



Design.
Build.
Eat.

A collection of various pizza toppings including green basil leaves, red chili peppers, white mushrooms, and slices of red onion, scattered around the central text.

Brand. Guidelines.

Logo



- Primary Logo:
This version of the logo should be used on black or coloured backgrounds.

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- Tagline:
The tagline is displayed above and can be used in isolation.



- Secondary Logo:
This logo should be used on white backgrounds. **NOTE** white BOX above is not part of the logo.



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- Combined:
The Project Pizza logo and tagline should can be displayed in two ways which are outlined above.

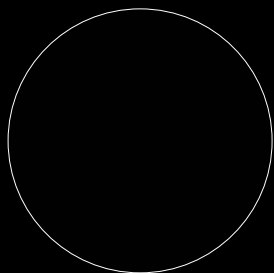


- Project Pizza logo should be placed in the top right-hand corner when collateral contains substantial copy. **NOTE** Logo placement and logo type is depending on collateral dimensions and will be at desinger discretion.



- Project Pizza logo for imagery heavy collateral can be placed anywhere around main messaging. **NOTE** Please advise opinion of professional designers for this.

Colour



→ Project Pizza **Black**

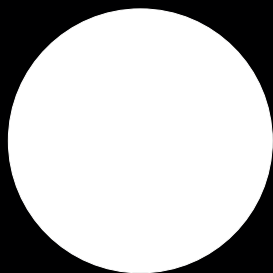
PANTONE®

Process Black C

CMYK 40 40 40 100

RGB 00 00 00

HEX 000000



→ Project Pizza **White**

PANTONE®

11-0601 TCX Bright White

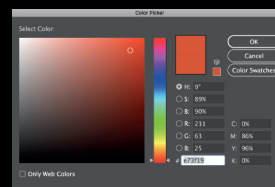
CMYK 0 0 0 0

RGB 255 255 255

HEX fffffff

→ Other colours for Project Pizza are based on the photography used on the collateral. Below is an example of how to get the correct colour values in order to maintain continuity.

NOTE Please advise the opinion of professional designers to ensure consistency amongst colours values.



→ **Pepperoni Red**

PANTONE®

179 C

CMYK 0 87 85 0

RGB 231 63 25

HEX e73f19



Typography

PRIMARY FONT

→ **Raisonne DemiBold**
Used for titles & headers. To only be used in Sentence case and NOT to be used with CAPS.

Raisonne
AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUuV
vWwXxYyZz
0123456789
? ! , . ; ' " () * &
The quick brown fox jumps
over the lazy dog.

SECONDARY FONT - STYLE 1

→ **Franklin Gothic**
Used for text and small print.
In sentence case.

Franklin Gothic Book
AaBbCcDdEeFfGgHhIiJj
KkLIMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789 ? ! , . ; ' " () * &
The quick brown fox
jumps over the lazy dog.

Franklin Gothic Medium

AaBbCcDdEeFfGgHhIiJj
KkLIMmNnOoPpQqRrS
sTtUuVvWwXxYyZz
0123456789 ? ! , . ; ' " () * &
The quick brown fox
jumps over the lazy dog.

SECONDARY FONT - STYLE 2

→ **Franklin Gothic**
Used for text Titles.
In CAPS case ONLY.
Tracking set to 75.
Font size set smaller than style 1.

FRANKLIN GOTHIC BOOK CAPS
AABBCCDDEEFFGGHHIIJJKK
LLMMNNOOPPQQRRSSTTU
UVVWWXXYYZZ
0123456789 ? ! , . ; ' " () * &
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

EXAMPLE

Primary Font
SECONDARY STYLE 2
Secondary style 1. The
quick brown fox jumps
over the lazy dog.

Photography

→ Product shot style:

- Top down shot of Pizzas
- On black slate
- Ingredients on pizza sprinkled around outside as if the pizza has just been made
- Freshly cooked / Appetising shot
- One side of the image (left or right) left uncluttered / empty to allow for background extension and text placement (see image right)
- Ensure easy to cut pizza out for isolated pizza cut outs (no overhanging ingredients over the crust)
- Images to be colourful and vibrant
- Background as dark as possible but with texture of slate coming through
- Other props may be used sparingly

→ Product Shots



→ In Store



→ Ingredient Cut Outs



→ Black & White



→ The way this effect can be achieved is by following the instructions below through Adobe Photoshop:

- Open image into Photoshop
- Go to Image > Mode > Greyscale
- Create a black rectangle over image
- Change opacity of rectangle to 70% opacity
- Then flatten artwork via Layers panel

Graphic Language



→ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

→ Main messaging type/paragraph placement is playful stackable nature. Supporting text should always be left aligned.

