

# ROCOCO PIZZA

Graphic Identity Branding

Presented by Robert  
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# WHO WE ARE

Rococo Pizza is a restaurant created by Annabelle Boucher. It was created to fill a fused niche of fine dining and pizza. It primarily serves the residents of Hampton, Newport News, Poquoson, and Yorktown.

## **MISSION STATEMENT ADOPTED 2015**

Rococo Pizza is dedicated to serving quality pizza in a fine dining environment, and providing customers with an unparalleled experience.

# ROCOCO PIZZA

## Key Brand Attributes:

Elegant

High-Class

Quality

Cultural

Artistic

Delicate

# OPTION 1

## Key Attributes:

Represents natural quality of ingredients

Exudes delicacy and elegance

Whimsical flow without being childish

Recalls feeling of a vineyard



Rococo *Pizza*  
*A-tu faim?*

# OPTION 2

## Key Attributes:

Strongly associates with  
brand name

Rococo design with minimal  
fluff

Elegant

Clear

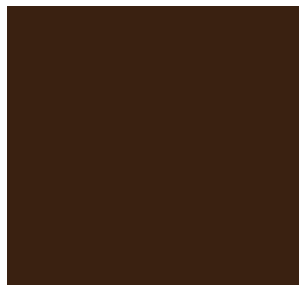


Rocco  
*Pizza*  
*A-tu faim?*

# Color Palette

The primary Rococo Pizza color palette, consisting of brown, green, and gold, provides the brand with warm and cool options that remind customers of the natural quality and high-class experience the brand. The secondary palette can provide a bit more pop. This secondary palette is only to be used in moderation, as to not overpower the primary colors.

## Primary Color Palette



Pantone: 2322  
CMYK: 0 / 40 / 65 / 76  
RGB: 60 / 36 / 21  
Hex: #3c2415

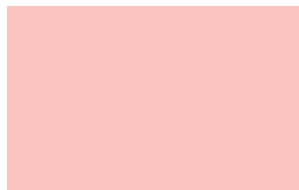


Pantone: 2267  
CMYK: 23 / 0 / 30 / 18  
RGB: 161 / 210 / 147  
Hex: #a1d293

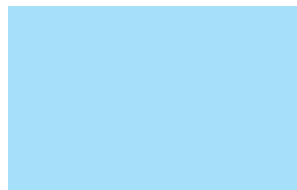


Pantone: 1345  
CMYK: 0 / 17 / 43 / 1  
RGB: 253 / 211 / 144  
Hex: #fdd390

## Secondary Color Palette



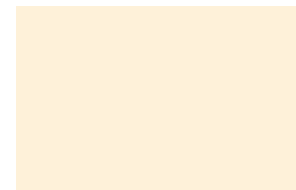
Pantone: 7605  
CMYK: 0 / 21 / 22 / 2  
RGB: 250 / 197 / 194  
Hex: #fac5c2



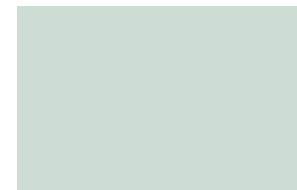
Pantone: 290  
CMYK: 33 / 10 / 0 / 3  
RGB: 166 / 223 / 248  
Hex: #a6dffb



Pantone: 522  
CMYK: 7 / 22 / 0 / 20  
RGB: 189 / 159 / 203  
Hex: #bd9fcb



Pantone: 7506  
CMYK: 0 / 6 / 15 / 0  
RGB: 255 / 240 / 216  
Hex: #fff0d8



Pantone: 621  
CMYK: 6 / 0 / 5 / 14  
RGB: 206 / 220 / 210  
Hex: #cedcd2



Pantone: 507  
CMYK: 0 / 27 / 20 / 22  
RGB: 199 / 146 / 160  
Hex: #c792a0

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Please refer to current PANTON E MATCHING SYSTEM publications to view accurate PANTON E Color Standards.

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# FONTS

Different fonts can bring different feelings to Rococo Pizza. Given the fancy flourishes and high-class nature of the product, one font has been chosen to deliver these atmospheres.

Adobe Caslon Pro is as traditional as the rococo style itself, and has its roots in the same timeframe. With its elegant curves and multitude of glyphs, it can add an air of classic refinement to any official documents. This font has perfect use in both headings and body copy, and is versatile enough to carry any official documents you may release.

# Adobe Caslon Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

CASLON Regular

*CASLON Italic*

CASLON Semibold

*CASLON Semibold Italic*

CASLON Bold

*CASLON Bold Italic*

# SUMMARY

Rococo Pizza has been fully developed as a brand. Logo choices are unique and recognizable, fitting perfectly within its elegant and high-class atmosphere. The font and color choices reflect Rococo Pizza's delicate and organic nature, allowing the brand to have lasting integrity.

# CONTACT

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