

*Roberta's*  
PIZZERIA



The brief called for a logo that focused on the name, therefore a custom hand-lettered logotype is the kind of logo chosen for the brand.

Hand-lettered type suggests hand-crafted quality, something that the viewer can connect to higher quality, fresh ingredients.



*Roberta's*

A pizza was used as the apostrophe to add a memorable and unique touch to the logo and make the restaurant type of food clear to the viewer straight away.

Using it as an apostrophe makes it more interesting and less predictable. The logo without the word “pizzeria” underneath still works.



The logotype's letterforms are unique enough to be recognized even when only a portion of the logo is shown.

Large, blown up versions of the logo could be used on the pizza-boxes and other materials as decoration.



Red was the color chosen not only because it is associated with pizza, but also because several studies have shown that red creates a sense of urgency and sells more than any other color.

Red has a high contrast with black and white, making it easier to use.

Gill Sans Light

*Gill Sans Light Italic*

Gill Sans Regular

*Gill Sans Italic*

**Gill Sans Bold**

***Gill Sans Bold Italic***

**Gill Sans Extra Bold**

**Gill Sans Ultra Bold**

Gill Sans Condensed

**Gill Sans Bold Condensed**

**Gill Sans Extra Bold Display**

**Gill Sans Ultra Bold Condensed**

*Gill Sans Bold Extra Condensed*

**Gill Sans Light Shadowed**

**GILL SANS SHADOWED**

**PIZZERIA**

Gill Sans was used for the word “pizzeria”.

Gill Sans has several weights that can be used on the rest of the brand as an easy way to create variation while maintaining consistency.





*Robertas*  
PIZZERIA



*Robertas*  
PIZZERIA



*Robertas*  
PIZZERIA



*Robertas*  
PIZZERIA

The logo can work in just about any color, and works in a single color as well, meaning it is easy to make affordable one-color prints of the logo whenever needed.

The logo features the name "Roberto's" in a large, white, cursive script with a thick red outline. A small red pizza slice icon is positioned above the letter 's'. Below "Roberto's", the word "PIZZERIA" is written in a bold, red, sans-serif, all-caps font.

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The logo works in any scale and is recognizable at a fairly small size, meaning large signs on the outside of the pizzeria can be identified from a far distance.





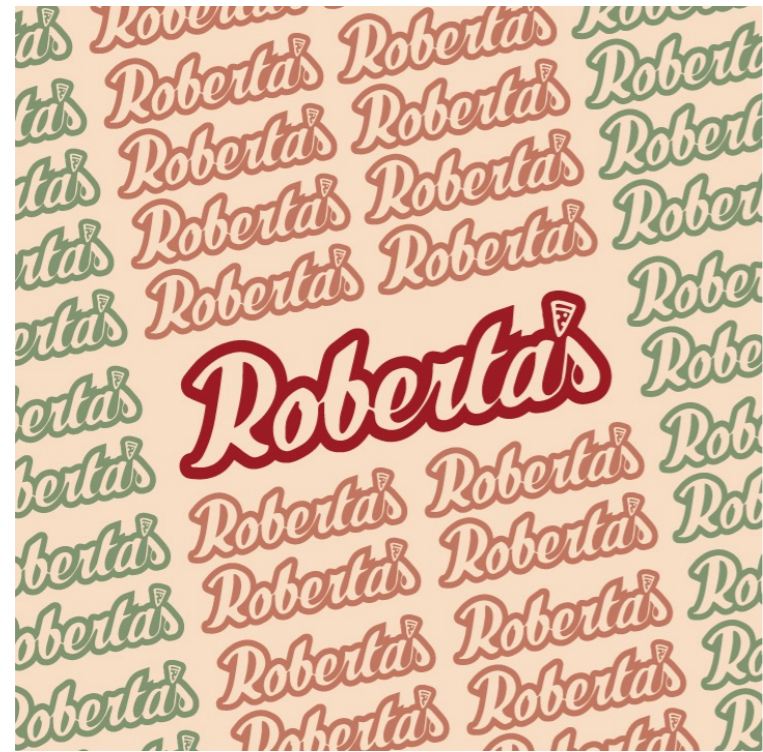
The style the pizza is drawn in can also be used to illustrate different pizza flavors, for example one with little mushrooms drawn on it or using different colors, among other possibilities.

Other icons can be drawn in this style and used throughout the menu and other applications. For example a bell pepper, salt shaker, etc.



An icon may be needed for very small applications of the logo, for example on tabs of the website, app icons, etc.

For these applications, the pizza can be used as the icon since it is distinguishable at a small size.



Some basic designs that can be used on a pizza box, wrapping paper, napkins, etc.



Another variation of the logo on a color background.

# OVERVIEW

- Works in one or many colors.
- Represents the business clearly.
- Shows the quality that goes into the food that sets it apart from other pizza chains (hand-crafted type = hand-crafted, higher quality food).
- Has memorable and unique qualities and motifs that can be used to create a consistent brand (hand-drawn icons on menu, Gill Sans weights, etc.)
- Is scalable and distinguishable at any size
- Versatile.



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Edgar Ortiz  
2016  
[edgarortizdesign.com](http://edgarortizdesign.com)

