

# BRAND GUIDELINES

PIZZAROX.COM





FREE YOUR P

PIZZAROX



**Pizza**

# INGREDIENTS

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# THE BRAND

These guidelines are intended to aid in the effective communication of the PIZZAROX brand. It aims to show how the icon, its wordmark, and other associated elements of should be used.

PIZZAROX restaurants utilize an assembly line “build your own” service format that allows guests to choose among a number of signature pies or build their own pie from a broad selection of fresh locally-sourced toppings which is then assembled and baked to their specifications in less than three minutes in a stone hearth rotating oven pizza as they move through a pizza customizing service line.

When designing material or writing copy for the PIZZAROX brand, please consider the following:

## THE TONE

Innovative  
Youthful  
Energetic  
Creative  
Edgy  
Sexy  
Fresh

## PERSONALITY

Trustworthy  
Successful  
Cool  
Happy  
Healthy  
Edgy  
Empathetic  
Genuine  
Authentic

## OUR VALUES

### AUTHENTIC

Authentic Italian.  
Organic, Locally  
Sourced Ingredients.  
Hand-made Daily.

### HONEST

About who we are  
and about our  
product.  
100% custom made.  
it's as original and  
honest as you are.

### FREE TO BE YOU

We let you decide.  
An experience to  
be shared.  
Just like pizza.

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# OUR MISSION

**Fresh and Fast. Always fresh and made with sustainable and locally grown organic produce. Authentic and individual.**

## WHAT WE DO

A fast-casual service format that allows guests to choose "Signature Rox Pies" or a custom "Build Your Own" pie. As they move through a pizza customizing service line, selecting from a broad variety of fresh locally-sourced toppings the pie is then assembled and baked in less than three minutes in a stone hearth rotating pizza oven.

## WHAT WE DELIVER

A New Pizza Experience. A new generation fast-casual restaurant that features gourmet artisan-style, individual-sized pizzas, salads, desserts, coffee, beer and wine.

## STRAPLINES


MAIN STRAPLINE

*"Free Your Pizza"*

SECONDARY STRAPLINES

*"A New Pizza Experience." "Choose. Bake. Eat."*

*"Real Neapolitan Pizza. Real Fast!"*



# VISUAL IDENTITY

With the rotating oven being the catalyst for this one-of-a-kind pizza experience, Jacober Creative developed the logo with a 'rotating' feel. Pizza to the flame, flame to the pizza. PIZZA ROX logotype anchors the rotation.

Pit lanis unt este ma ea doluptur, que nem autat alit derum qui blatusam quae cuptae. Et aspid quam rem re es eum veliquia que perumquid maximint earum venis as volorum et esequam voles am, sinum quam delibus rernate mpedit, quam eum liquidus, corem volento tasperit que parum ut laborehent.



