



# BRAND GUIDE

A close-up photograph of a hand with green nail polish holding a slice of pizza. The cheese is melted and stretching, creating a dramatic effect. The background is dark and out of focus, showing a pizza oven.

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## WHO IS THIS GUIDE FOR?

This brand style guide is meant to be shared not only internally, but with media, vendors, and agencies to brief them on how to portray your brand consistently and in the best possible light.

## WHY IS THIS GUIDE IMPORTANT?

This guide does not exist to limit creativity, but to protect it by keeping your brand identity consistent and recognizable. This is where brand value is built. When everyone honors the same set of guidelines, we can ensure that your visual brand will not only remain cohesive and professional but will communicate one cohesive message.





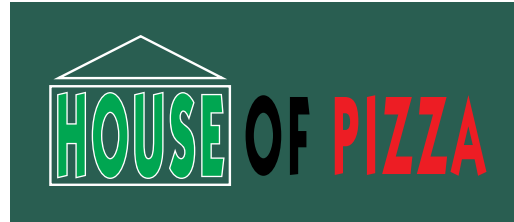
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## MAIN LOGO

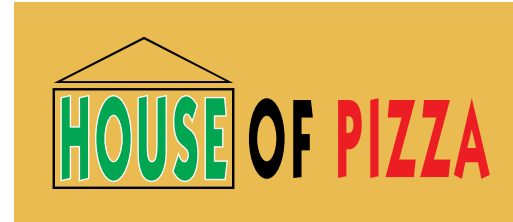
This logo lockup is the core Full Color Logo.



Horizontal Logo with Black Outline



Horizontal Logo with White Outline



Horizontal Logo with White Outline



Horizontal Logo 2



Horizontal Logo 2



Horizontal Logo 2



Horizontal Logo 2



Horizontal Logo Reverse



Horizontal Logo Reverse



House Logo



House Logo Reverse

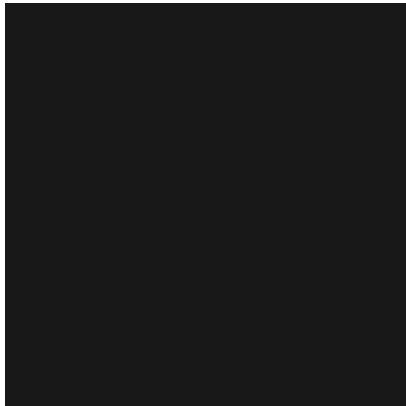


House Logo 1 Color Black



House Logo 1 Color White

## PRIMARY COLORS

**BLACK**

HEX #191918  
 RGB 25, 25, 24  
 HSB 210°, 50%, 13%  
 CMYK 0, 0, 0, 100  
 PMS BLACK 6 C

**BASIL**

HEX #47A347  
 RGB 72, 163, 69  
 HSB 126° 65% 69%  
 CMYK 39, 9, 100, 4  
 PMS 7738 C

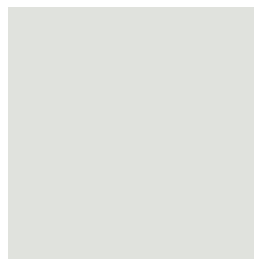
## SECONDARY COLORS

**FRESCO**

HEX #285D51  
 RGB 40, 93, 80  
 HSB 166, 61, 36  
 CMYK 80, 21, 60, 48  
 PMS 626 C

**ORO**

HEX #EABC51  
 RGB 234, 188, 83  
 HSB 358°, 63%, 84%  
 CMYK 1, 21, 76, 01  
 PMS 2006 C

**BIANCO**

HEX #E0E2DD  
 RGB 224, 226, 221  
 HSB 85°, 2%, 89%  
 CMYK 15, 16, 27, 0  
 PMS 6197 C 75%

**ROSSO**

HEX #CE2128  
 RGB 206, 0, 25  
 HSB 358°, 89%, 77%  
 CMYK 0, 100, 100, 0  
 PMS 3546 C

**ROMA**

HEX #DA6A31  
 RGB 218, 106, 51  
 HSB 20.81, 71%, 52%  
 CMYK 0, 67, 89, 2  
 PMS 7578 C

# Rubik Black

HEADLINES

Aa

Bb Cc Dd Ee Ff Gg H H Bc Cc Dd  
Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz 0 1 2 3 4 5 6 7 8 9 ~ ! @ #  
\$ % ^ & \* ( ) < > ?