→ Black background should be at minimum take up 70% of collateral to keep it minimal.

→ Photography should be cut if possible. If photo is a full image a black gradient should be used in order to fade into black background.

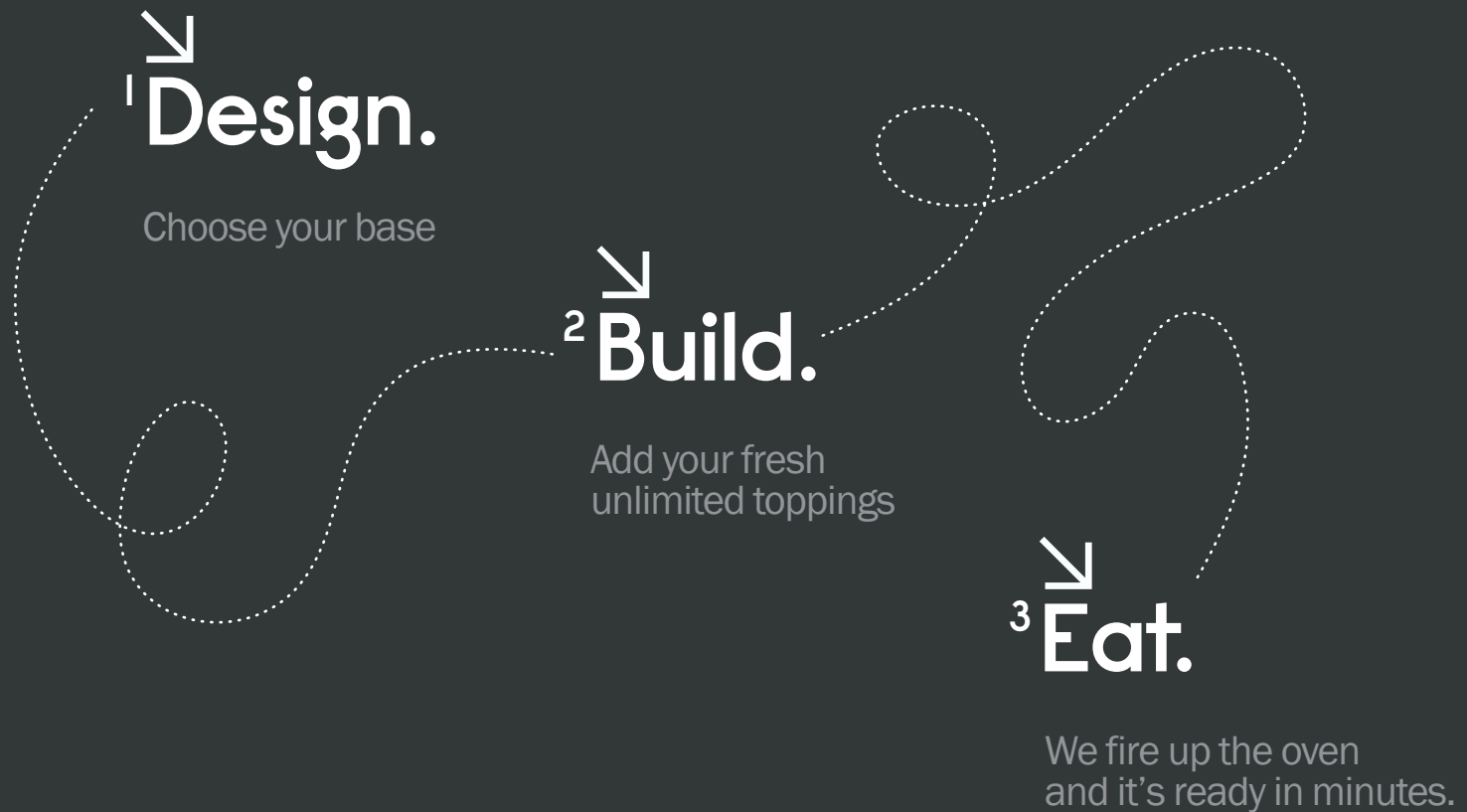
→ Cut out photography can be placed behind or overlapping main messaging. Cut out placed behind text must have a shadow effect applied.

→ Ink dropped colour from photography ingredients should be used to highlight important information. Used sparingly.

→ Please view examples of previously made collateral with these rules in action.

Brand In Action

→ This can be used as a poster, on screens, flyers or any collateral that will help customers understand what they can do to build their perfect Pizza.