**MAIN LOGO**



**LOGO ICON**

**PIZZAROX**

**WORDMARK**



**CUSTOM  
PIZZA**



**UNIQUE  
OVEN**



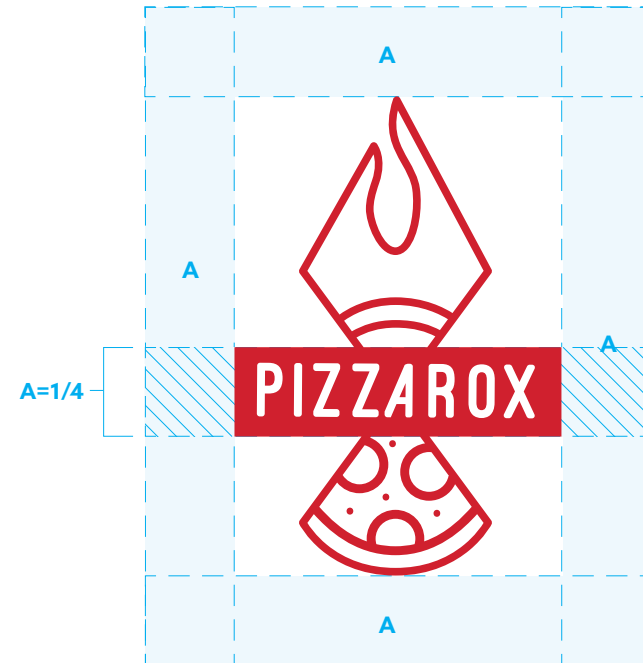
**'ROTATING'  
CONCEPT**

**SCIENCE BEHIND THE MARK**

### EXCLUSION ZONE

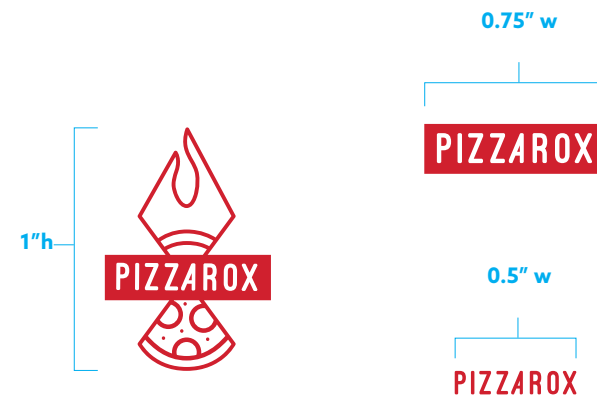
To ensure the logo is clear of any visual distraction including graphics and text, a minimum clear area (exclusion zone) has been developed. This distance is called "clear space."

The minimum clear space must be a quarter of the total width of the logo. In this case 1/4 width is the size of the PIZZAROX name plate. Wherever possible, this amount of clear space should be increased.



### MINIMUM LOGO SIZE

The logo may be scaled proportionately in size as large as desired. However, the whole logo should never be used smaller than 1 in. width. Without the icon portion, the logotype 'nameplate' version may be no smaller than 0.75" in width. The PIZZAROX freestanding logotype, may be no smaller than 0.5" in width.





## ACCEPTED VARIATIONS

To be used only on all branding collateral, advertising and web designs.



Main Logo  
& Color PANTONE 186 C



Secondary Logo  
'Brushed Metal' Texture

## OTHER VARIATIONS

To be used only when design calls for horizontal positioning, or full icon does not fit the given design.



Logotype Nameplate



Logotype Only

## 02 / VISUAL IDENTITY - LOGO

### UNACCEPTABLE USAGE ❌

Correct usage of the logo is essential to maintain the integrity of the Calibre Identity. Inconsistent or careless use of the logo diminishes its value and weakens its impact. Only use approved artwork provided by PIZZAROX and never reproduce the logo from any black and white, color, or facsimile print.

1. The PIZZAROX logo should never be distorted in any way.
2. It should not have any colors changed from what is supplied.
3. The logo should never be printed or displayed at an angle.
4. The logo should never have any parts replaced or changed using another typeface.
5. The type should never be placed anywhere but where previously specified.

### INCORRECT EXAMPLES

1.



2.



3.



4.



5.





### FONTS

To ensure a consistent appearance of communications, the management of typography is essential and must be uniform. PIZZAROX uses 1 typeface for internal and external communications. The correct usage of this type is listed on the right.

## BOBBY J ROUGH HEADLINES

BOBBY J - BOLD is the headline font.  
This font is to only be used with capital letters.

## BOBBY J ROUGH BOLD

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## AZO SANS Body Copy

AZO SANS - Is the font for any supporting body copy.  
Italics within the family are also acceptable.

AZO SANS - LIGHT  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890

AZO SANS - REGULAR  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890

AZO SANS - BOLD  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890

AZO SANS - BLACK  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890

# COLOR PALETTE

PIZZAROX logo is created using 1 color.  
The logo should always be reproduced using  
these colors or using the CMYK/RGB/HTML  
equivalent values.

## PANTONE SOLID COATED 186 C

C M Y K  
2 98 85 7

R 196 G 38 B 46

HTML **C4262E**

Lighter tints of PANTONE Process Black  
are also acceptable as accents.

