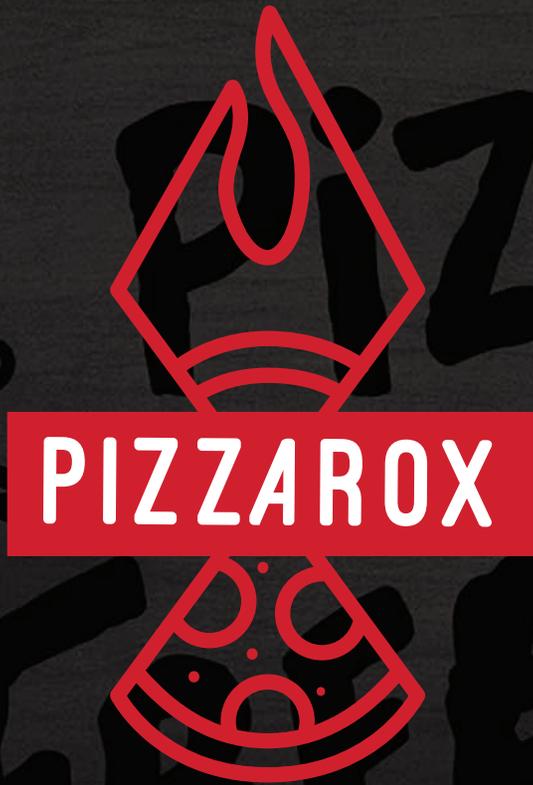


BRAND GUIDELINES

PIZZAROX.COM





FREE YOUR P

PIZZAROX



Pizza

INGREDIENTS

01 THE BRAND

04 VISUAL IDENTITY

16 APPLICATIONS

28 STORE FACILITIES

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.

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**



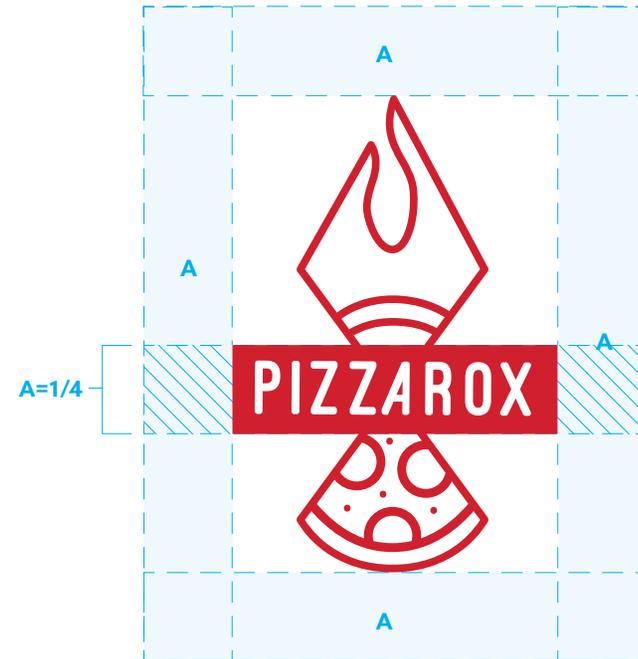
**'ROTATING'
CONCEPT**

SCIENCE BEHIND THE MARK

EXCLUSION ZONE

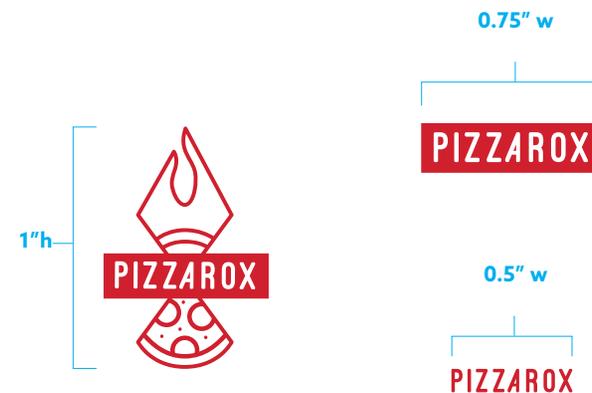
To ensure the logo is clear of any visual distraction including graphics and text, a minimum clear area (exclusion zone) has been developed. This distance is called "clear space."

