

pizza
pizza
#sharethemoment

STYLE MANUAL

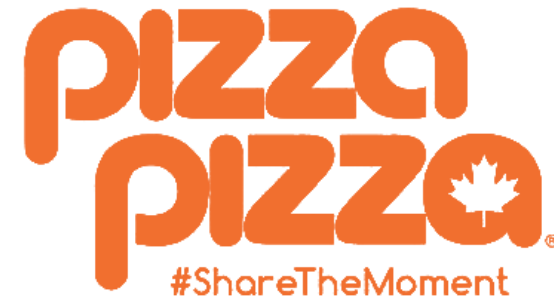
Designed by
Joanna Song

YSDN 4007
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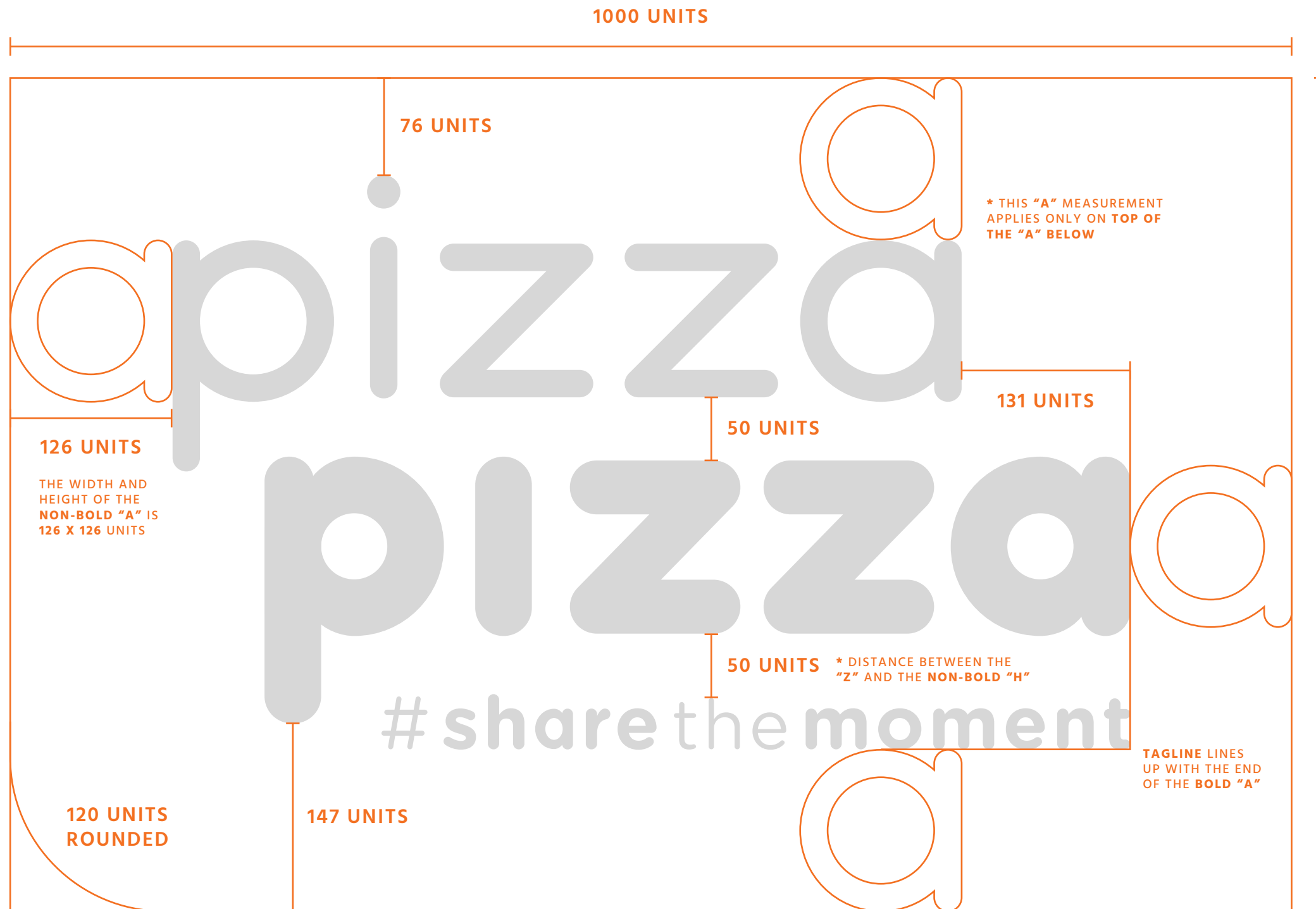
PIZZA
PIZZA
#sharethemoment