# Yellowtail

SUB-HEADER / ACCENT

Aa

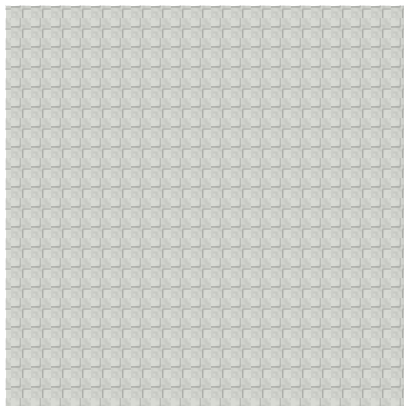
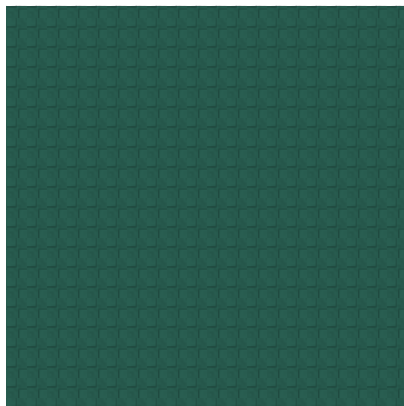
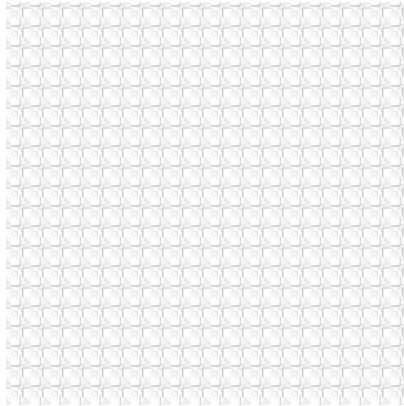
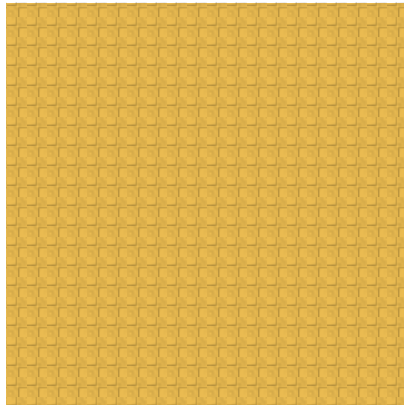
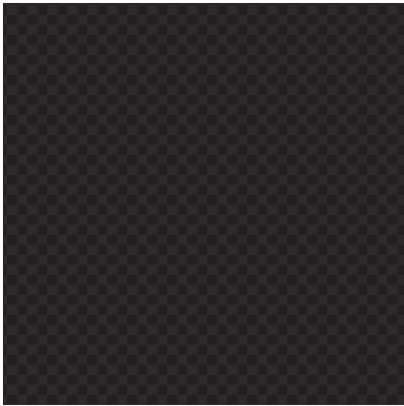
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Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ &  
\* ( ) < > ?

