

April Willett

September / Fall 2022

Vector Illustration

Job 1- Restaurant Branding

Eastern USA Pizza Republic

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Orlando, FL

PRICE RANGE

★ ★ ★ ★ ★

Business Description

Brick oven baked and hand tossed. This modern pizza joint takes a spin on the traditional brick oven pizza by using locally sourced and artisanal ingredients. The vibe is modern yet rustic. The restaurant’s location will be a converted gas station with hints of it’s former life in the decor with adding heavy stone ovens.

What the restaurant is looking for in their brand:

- Appeal to individuals who are nostalgic of early Americana, and a new generation of families
- Maintain a sense of tradition but update their look to be fresh and current
- Should somehow showcase their focus on traditional brick ovens and rustic aesthetic.

Who are their Clients:

Individuals and families. Anyone who wants an affordable slice of pizza or family meal with artisan ingredients and a unique atmosphere.

Age	18 – 54	
Sex	50/50% male/female	
Income bracket	20k – 45K	
Education level	k12, some college	
Use of Free time	<ul style="list-style-type: none">• socialize• videogames	<ul style="list-style-type: none">• church• social media
Possessions	<ul style="list-style-type: none">• I car• I computer	<ul style="list-style-type: none">• smart phone• eye glasses
Memberships	wholesale grocer	
Political/social orientation		

Relative Competitors:

- Anthony’s Coal Fired Pizza
- NYPD Pizza
- Giordano’s Pizza
- Flipper’s Pizza

Red:
Tomatoes
Red Peppers
Sause
Italy’s Flag

B80505

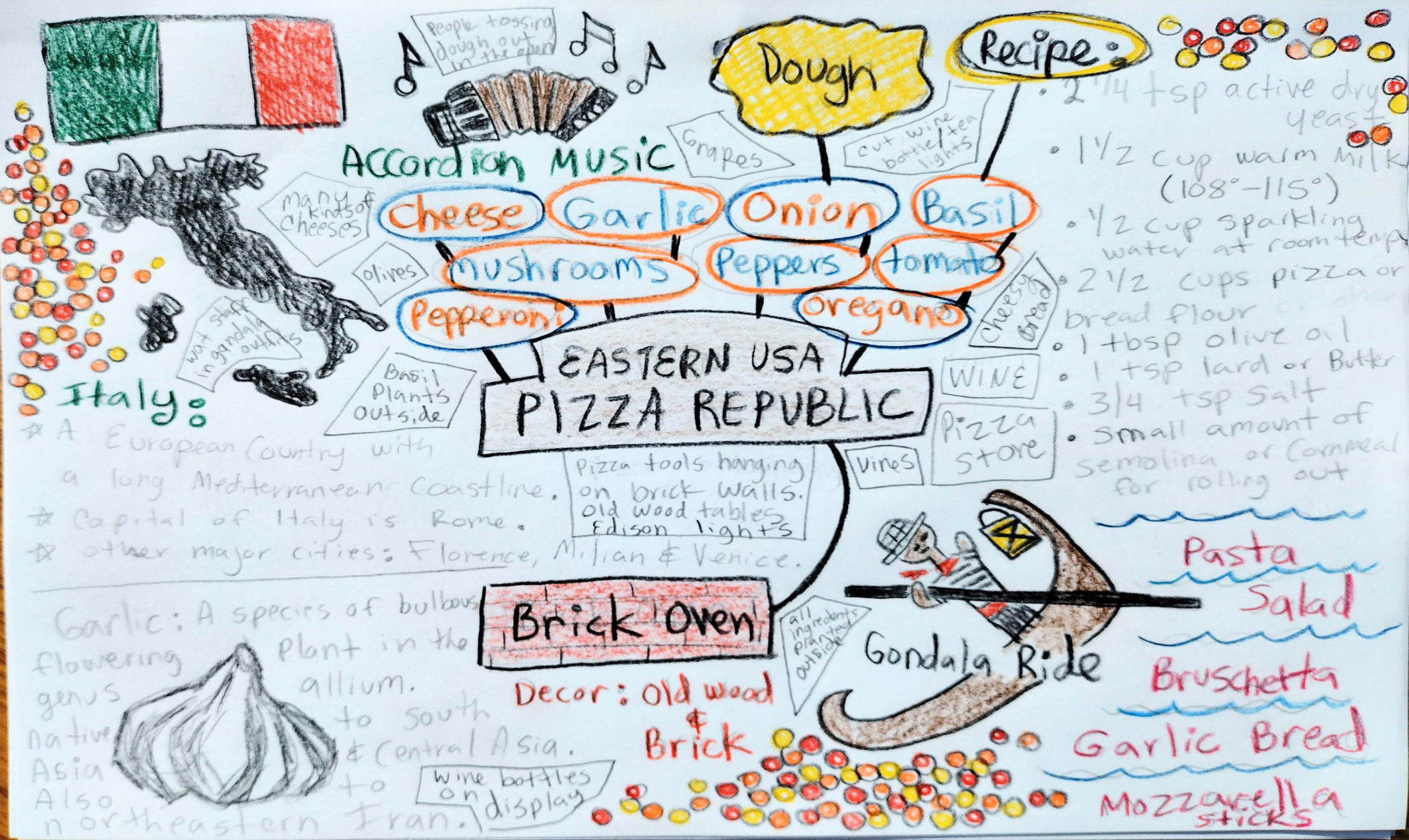
Yellow:
Cheese
Dough
Onion
Garlic
Butter/Oil

DAC22A

Green:
Basil
Green Peppers
Olives
Oregano
Italy’s Flag

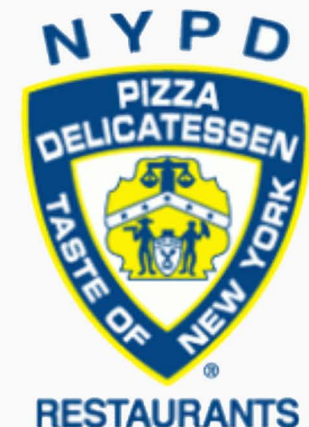
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Brainstorming



Key Takeaways: Old Americana style/rustic wood, rusted metal, antique brick. Heirloom ingredients, traditional music, visible pizza makers, dough tossing.