Pizza Pizza is one of the **cultural icons** of Ontario, as well as Canadian history. The iconic logo is familiar to every Ontario citizen and has been a part of the Ontario food culture for more than 50 years.

The objective for the redesign of Pizza Pizza is to **evolve** the company's aesthetics to a contemporary audience, while maintaining the iconic feel of the original brand.

The colors are flattened and the visuals are simplified to make the design **versatile** for various devices and products that appeal to the mainstream **young** audience.

This evolution will allow Pizza Pizza to break away from the old-fashioned and cheap restaurant into a **fresh** and **casual** hub for **social** gatherings.



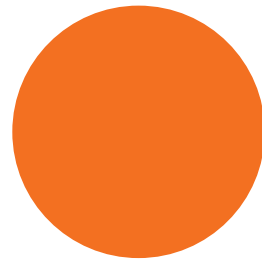
This specification diagram shows the full Pizza Pizza logo if it were to be used with a background fill or outline around it.

The measurement values are only if the entire width is **1000 units**. Smaller or larger size values must be **proportionate**.

There should always be enough space for the **thin-weight 'A'** to fit all around the logo **minimum**, even if the background will not be used.

The **rounded rectangle** applies if the logo is going to be used with a background fill color or outline **only**.

MAIN COLOR



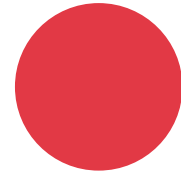
#F37021

R 243
G 112
B 33

C 0%
M 69%
Y 98%
K 0%

The main orange color of Pizza Pizza is a slightly altered version of the original.

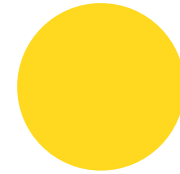
SUPPORTING COLORS



#E23945

R 226
G 57
B 69

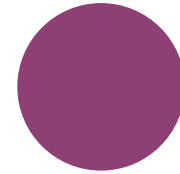
C 6%
M 92%
Y 74%
K 0%



#FFD91F

R 255
G 217
B 31

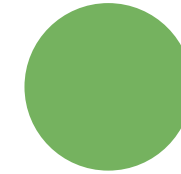
C 1%
M 12%
Y 96%
K 0%



#8E3F74

R 142
G 63
B 116

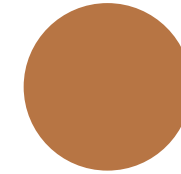
C 47%
M 88%
Y 28%
K 7%



#75B25F

R 117
G 178
B 95

C 59%
M 9%
Y 83%
K 0%



#B77544

R 183
G 117
B 68

C 24%
M 58%
Y 82%
K 8%

The supporting colors are to be used **together**, never by one color alone.

Only **white** text and illustrations can be used with these colors as a background.

Black, or other colors cannot be used on top of these colors.

HEADING

FONT SIZE: 30+ PX
LETTER SPACING: 25

**Gotham
Rounded
Bold**

**Lorem ipsum
dolor sit amet,
consectetur**

SUBHEADING

FONT SIZE: 15~30 PX
LETTER SPACING: 25

Hind Bold

**Lorem ipsum dolor sit
amet, consectetur**

BODY

FONT SIZE: 10~15 PX
LETTER SPACING: 10

Hind Medium

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Ut
efficitur maximus accumsan. Nam
quam ante, tincidunt eu varius

SMALLER BODY

FONT SIZE: 8~10PX
LETTER SPACING: 10

Hind Semibold

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Ut efficitur maximus accumsan. Nam quam ante,
tincidunt eu varius eget, auctor at nulla. Vestibulum
accumsan nisi eget urna sagittis, id ullamcorper lectus
fermentum. Integer vitae aliquet lacus. Fusce quis
porta justo, at convallis dolor. Nulla facilisi.

