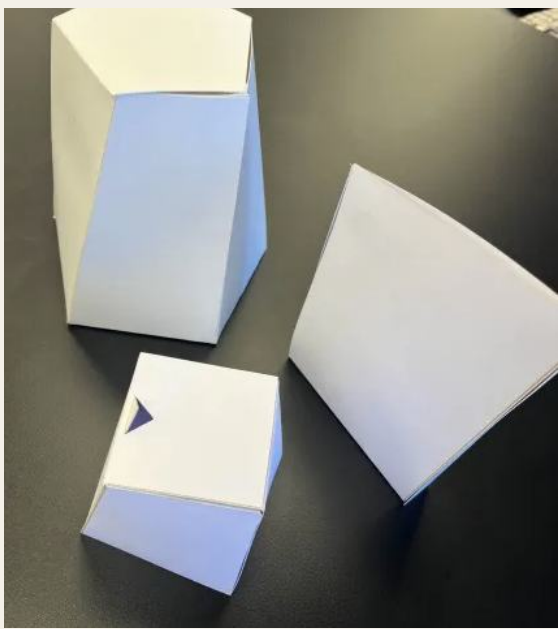
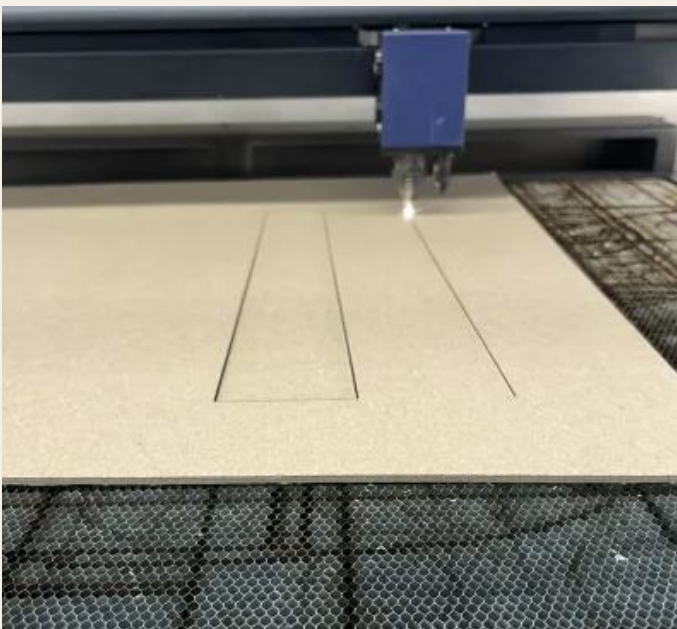
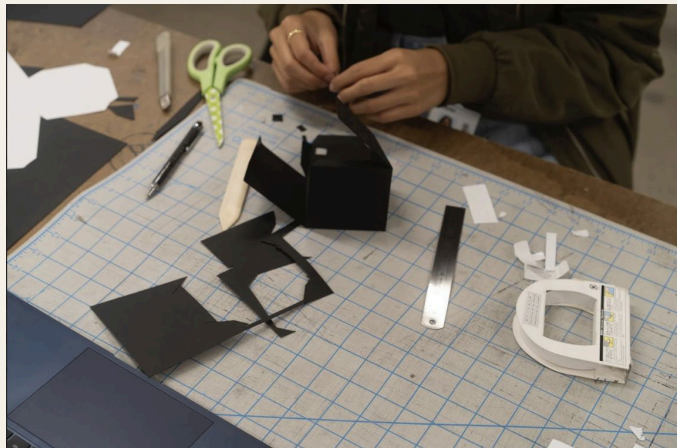
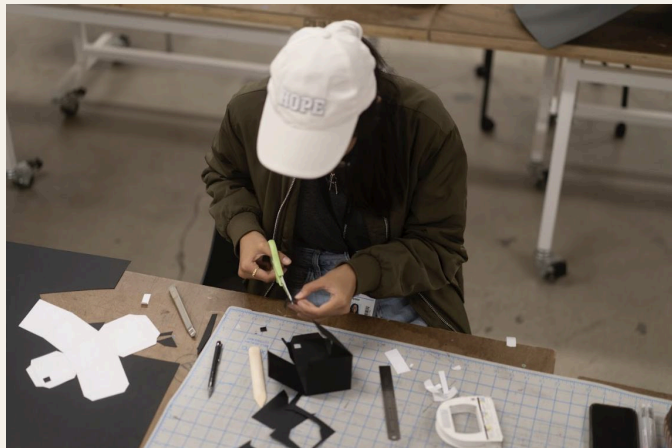
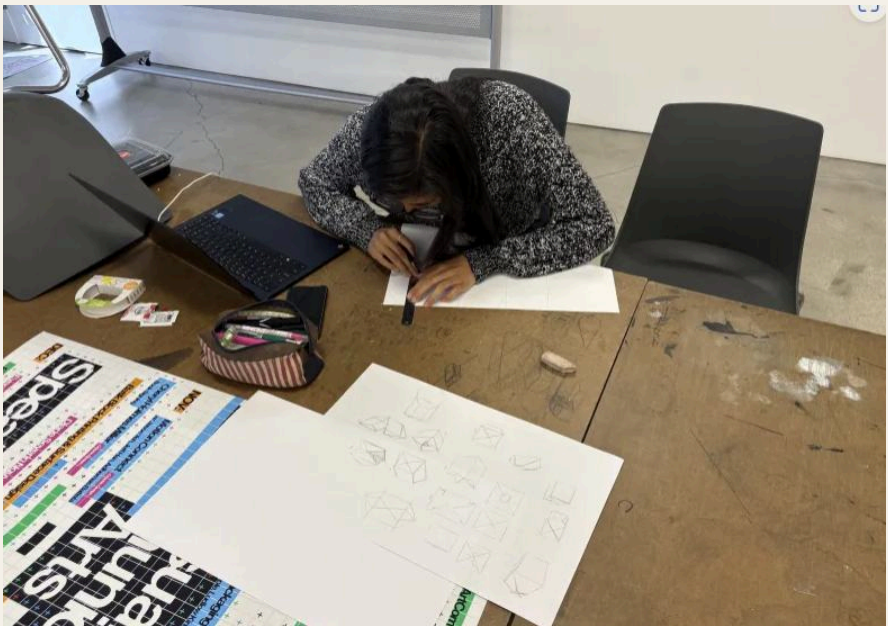