## PANTONE PROCESS BLACK

C M Y K  
0 0 0 100

R 30 G 30 B 30

HTML **1E1E1E**

80%

60%

40%

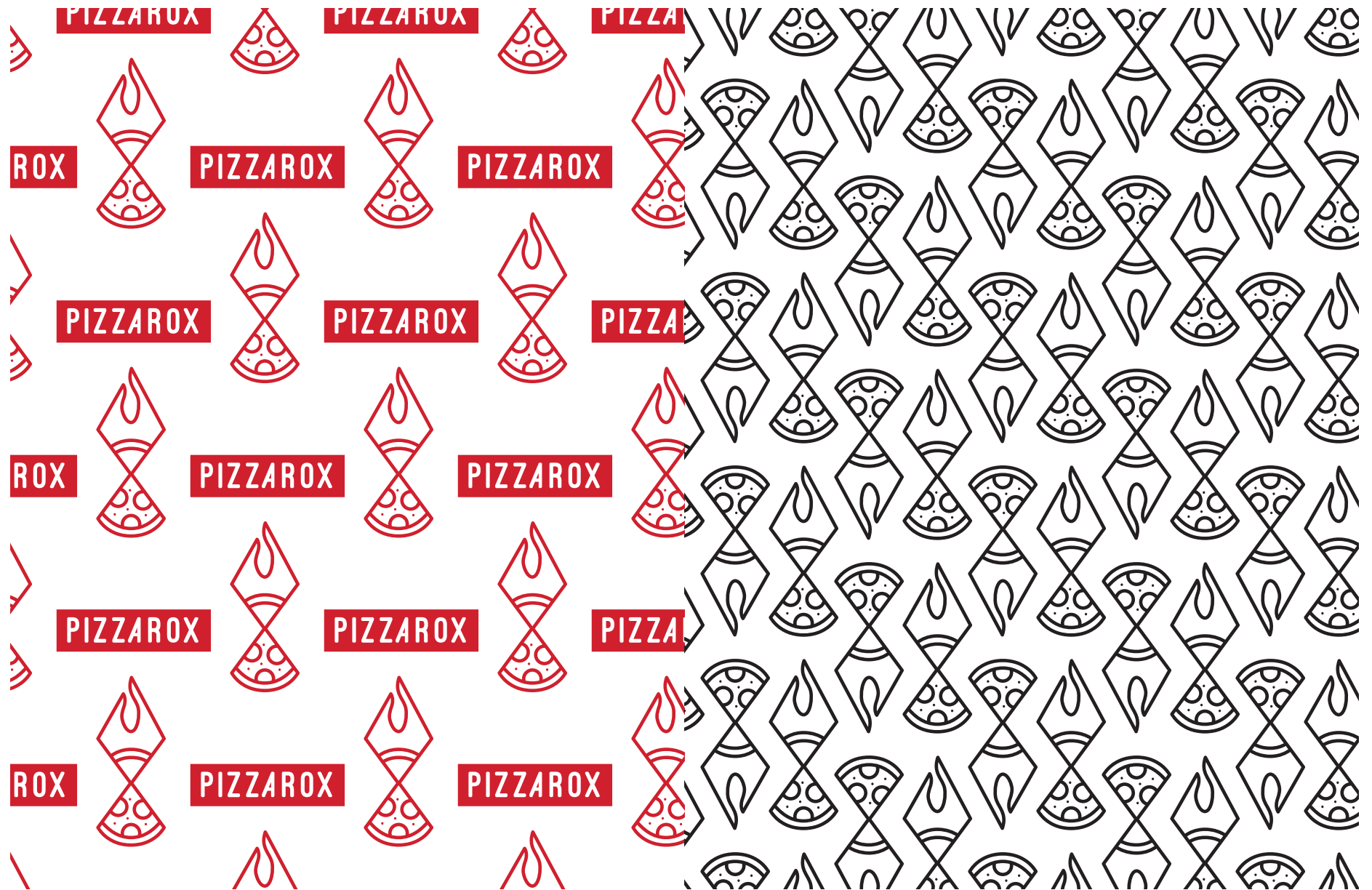
20%

10%

02 / VISUAL IDENTITY - ACCEPTED COLOR COMBINATIONS



02 / VISUAL IDENTITY - PATTERNS USAGE: PARCHMENT PAPER, COLLATERAL DESIGN



**SHOW OF THE TOPPINGS!  
USE CLOSE-UP DETAILS & NATURAL LIGHT.**



**CAPTURE & SHARE  
GENUINE MOMENTS**



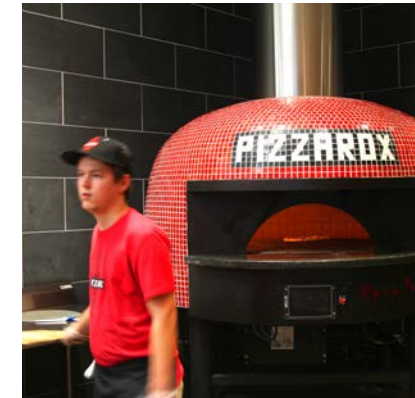
**PIES &  
PEOPLE**  
SHOWCASE YOUR  
CUSTOMERS'S  
EXPERIENCE  
WITH PIZZAROX!