Brand In Action

→ This word bank helps explain the type of language and wording that should be used when discussing Project Pizza. This can help inform the copy for promotional material or be used as a poster for staff to reference when talking to customers.

Build.

Design build eat.
Build your own pizza
Personal
Choice
The way you like it
You made it
Be Creative

Fresh.

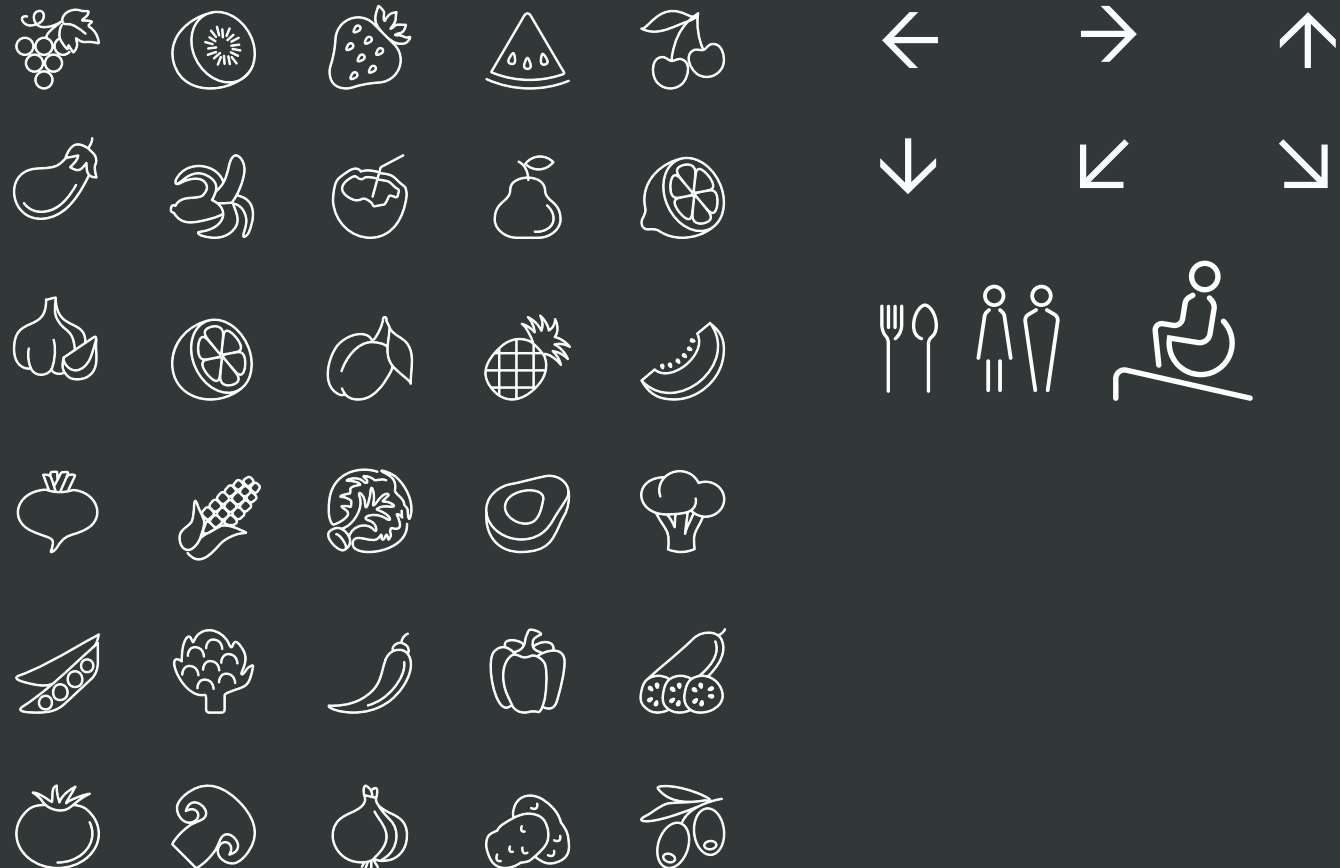
Fresh dough, made
each morning, never
frozen
Fresh sauces
Fast and Fresh
Made daily
Artisan
Hand made pizza

Convenient.

Quick
Easy
Unlimited
Endless
New

Brand In Action

→ These icons outline the style Project Pizza use. These can be used to highlight particular points of copy or highlight interest to the customer. Can be used on any collateral where deemed appropriate.



Brand In Action

→ The posters shown here are to promote and celebrate the brand's ingredient range and freshness. These can be at any large A size, primarily would be used in-store or can be adapted for social media outlets.