COLOR

#444444



NO BACKGROUND



WITH BACKGROUND



SQUARE FORMAT



COLORS



HORIZONTAL FORMAT



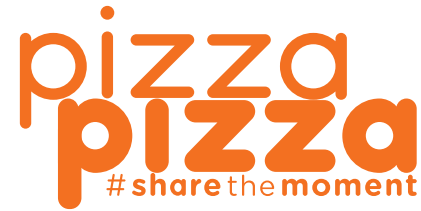
WITH TAGLINE



The background-less logo will always have the **main orange color**.
Black and white versions are also possible, if it is necessary.

The logo can work with various other colors, **only if it is a background fill color, with the logo being white**.
All supporting colors can be used.
Special holidays and events are **exceptions**; such as, rainbow for Pride Parade, pink for Breast Cancer Awareness, orange on black for Halloween, etc.

DO NOT
ALTER SPACING



DO NOT
STRAIGHTEN



DO NOT
MISORDER



DO NOT
CHANGE COLORS



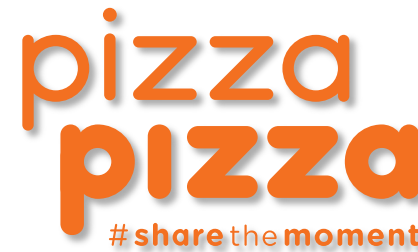
DO NOT
PUT BLACK ON COLORED
BACKGROUNDS



DO NOT
FLATTEN / STRETCH



DO NOT
PUT DROP SHADOWS



DO NOT
OUTLINE



DO NOT
MAINTAIN SAME WEIGHT



DO NOT
TILT



DO NOT
SHEAR



DO NOT
REDUCE PADDING



WITH BACKGROUND



NO BACKGROUND





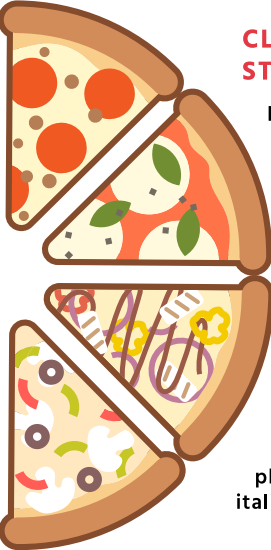



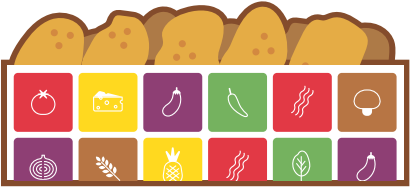
The main product box / packaging is based on Pizza Pizza's previous design, which consisted of traditional illustrations of the ingredients with a warm color palette.

This redesign features a vibrant and fresh take on the previous color palette and overall look. Its eye-catching and simple illustrations allows the design to be reproduced in various sizes, as well as various other applications.



The store interior features elements that appeal to the younger customers. The logo and tagline is displayed in a form that sets the atmosphere for the inside.

Maintaining a trendy and vibrant look, the area near the cashier and menu utilizes the colorful tile design in order to bring the attention to the front.