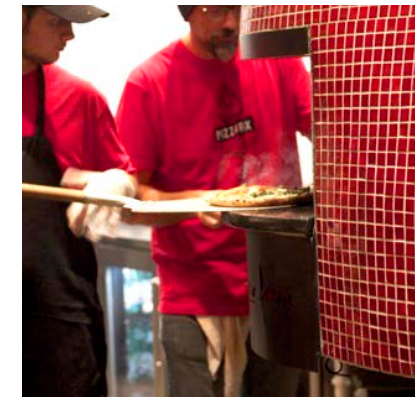
## 02 / VISUAL IDENTITY - PHOTOGRAPHY

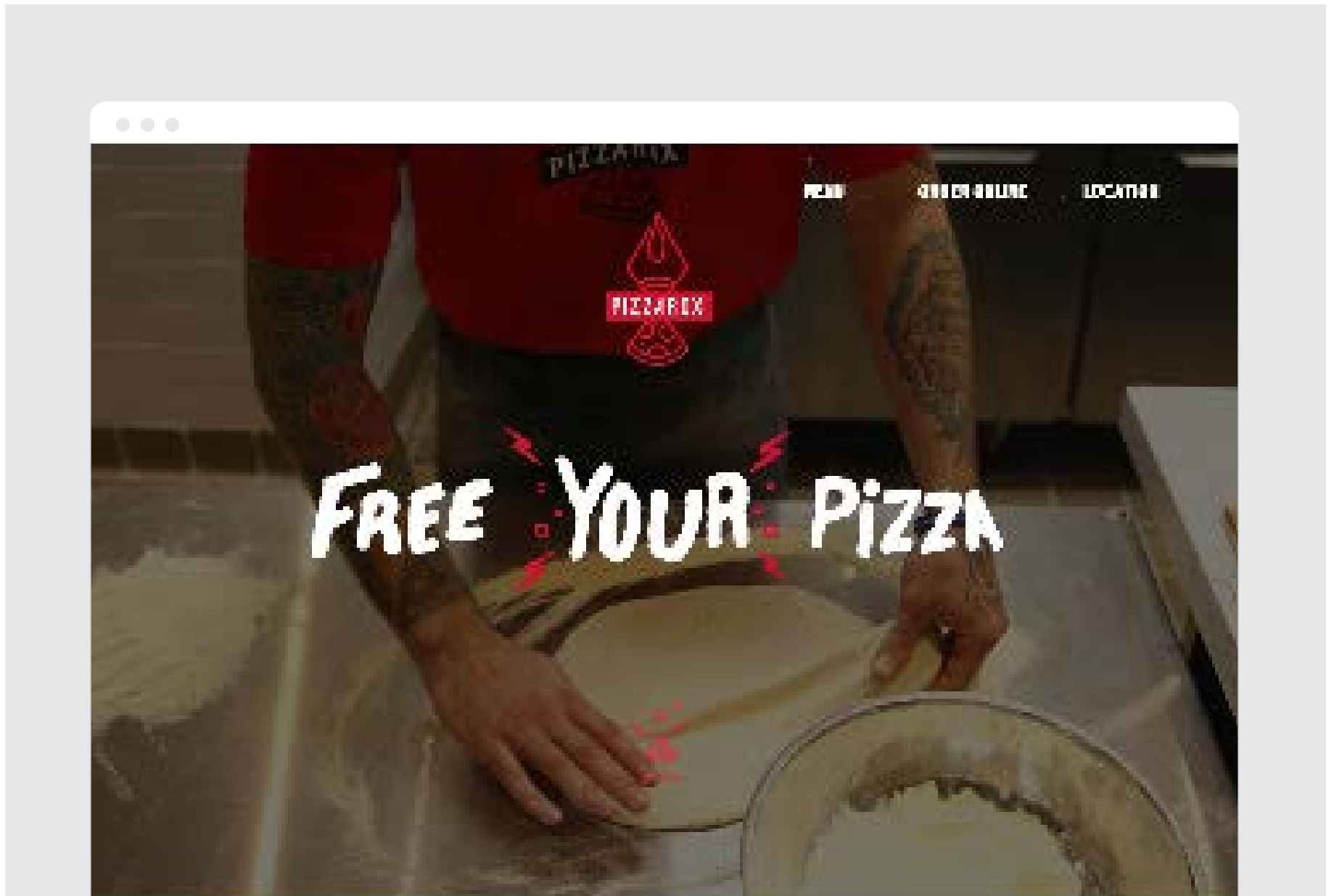
Photography should **SHOW THE PIZZAROX CULTURE AND EXPERIENCE** meaning the guests enjoying the food, the employees interacting with each other and with the guests. An ideal look for PIZZAROX is use of pizza's shot **OVERHEAD, CLOSE-UP DETAILS, NATURAL LIGHTING** to make things feel real. It's ideal to show the **PIES AND PEOPLE** with little to no filter. Brightness, saturation and contrast to be used slightly.