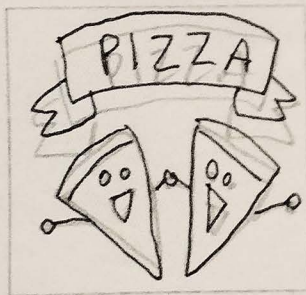
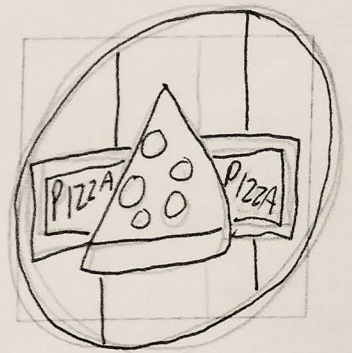
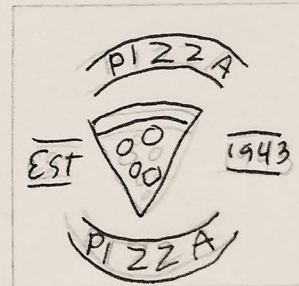
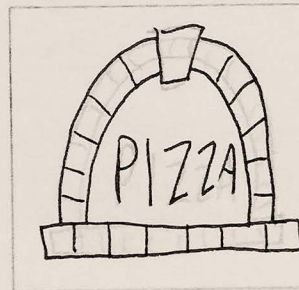
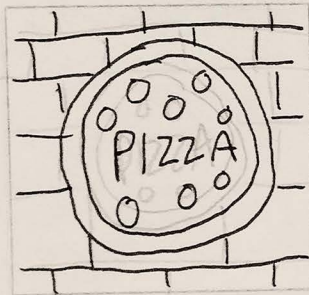
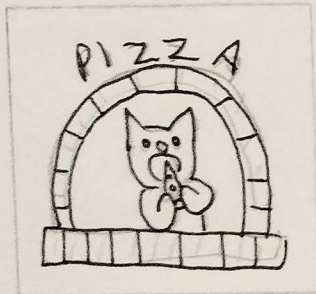
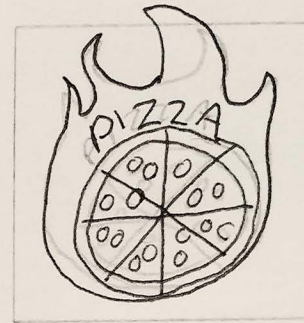
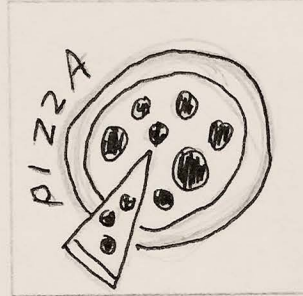
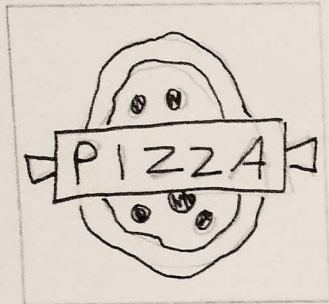
Inspiration