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
abcdefghijklmnopqrstuvwxyz
1234567890

AZO SANS - REGULAR
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AZO SANS - BOLD
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AZO SANS - BLACK
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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%

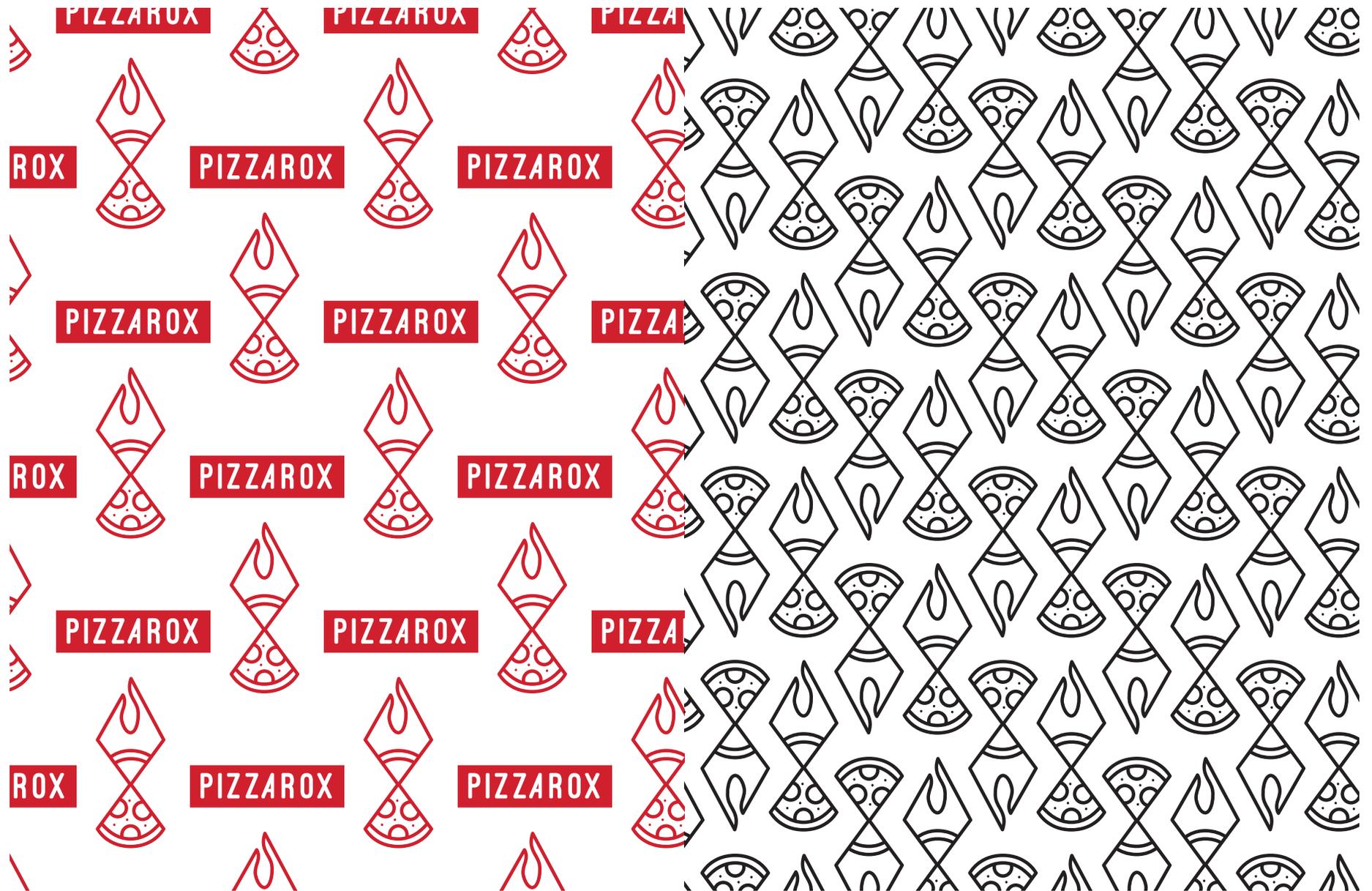
20%