*On Right & Left:*  
What PIZZAROX imagery should look and feel like.

Application used for editing: INSTAGRAM





# SIGNATURE PIES



FREE YOUR PIZZA  
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CHOOSE  
You pick your own  
unique toppings

BAKE  
We bake it for you  
300 degrees for 10 min



PIZZAROX



FREE YOUR PIZZA  
CHOOSE  
BAKE  
EAT!

FREE YOUR PIZZA  
CHOOSE  
BAKE  
EAT!



PIZZAROX

Paradise

## APPAREL EMPLOYEE UNIFORMS

Otam is niender speribus. Itinto dunt modis nonectur aspidic uciatet fugiaspis cone mint acilluptis rerum anda quiaerum aboriaectia es dolorrum ese cone nam vel molorerunt, ut la nam quiam ad quis ma imenditat et, aut maximus ipsamus molore et es consequiam, essedignis ab ius as id mos ipsusam facilis voloreicte mi, ut odit quo blaboriam rem fugia quae consed ullaut.

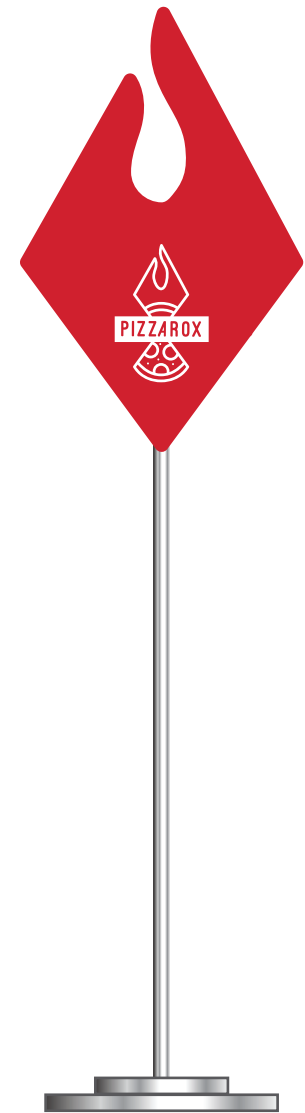
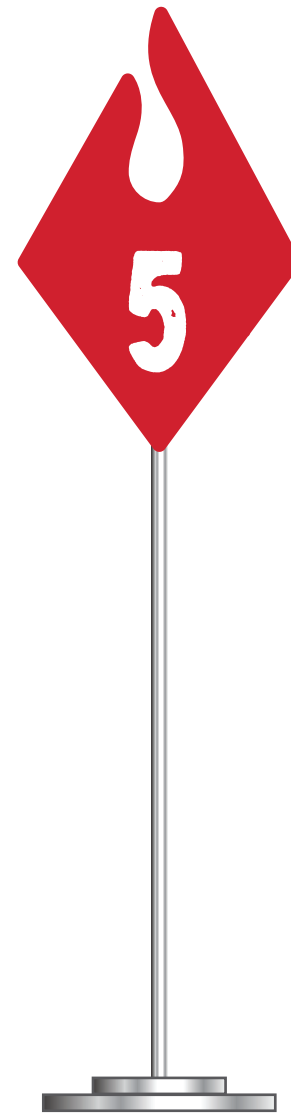


## ADVERTISING FLYERS / PRINT ADS

Otam is niender speribus. Itinto dunt modis nonectur aspid uciatet fugiaspis cone mint acilluptis rerum anda quiaerum aboriaectia es dolorrym ese cone nam vel molorerunt, ut la nam quiam ad quis ma imenditat et, aut maximus ipsamus molore et es consequiam, essedignis ab ius as id mos ipsusam facilis voloreicte mi, ut odit quo blaboriam rem fuga quae consed ullaut.