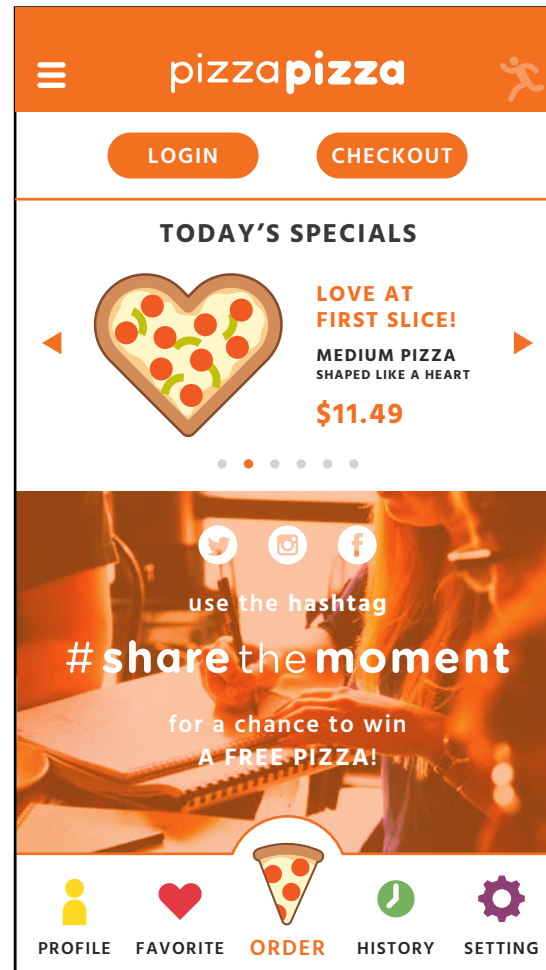
SINGLE SLICE	SANDWICHES	WHOLE PIZZA	CHICKEN																								
<p>CLASSIC 2⁹⁹\$ JUST PIZZA 4⁹⁹\$ COMBO</p> <p>SIGNATURE 3⁹⁹\$ JUST PIZZA 5⁹⁹\$ COMBO</p> <p>CLASSIC STYLES pepperoni cheese marinara margherita buffalo chicken chipotle steak</p> <p>SIGNATURE STYLES sriracha chicken chorizo potato meat supreme philly cheese steak italian meatball</p> 	<p>SANDWICHES</p> <p>meatball marinara chicken ham corn</p> <p>4⁹⁹\$ SANDWICH 5⁹⁹\$ COMBO</p> <p>PANZEROTTI</p> <p>pepperoni cheese chicken corn cob</p> <p>5⁹⁹\$ PANZEROTTI 6⁹⁹\$ COMBO</p> 	<p>WHOLE PIZZA</p>  <p>PIZZA FOR 2 1 large pizza + 3 toppings + 1 dipping sauce + 3 drinks 14⁹⁹\$</p> <p>PIZZA PARTY 2 medium pizza + 4 toppings (total) + 2 dipping sauce + 3 drinks 18⁹⁹\$</p> <p>PIZZA MEAL 1 large pizza + 3 toppings + 10 pc. nuggets + 2 dipping sauce + 4 drinks 23⁹⁹\$</p> <p>DRINKS 1²⁵\$ PER DRINK</p> 	<p>CHICKEN</p> <p>6 PIECES 9⁹⁹\$ 10 PIECES 15⁹⁹\$</p>  <p>TOPPINGS</p> <table border="0"> <thead> <tr> <th>MEAT</th> <th>VEGGIES</th> <th>CHEESE</th> </tr> </thead> <tbody> <tr> <td>pepperoni</td> <td>mushroom</td> <td>cheddar</td> </tr> <tr> <td>ground beef</td> <td>green peppers</td> <td>mozzarella</td> </tr> <tr> <td>grilled chicken</td> <td>banana peppers</td> <td>feta</td> </tr> <tr> <td>ham</td> <td>olives</td> <td>swiss</td> </tr> <tr> <td>italian sausage</td> <td>spinach</td> <td>camembert</td> </tr> <tr> <td>turkey</td> <td>onions</td> <td>gouda</td> </tr> <tr> <td>pulled pork</td> <td>corn</td> <td>blue cheese</td> </tr> </tbody> </table>	MEAT	VEGGIES	CHEESE	pepperoni	mushroom	cheddar	ground beef	green peppers	mozzarella	grilled chicken	banana peppers	feta	ham	olives	swiss	italian sausage	spinach	camembert	turkey	onions	gouda	pulled pork	corn	blue cheese
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turkey	onions	gouda																									
pulled pork	corn	blue cheese																									

The menu provides the previous layout with a solid grid system which allows for easier navigation and accessibility. The main menu categories are color coded with the colors used for the various other applications.