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

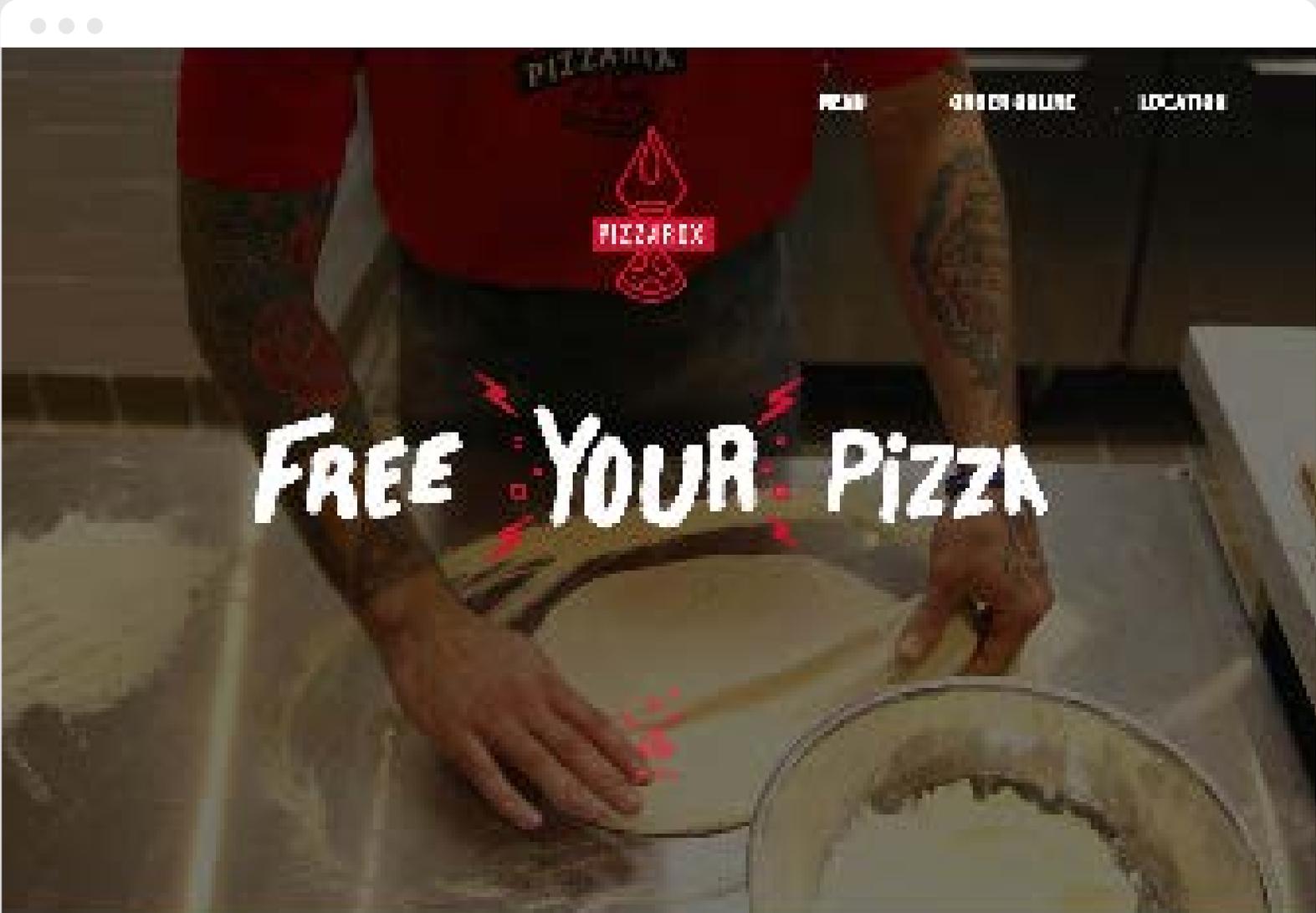
Photography should **SHOW THE PIZZAROX CULTURE AND EXPERIENCE** meaning the guests enjoying the food, the employees interacting with each other and with the guests. An ideal look for PIZZAROX is use of pizza's shot **OVERHEAD, CLOSE-UP DETAILS, NATURAL LIGHTING** to make things feel real. It's ideal 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