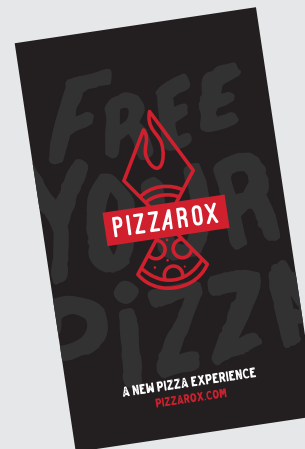
03 / IN-STORE COLLATERAL (FINAL ITEMS MAY HAVE CHANGED)







## 03 / STATIONERY

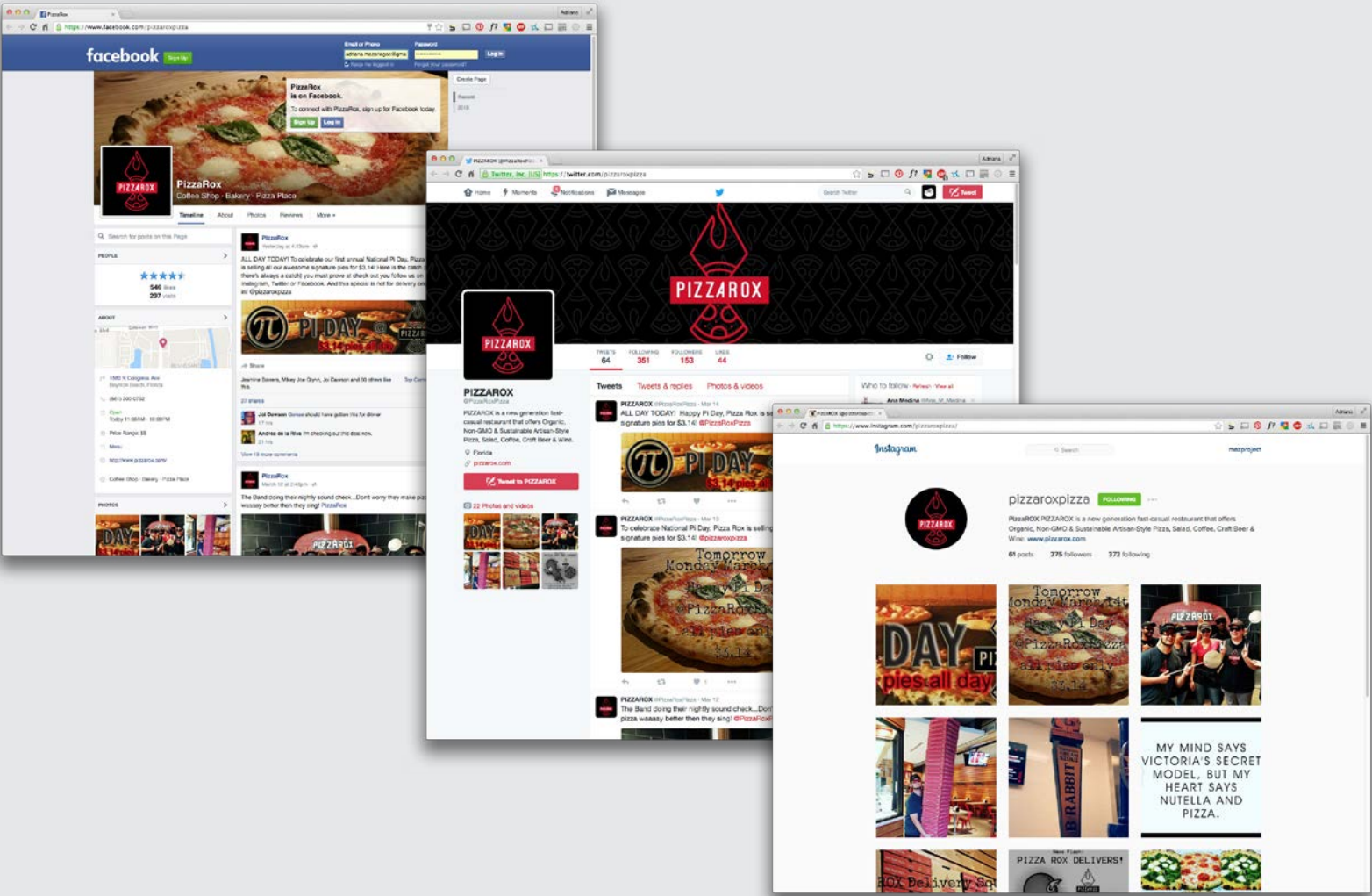


## PROMOTIONAL GIF

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03 / SOCIAL MEDIA



**FREE  
YOUR  
PIZZA.**

**PIZZAROX.COM**

**PIZZAROX**





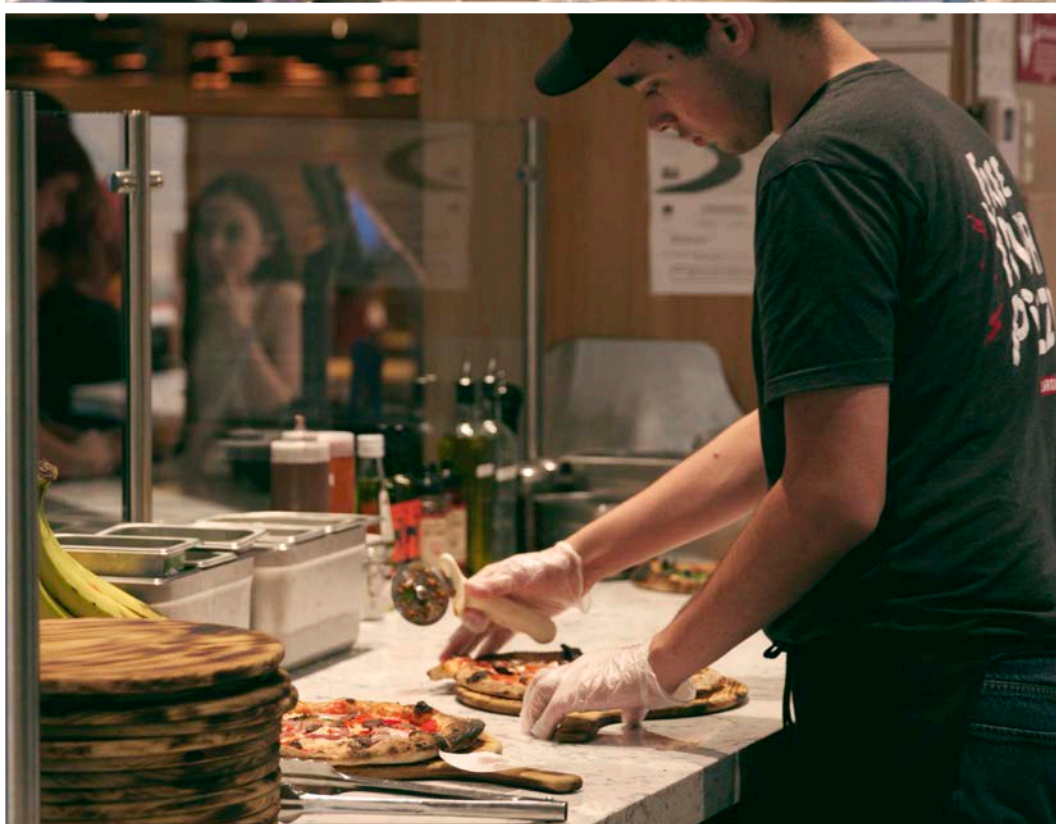
# STORE FACILITIES

**PHONE**  
(561) 200-0792

**ADDRESS**  
1880 N. CONGRESS AVENUE, UNIT 150  
BOYNTON BEACH, FLORIDA 33426

**HOURS**  
MON-THURS 11A-10P  
FRI-SAT 11A-11P  
SUN 11A-10P





**BOCCHINO PROGRESSIVE GROUP LLC**

**(954) 804-8276**

**1880 N. CONGRESS AVENUE, UNIT 150**

**BOYNTON BEACH, FLORIDA 33426**

**GLENNB@PIZZAROX.COM**

**PIZZAROX.COM**

**BRANDING & DESIGN**

**JACOBER**  
CREATIVE