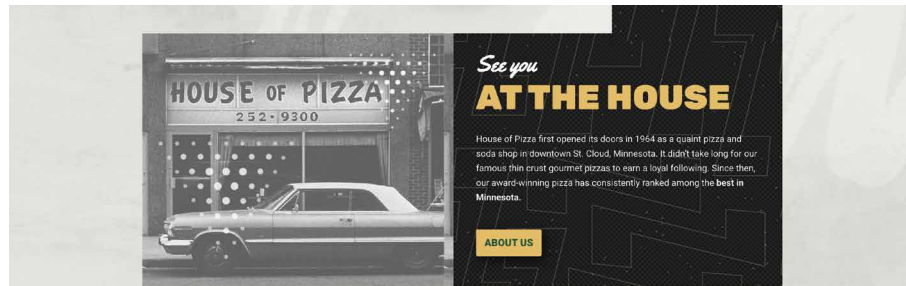
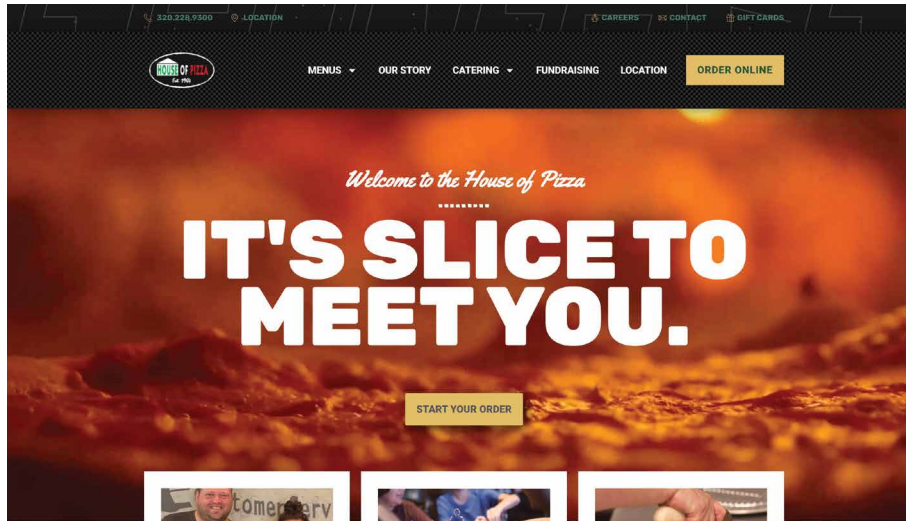
# Rubik Regular

BODY COPY

Aa

Bb Cc Dd Ee Ff Gg H H Bc Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ~  
! @ # \$ % ^ & \* ( ) < > ? { } : ' " [ ] / h





Experience the  
**HOUSE DIFFERENCE**

No matter how you choose to experience the House, we'll serve you with a smile and a side of our special sauce.



[CONTACT US](#)



Choose Your Favorite  
**SIGNATURE 'ZA**  
*(Or create your own!)*



You Wanna Pizza Me?  
**WHAT OUR CUSTOMERS SAY**  
*(Tell us what you really think!)*



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wanna  
**PIZZA  
ME?**

*at your favorite pizza Shop!*

wanna  
**PIZZA  
ME?**

*at your favorite pizza Shop!*

wanna  
**PIZZA  
ME?**

*at your favorite pizza Shop!*

wanna  
**PIZZA  
ME?**

*at your favorite pizza Shop!*

**FITNESS?  
MORE LIKE  
FITNESS  
WHOLE PIZZA  
IN MY MOUTH**



**FITNESS?  
MORE LIKE  
FITNESS  
WHOLE PIZZA  
IN MY MOUTH**



**FITNESS?  
MORE LIKE  
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WHOLE PIZZA  
IN MY MOUTH**



**FITNESS?  
MORE LIKE  
FITNESS  
WHOLE PIZZA  
IN MY MOUTH**



**revolving  
SINCE 1964**

*in our Signature ovens!*

**revolving  
SINCE 1964**

*in our Signature ovens!*

**revolving  
SINCE 1964**

*in our Signature ovens!*

**revolving  
SINCE 1964**

*in our Signature ovens!*

**Pizzeria PIZZA.**  
Not fast food pizza.

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