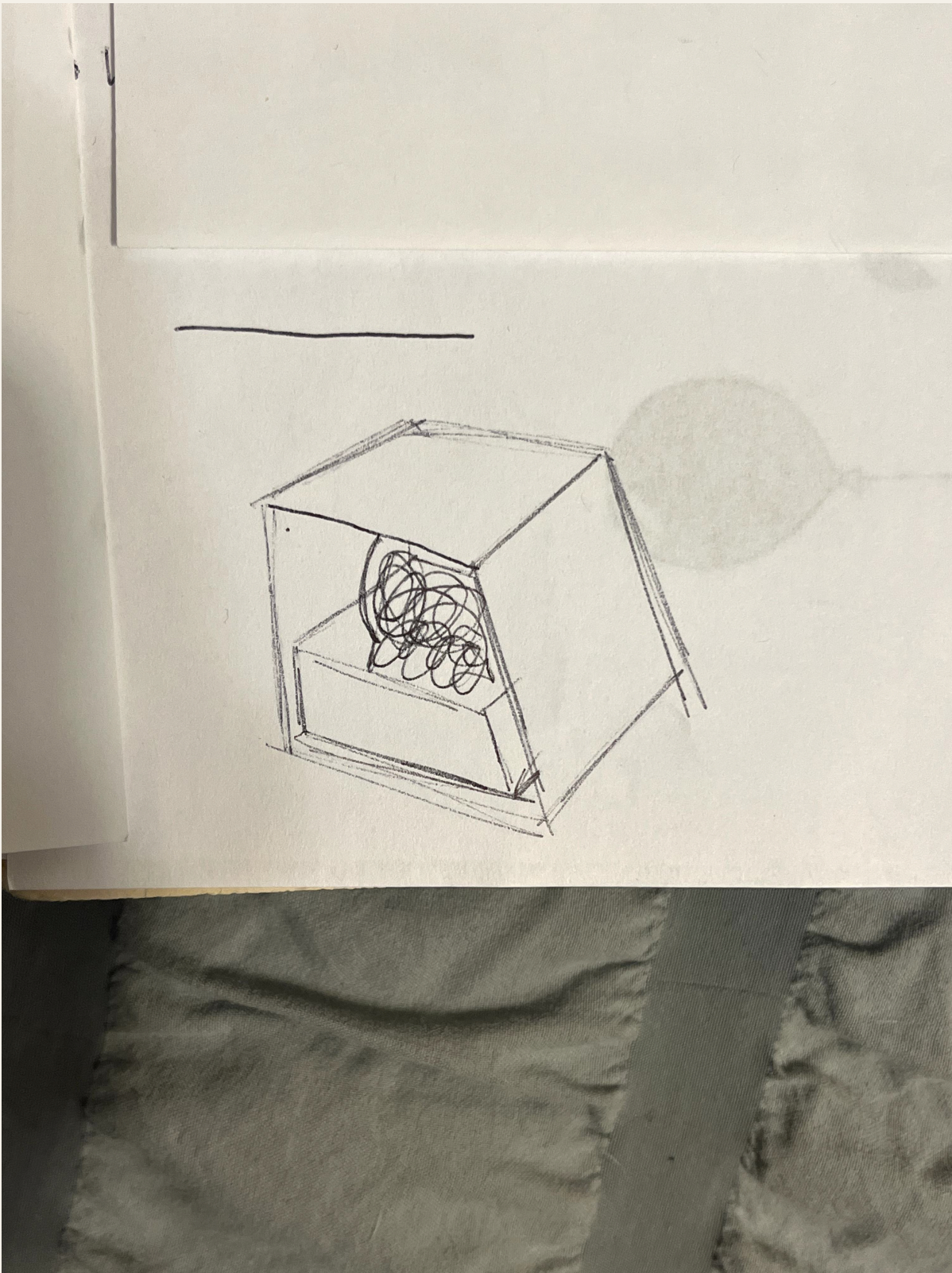






















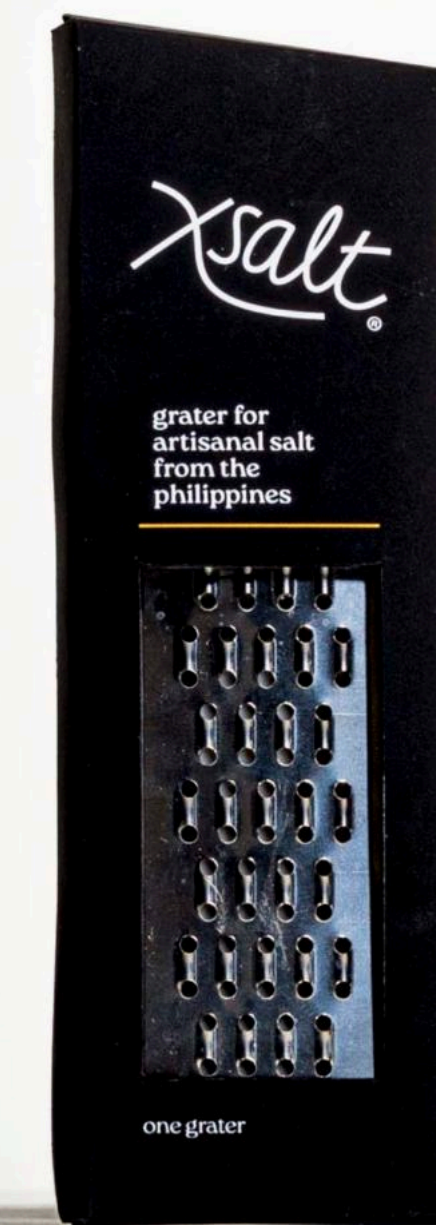
After much trial  
and error...



# Final packaging

06

















artisanal  
liquid  
seasoning

lemon citrus

net wt. 8oz



The logo features the word "xroads" in a lowercase, sans-serif font. The "x" is white, while the "roads" is