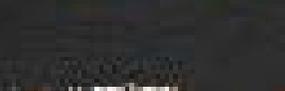




SIGNATURE PIES



3 PIES & 1 BEER
\$19.99
\$24.99
\$29.99





APPAREL EMPLOYEE UNIFORMS

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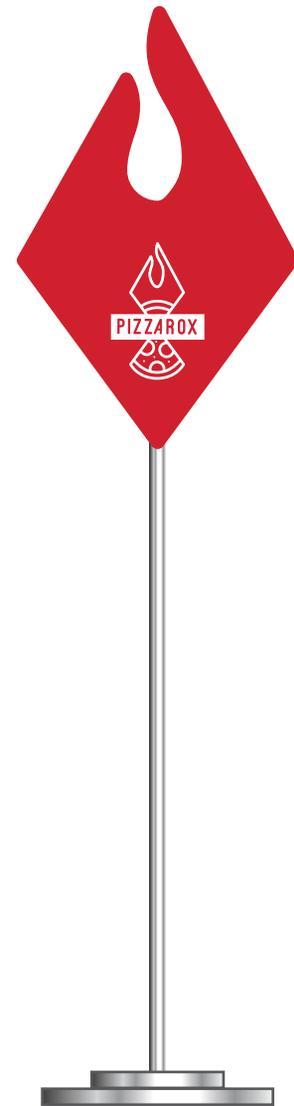
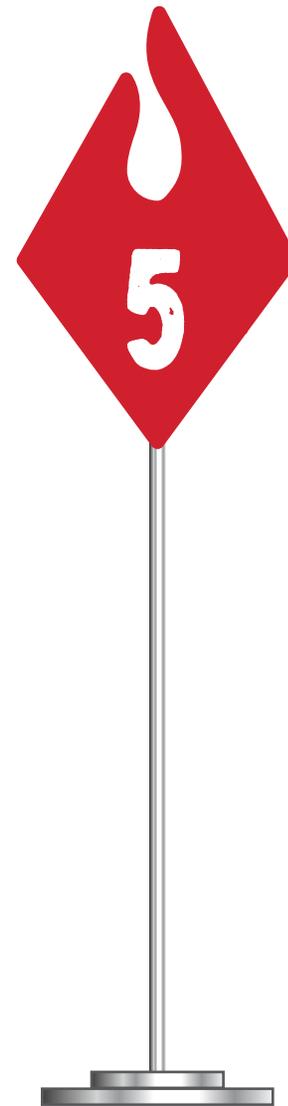