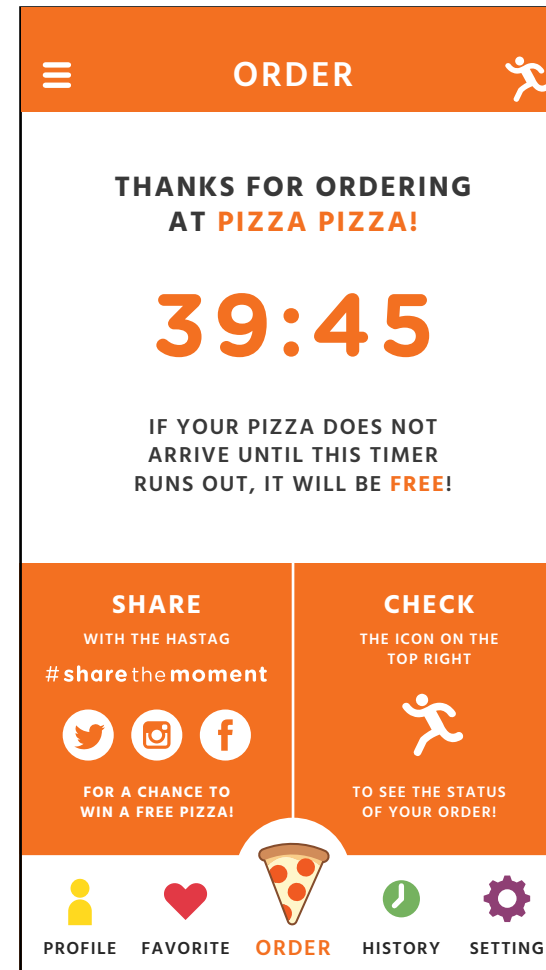
The main heading font is Gotham Rounded to reflect the main logo, while the body text is Hind, to support the round forms of both the logo and heading with its slightly rigid structure.