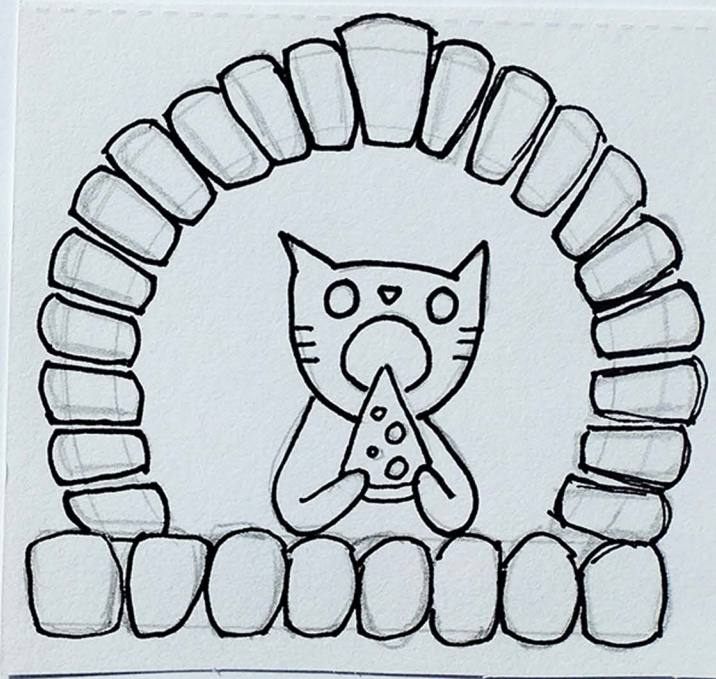
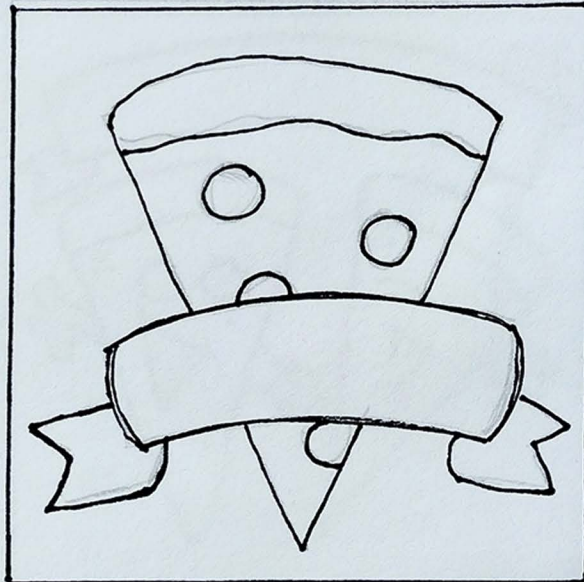
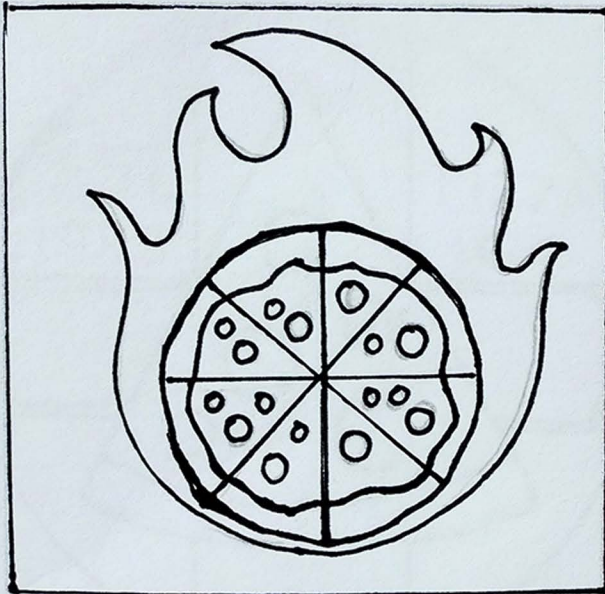
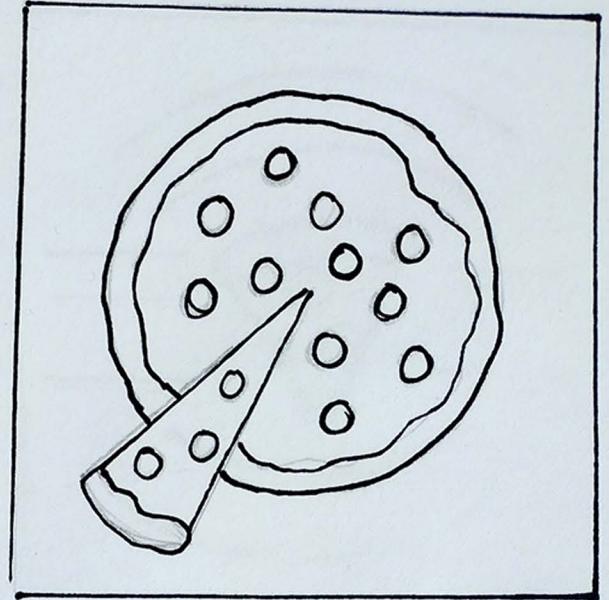
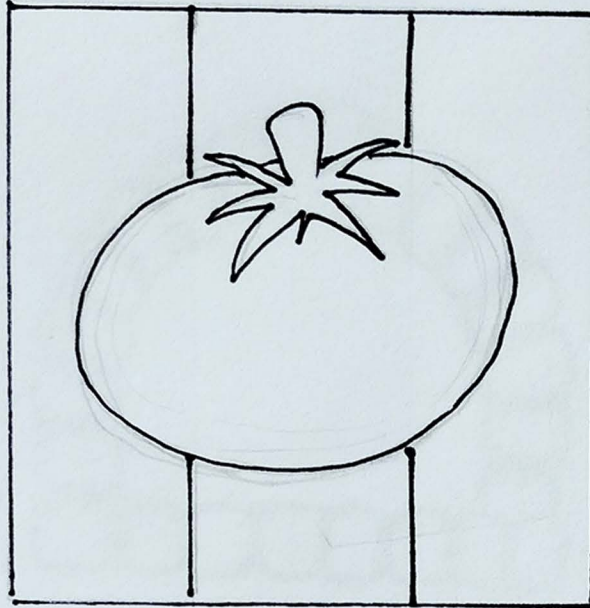
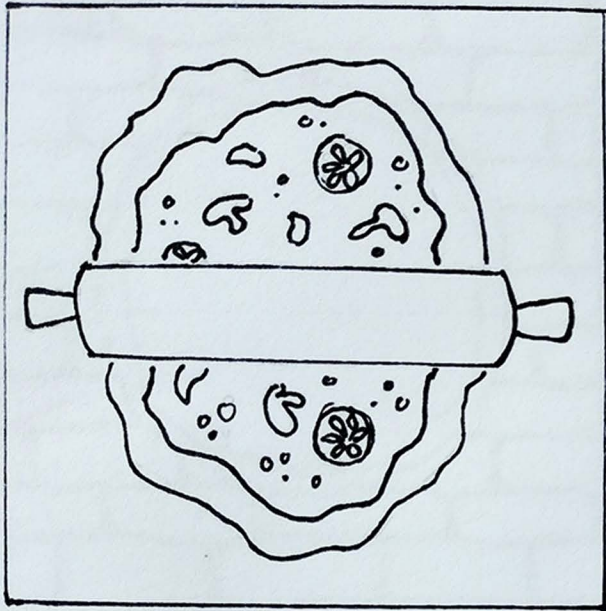


Student Name: April Willett
Project/Job: Job 1
Descriptive Attributes: Eastern USA PIZZA Republic
Color Scheme: yellow/red/green

Notes:

Thumbnail Sketches

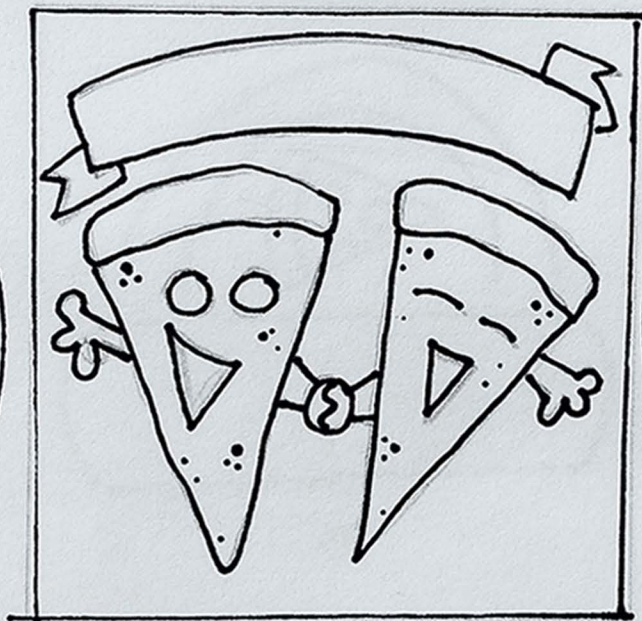
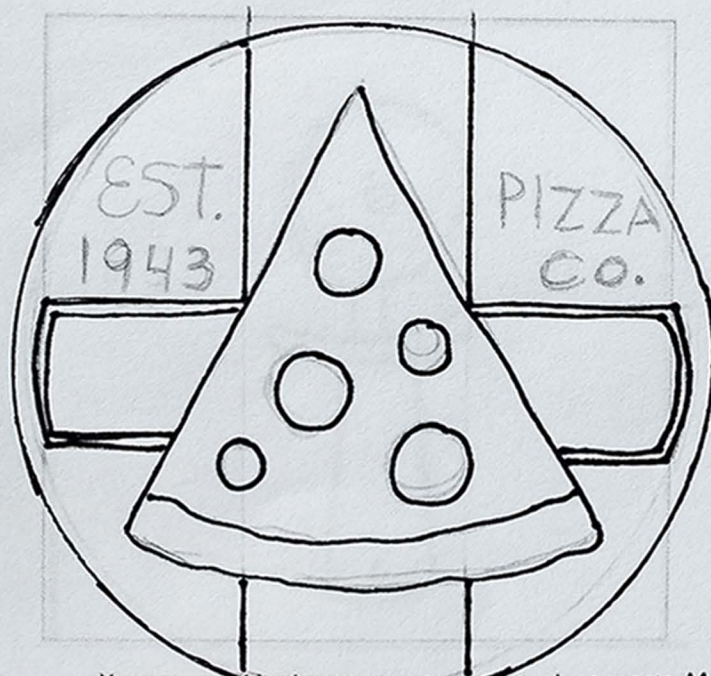
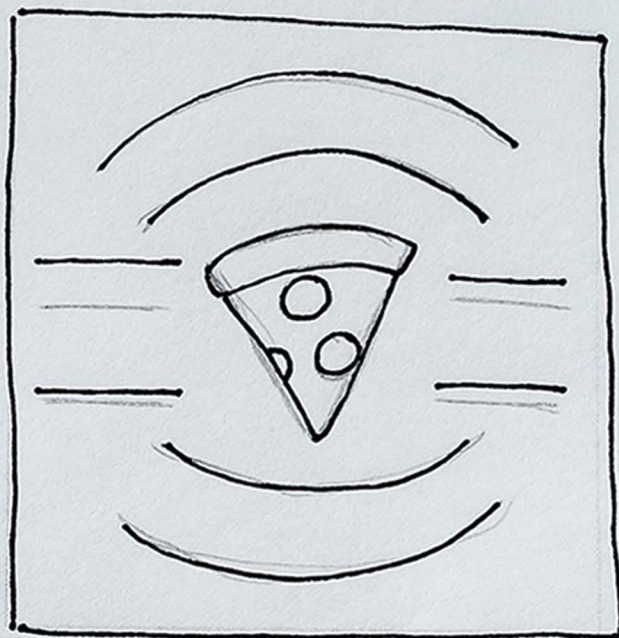
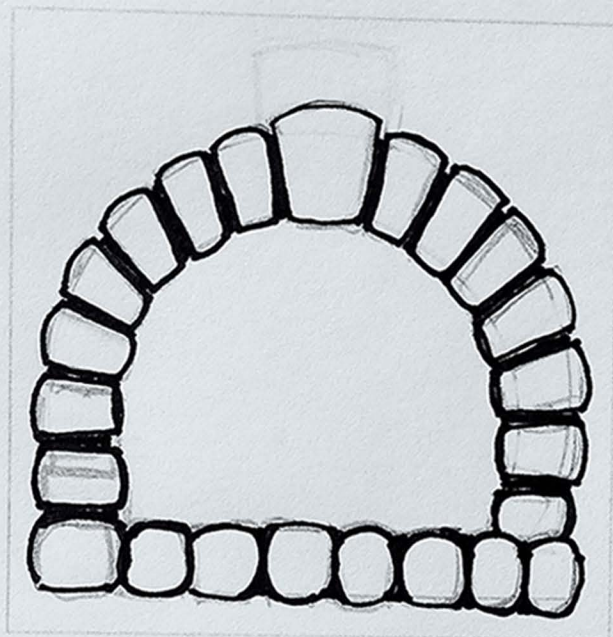
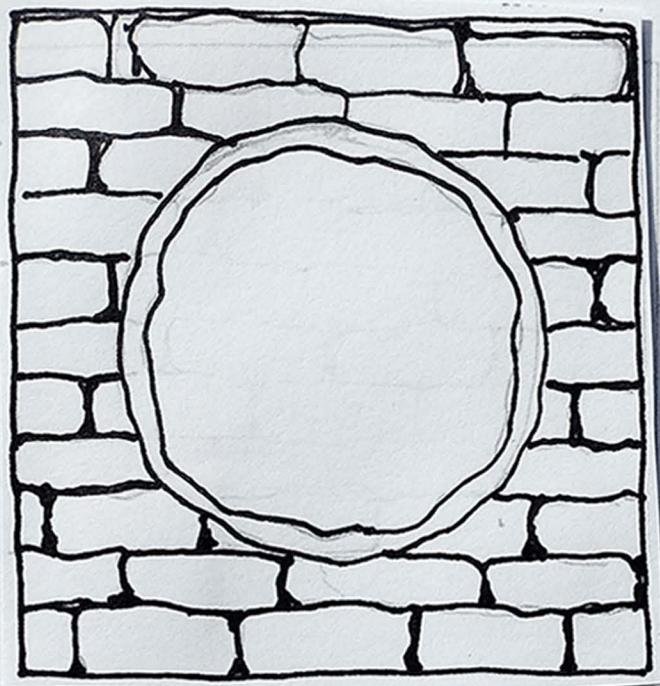




You can use this sheet to create your rough concepts. Make copies as necessary or just use your own drawing paper.
You need a total of 8 concepts for your logo.

Once you've chosen a concept, refine into an "comprehensive" of your logo on a separate sheet.