ADVERTISING FLYERS / PRINT ADS

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





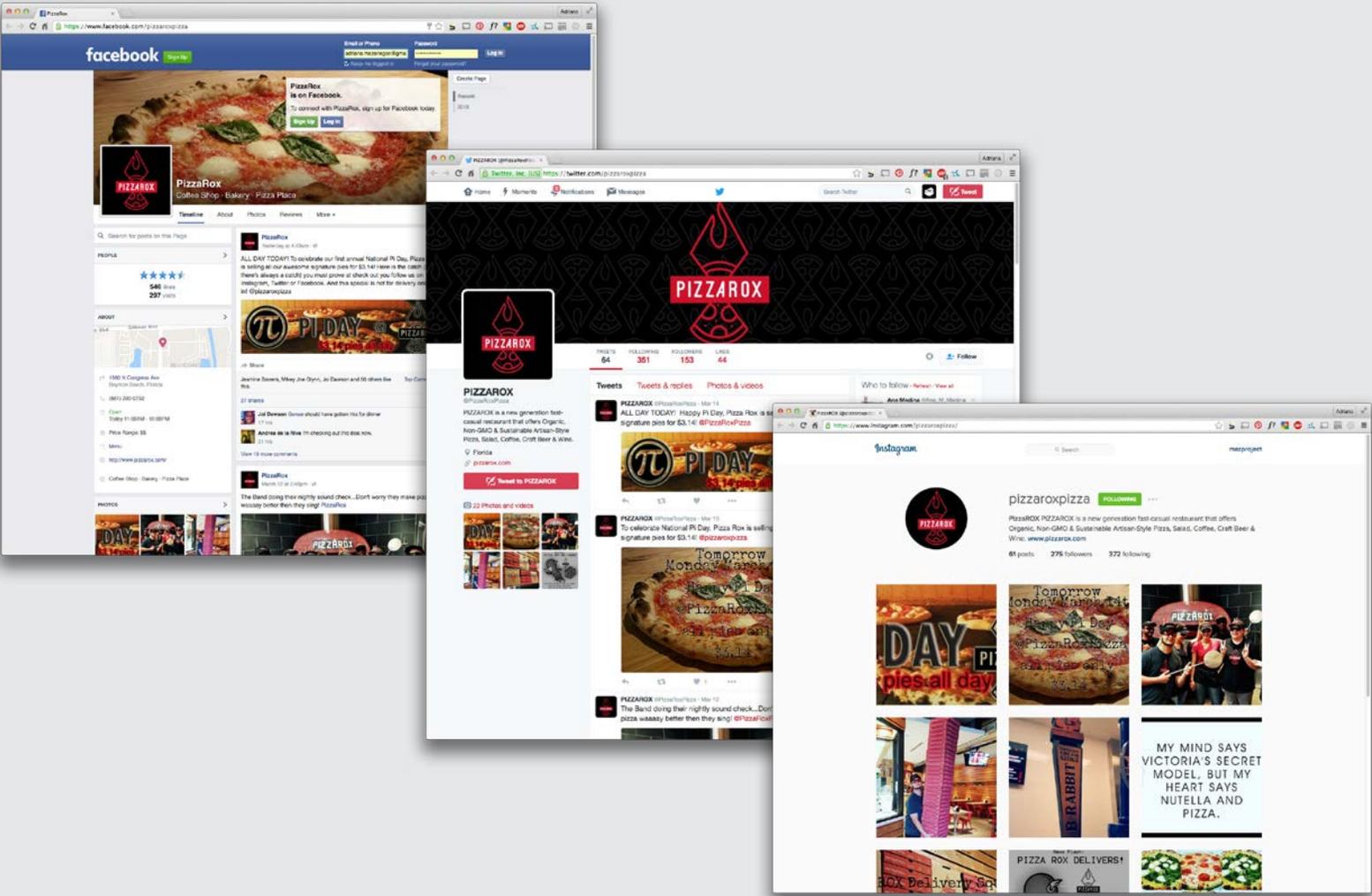
03 / STATIONERY



PROMOTIONAL GIF



03 / SOCIAL MEDIA



**FREE
YOUR
PIZZA.**

PIZZAROX.COM

PIZZAROX



W O N

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

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GLENNB@PIZZAROX.COM

PIZZAROX.COM

BRANDING & DESIGN

JACOBER
CREATIVE