a light gray. A small cluster of white dots is positioned above the top left of the "x". Below "xroads" is the text "PHILIPPINE SEA SALTS" in a white, uppercase, sans-serif font, followed by a registered trademark symbol (®).

xroads  
PHILIPPINE SEA SALTS®

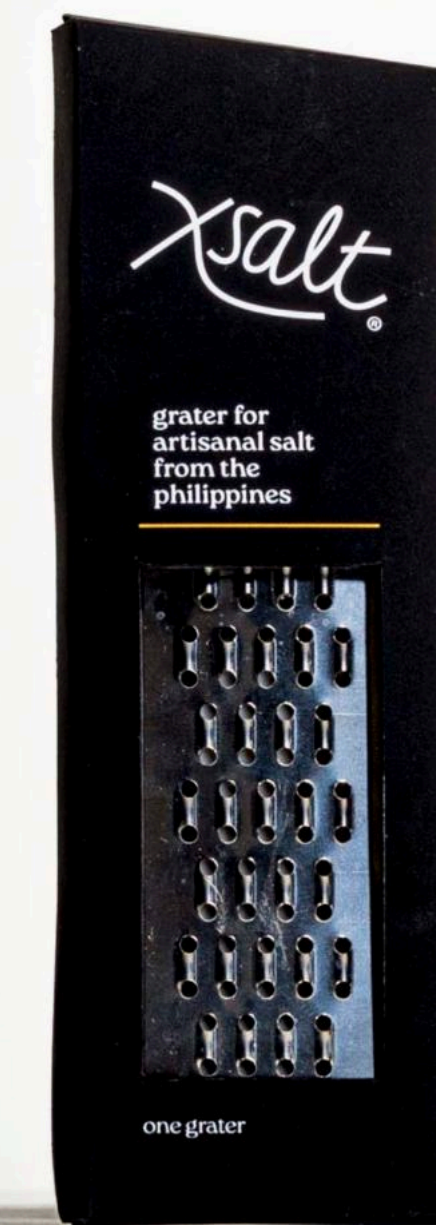


*xsalt*®











**Salamat/  
Thank you!**