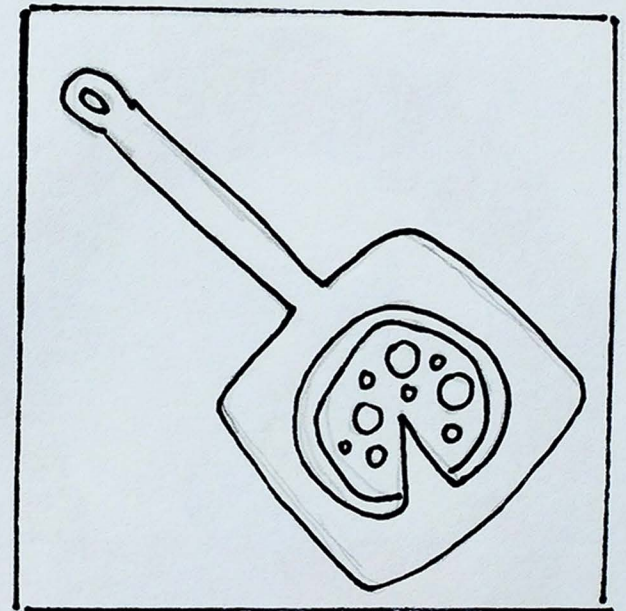
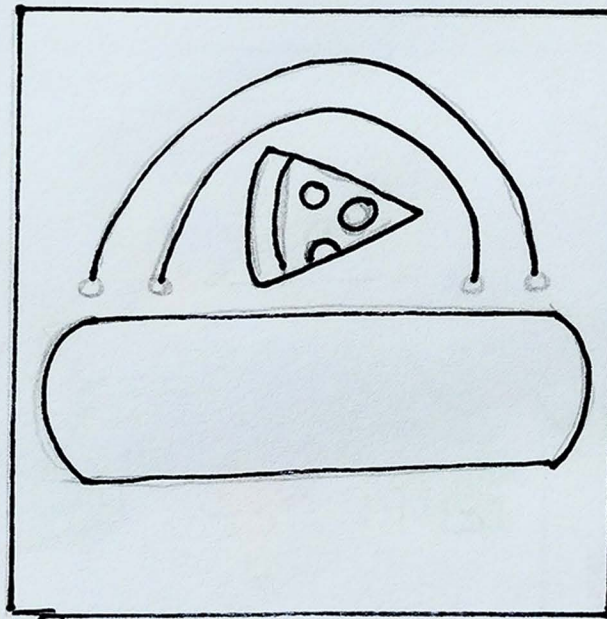
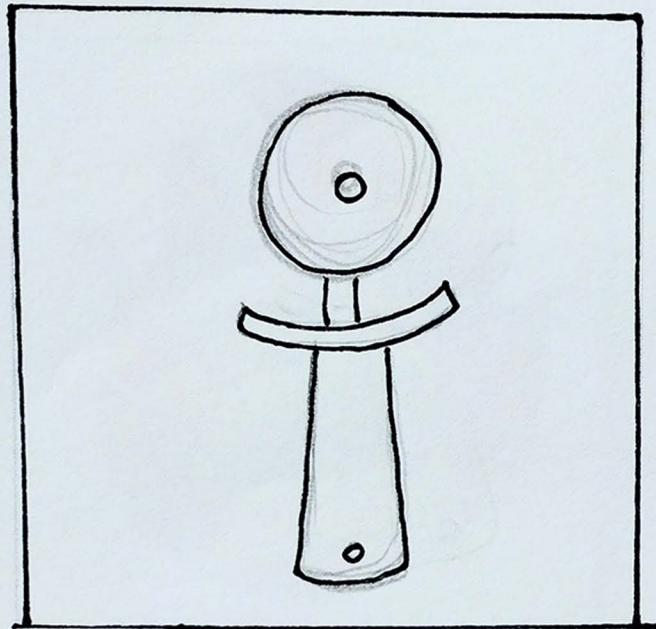
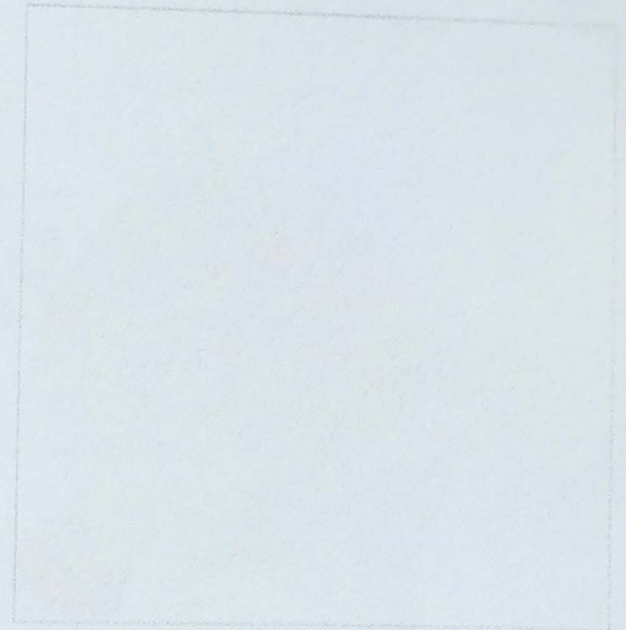
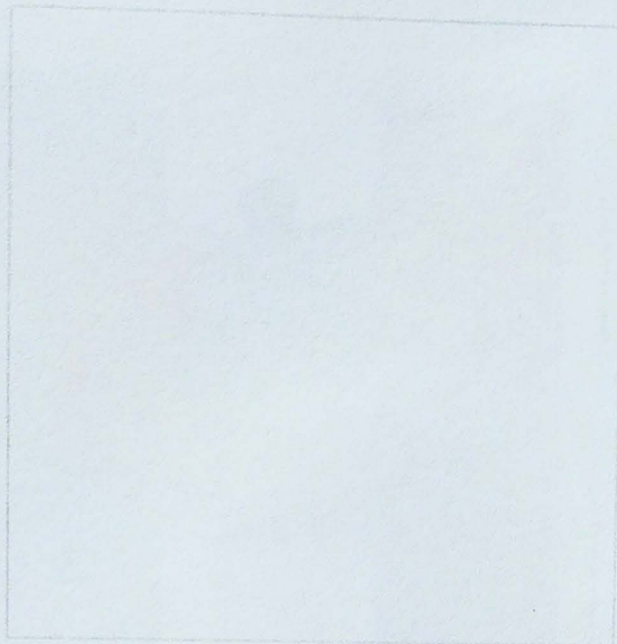
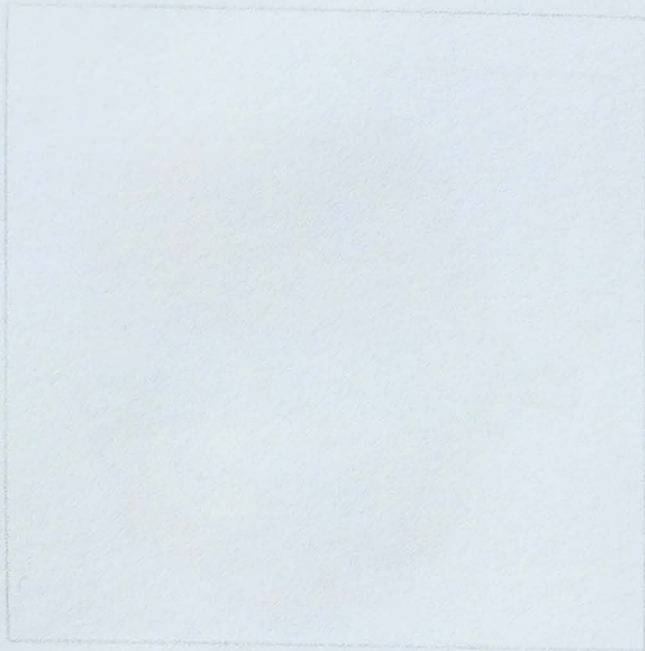
Be sure to turn in all creative resources, inspirations, brain storming, roughs and comps. with your final project for full credit!



