MORALEJA Digital Studio

Let's Be Creative

RUSTIC PIZZA BRAND PACKAGE GUIDE

Welcome to your Rustic Pizza Brand Package.

Congratulations on your refined visual identity!

This guide will help you navigate your final brand package and understand what each folder contains, what each file is for, and which formats are best suited for different applications.

Everything has been organized so your Rustic Pizza identity can be easily used across **digital platforms, social media, presentations, print materials, and future brand applications.**

01. EDITABLE FILES

These are the **editable source files** of your Rustic Pizza identity. They allow the logo to be edited, resized, adapted, and prepared for future professional production when needed.

Adobe Illustrator — AI

Adobe Illustrator files are the **main editable vector source files**. Vector artwork can be scaled to different sizes without losing quality, making these files especially useful for professional design, printing, signage, packaging, and future brand applications.

Includes files:

- **Main Logo**
- **Horizontal Logo**
- **Circular Logo**
- **Symbol / Icon**
- **Triangular Logo**
- **Wordmark**

Each logo variation is provided in:

- **Full Color**

THANK YOU FOR YOUR BUSINESS.

PAULA ALEJANDRA HURTADO FLOREZ
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- **Dark Background**
- **Black**
- **White**

Adobe Photoshop — PSD
Editable Photoshop files are provided for applications that require a raster-based format or further image editing.

Digital
Prepared in **RGB** for digital applications such as websites, social media, presentations, and other screen-based uses.

Print
Prepared in **CMYK** for professional print applications.

Each includes:

- **Main Logo**
- **Horizontal Logo**
- **Circular Logo**
- **Symbol / Icon**
- **Triangular Logo**
- **Wordmark**

Each version includes:

- **Full Color**
- **Dark Background**
- **Black**
- **White**

Rustic Pizza Editable PDF Logo
An editable PDF version of the logo that can also be opened and edited in **Adobe Illustrator** when necessary.

Illustrator Logo File
Rustic Pizza Logo
The main editable Illustrator logo file, provided as an additional source file for future professional use.

Rustic Pizza Editable PDF Logo
Editable PDF that can be opened and edited in Adobe Illustrator.

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Rustic Pizza Logo
Editable Illustrator source file.

02. PRINT-READY PDF FILES

These PDF files are prepared for **professional printing and production**.
PDF is a vector-based format, making it ideal for printers, sign makers, packaging suppliers, and other production companies because the artwork can maintain its quality at different sizes. These files are intended primarily for **professional print production**.

Includes files:

- **Main Logo**
- **Horizontal Logo**
- **Circular Logo**
- **Symbol / Icon**
- **Triangular Logo**
- **Wordmark**

Each logo variation is provided in:

- **Full Color**
- **Dark Background**
- **Black**
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03. PNG FILES

PNG files are high-resolution raster images designed for **easy everyday use**, especially when a transparent background is needed.
Transparent Background

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These versions allow the logo to be placed freely over different backgrounds without a visible rectangle behind it. Ideal for: Presentations, Digital documents, Marketing materials, Placing the logo over other designs.

With Background

These versions already include their corresponding background and are useful when the logo needs to be placed directly into a document, presentation, graphic, or other ready-to-use composition.

Includes in both files:

- **Main Logo**
- **Horizontal Logo**
- **Circular Logo**
- **Symbol / Icon**
- **Triangular Logo**
- **Wordmark**

Each logo variation is provided in:

- **Full Color**
- **Dark Background**
- **Black**
- **White**

04. JPG FILES

JPG files are standard image files intended for **easy everyday use** in situations where transparency is not required. They are useful for: Documents, Presentations, Digital materials, General marketing applications, Quick sharing and placement.

Includes files:

- **Main Logo**
- **Horizontal Logo**
- **Circular Logo**
- **Symbol / Icon**

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- **Triangular Logo**
- **Wordmark**

Each logo variation is provided in:

- **Full Color**
- **Dark Background**
- **Black**
- **White**

05. SVG FILES

SVG files are **scalable vector files designed primarily for digital use**.
They can be resized while maintaining sharpness and are particularly useful for websites, digital interfaces, web development, and other applications where a clean scalable logo is required. **Recommended for:** web and digital applications where scalable vector artwork is supported.

Includes files:

- **Main Logo**
- **Horizontal Logo**
- **Circular Logo**
- **Symbol / Icon**
- **Triangular Logo**
- **Wordmark**

Each logo variation is provided in:

- **Full Color**
- **Dark Background**
- **Black**
- **White**

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06. TYPOGRAPHY

This folder contains the approved typefaces used to establish the visual consistency of the Rustic Pizza identity. Using these typefaces consistently helps maintain a cohesive visual language across future brand materials.

Primary Typeface: Abooket
Abooket is the **primary display typeface** used for the Rustic Pizza wordmark and serves as an important part of the brand's visual personality.

Secondary Typeface: Poppins SemiBold
Poppins SemiBold is the **supporting typeface** used for secondary information and complementary brand communications.

07. SOCIAL MEDIA

This folder contains **profile-ready logo files** prepared for social media platforms.
Includes: Facebook, Instagram, LinkedIn and X. These files are designed to make the logo easier to use directly within social media profiles while maintaining visibility and brand consistency.

08. MOCKUPS

This folder contains a curated selection of **visual mockups showing the Rustic Pizza identity in realistic applications**. Mockups are presentation visuals that demonstrate how the logo can look in real-world environments. They are intended primarily as a visual reference and are not editable production files.

09 VISUAL IDENTITY GUIDE

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This folder contains the complete **Rustic Pizza Visual Identity Guide**, which serves as the main reference for maintaining consistency when using the brand.

It includes guidelines covering elements such as:

- **Guidelines Overview**
- **Brand Identity Overview**
- **Logo Concept**
- **Typography**
- **Color Palette**
- **Logo Variations**
- **Incorrect Usage**
- **Brand Applications**
- **Final Note**

Rustic Pizza Visual Identity Guide Compress
A lighter version optimized for **easy digital sharing, uploading, and everyday reference**.
Rustic Pizza Visual Identity Guide Print
A high-quality version prepared for **printing and professional reference**.

Thank you for trusting me with the creation and refinement of the Rustic Pizza visual identity.

It has been a pleasure collaborating with you throughout this process and bringing the brand into a more refined, flexible, and recognizable visual system.

I hope this new identity becomes a strong foundation for Rustic Pizza as the business continues to grow.

Thank you for your trust and for allowing me to be part of this exciting new chapter.

PAULA ALEJANDRA HURTADO FLOREZ.

Creative Designer, Multimedia Producer, Community Manager & Marketing.

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