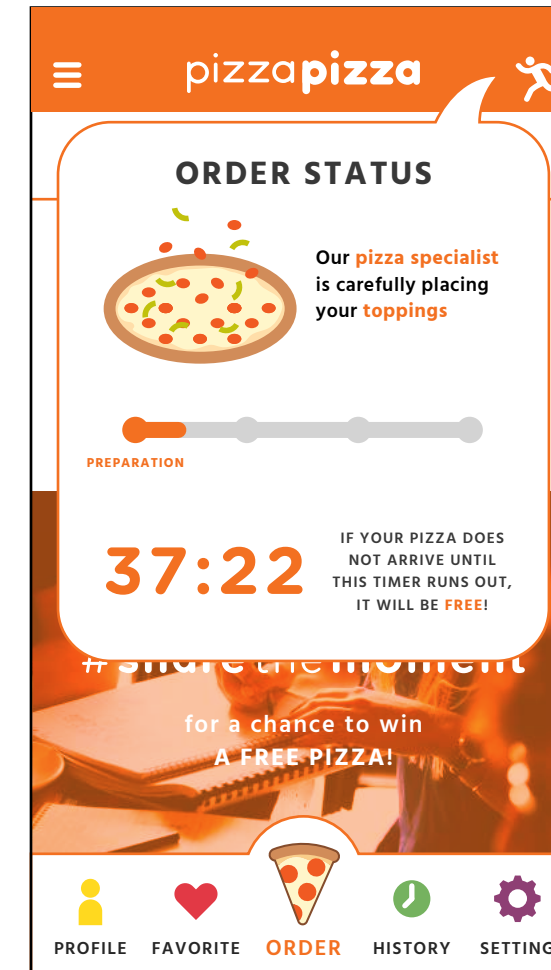
Pizza Pizza



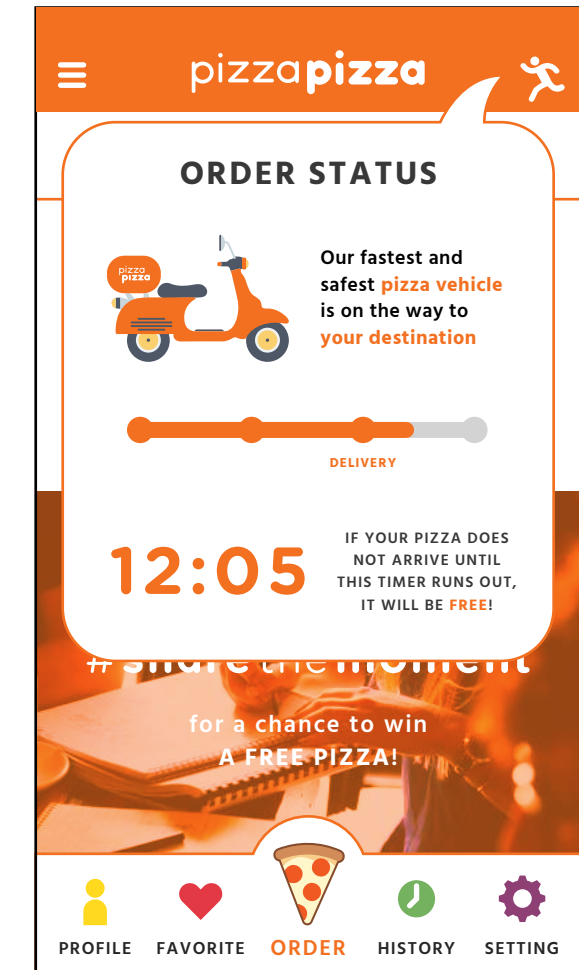
Seeing that the mobile application is the easiest and fastest solution for ordering pizza, the redesign includes a unified brand identity that runs throughout the app interface.



The app always accentuates the "Share" feature which would allow for a wide spread of social media attention, connecting to more young individuals and groups to #ShareTheMoment.



The humorous blurbs and icons make the process of ordering a pizza enjoyable and pleasant. The progress bar adds to the trust developed by the customer to the brand.



Emphasizing the Login aspect of the app makes the process of ordering and creating a pizza personal. Features in the main navigation give the user a familiarity in the process.



- Quick slideshow of videos wherein young adults and families are having fun in a some kind of a gathering or activity together
- Overlaid in the signature orange color of Pizza Pizza



- The slideshow starts to become smaller in a circular shape, continuing the to transition between different videos with the orange overlay



- The letters of the Pizza Pizza logo with appear one by one in a bouncing motion
- The circle continues to run the slideshow and get smaller
- The circle is not in the center because it will become the circular area of the first "A" in the logo



- The first "Pizza" will be formed with the circular slideshow fitting with the "A"
- The slideshow will still continue to transition



- The rest of the logo will appear with the same bouncing motion
- The circular slideshow fades away to become the "A"



- The logo is formed
- Then tagline "#ShareTheMoment" fades in



- The entire logo is formed

Television and internet commercials will become a huge part of Pizza Pizza's promotion and most seen application.

This short animation will be the closing signature section of a commercial. Upon emphasizing the social and youthful "together-ness" motto of the redesign, the logo will bounce out, tying it off with the tagline "#ShareTheMoment," to give the viewers with a tie-in to their social media and another portal for them to easily find more information on the contents of the commercial they just watched.



The versatility of the new brand allows for unconventional merchandise for a pizza chain, which can make Pizza Pizza stand out as more than simply a pizza chain.

Much like how the original brand became so engraved with Ontario's identity, the colors and illustrations used in the redesign will provide a youthful perspective on Ontario's visual and food culture.

Both the phone cases and badges will not only give younger customers with a visual pop in their daily lives, it will also become a successful promotion for Pizza Pizza that is not so painfully obvious and forced.

Straying away from the homely, traditional look of the previous brand, the new brand will become the trendy and fresh go-to place for casual hangouts and lunch.