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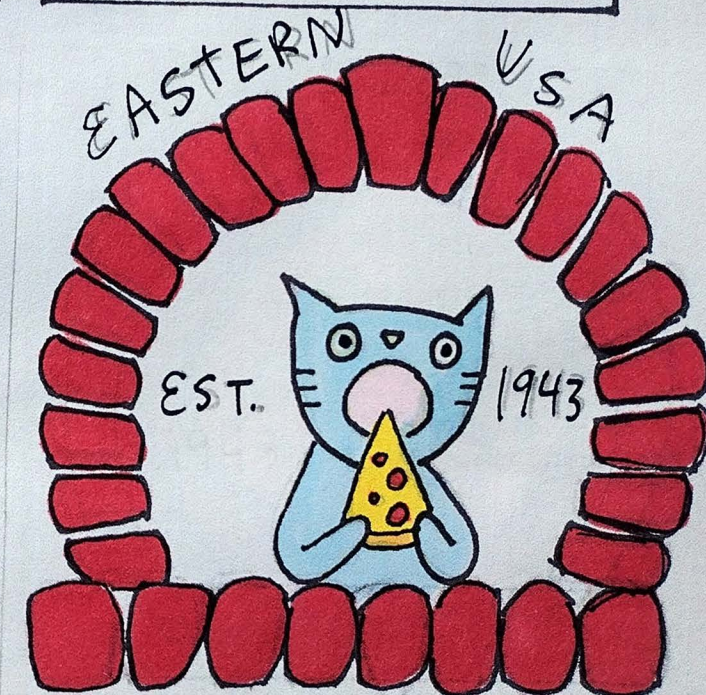
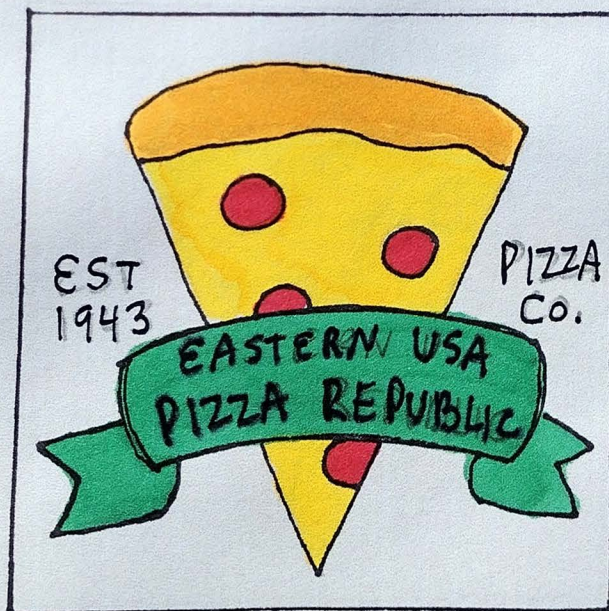
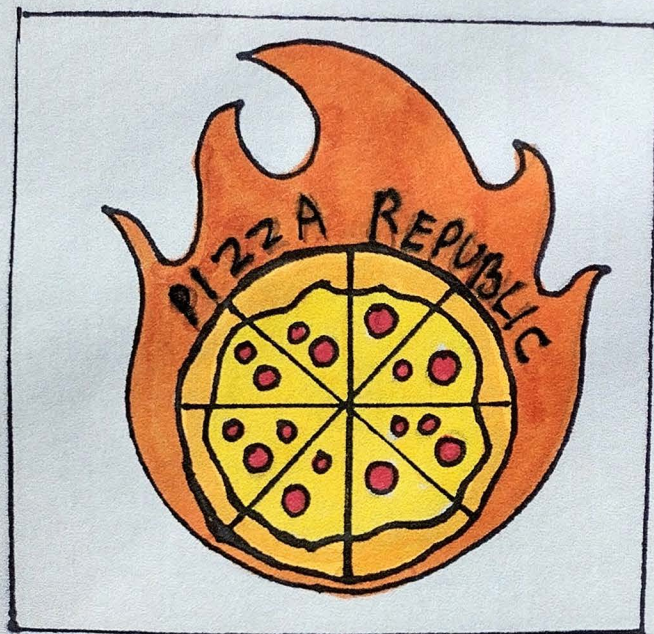
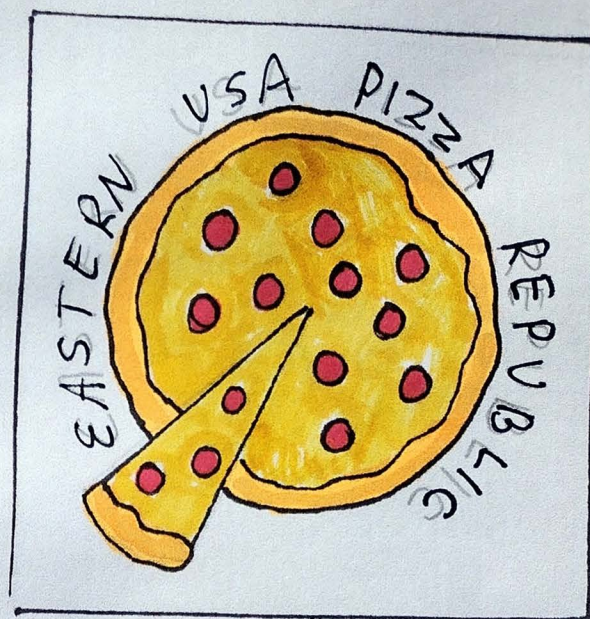
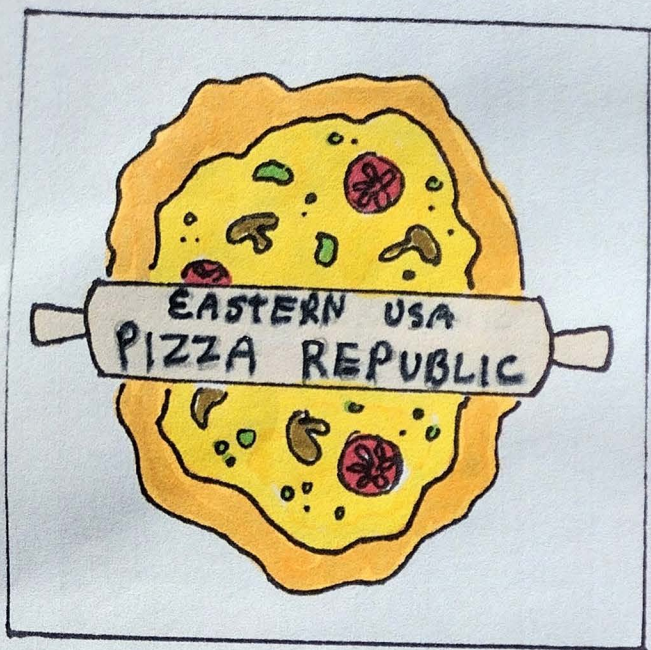
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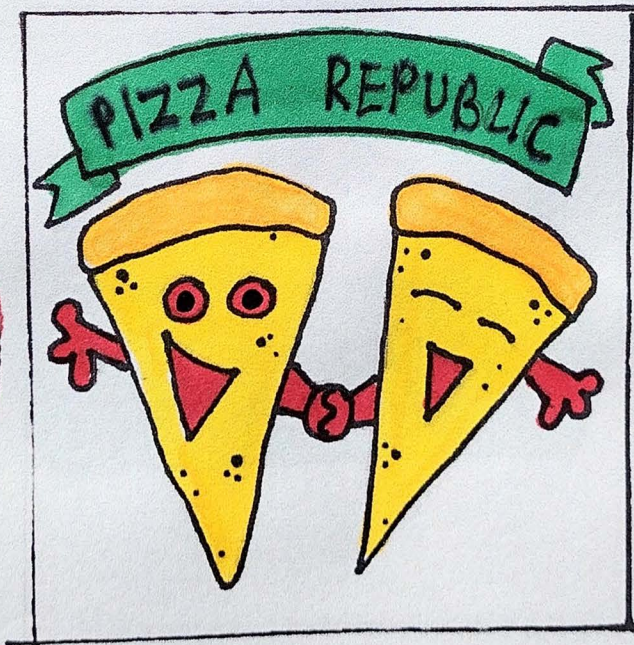
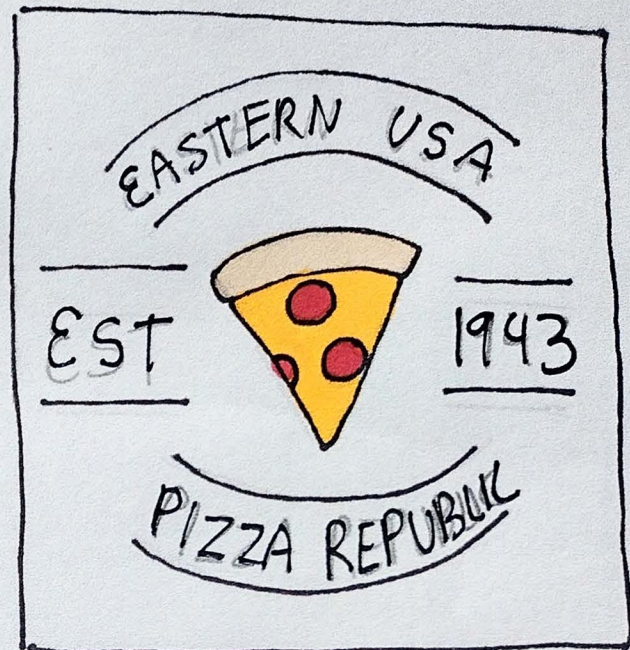
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PIZZA REPUBLIC

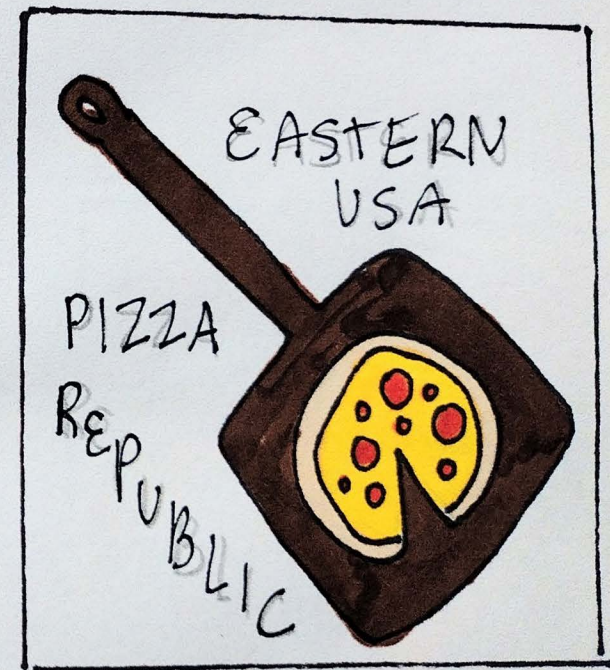
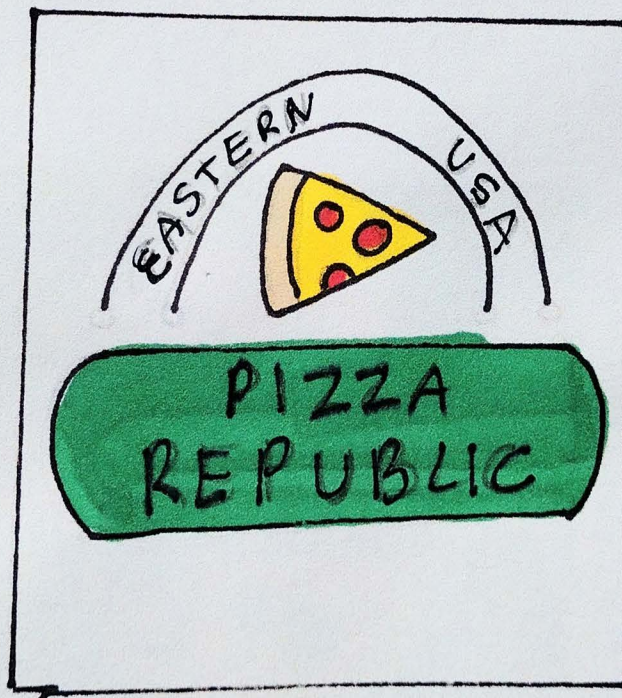
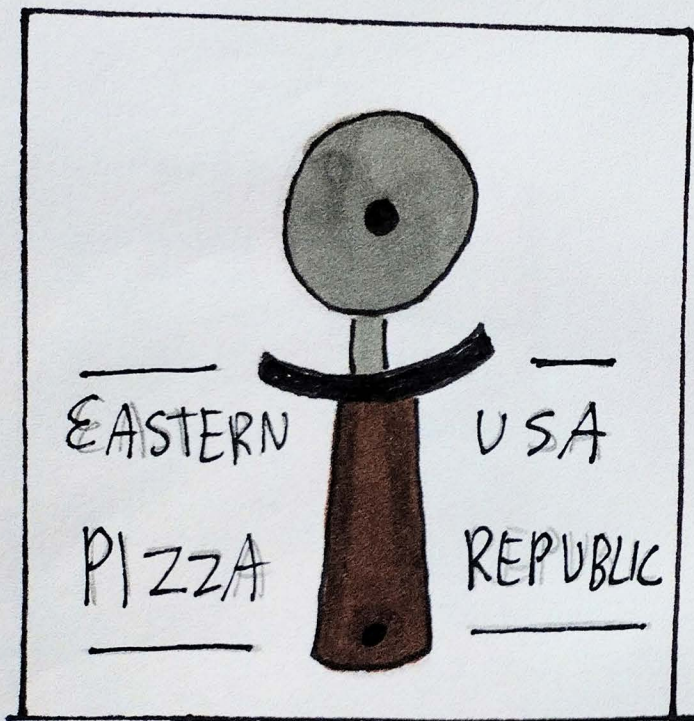


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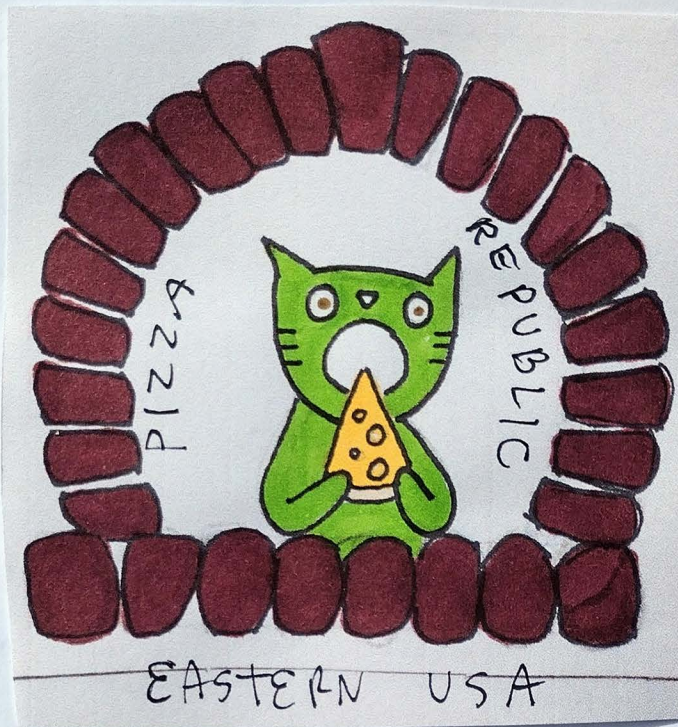
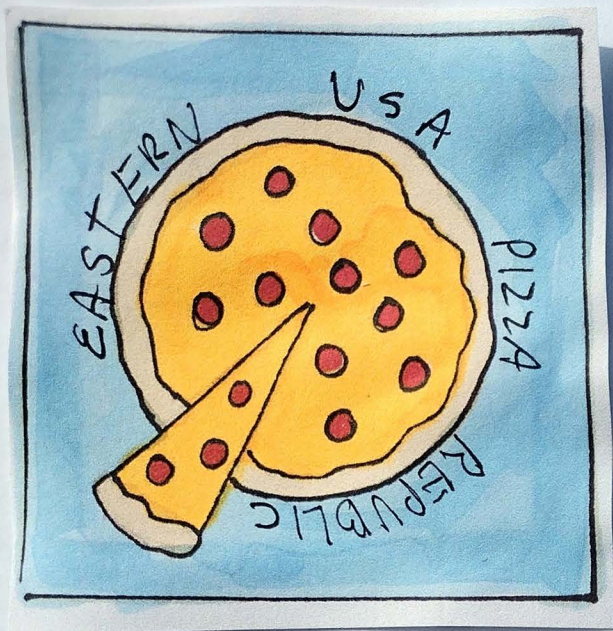


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Color Alternatives

