Rustic Pizza

SINCE 1991

BRAND IDENTITY GUIDE

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GUIDELINES OVERVIEW



This Visual Identity Guide has been created to help maintain a consistent and professional representation of **RUSTIC PIZZA** across all brand applications.

Inside, you will find the official logo, color palette, typography, logo variations, and basic usage guidelines that support a recognizable and cohesive brand identity.

Using these assets consistently helps strengthen brand recognition, build trust with customers, and ensure a polished appearance across both digital and printed materials.

All brand assets associated with **RUSTIC PIZZA** are proprietary and should be used according to the guidelines outlined in this document.

OUR BRAND



Rustic Pizza Since 1991 is a brand rooted in heritage, dedication, quality, and community.

Originally established as a food truck, **Rustic Pizza** is evolving into a restaurant while maintaining the character and recognition built around its history.

The visual identity is designed to grow with the brand from restaurant signage and packaging to digital platforms and future applications.

BRAND ATTRIBUTES

- **ESTABLISHED**
- **WARM**
- **AUTHENTIC**
- **FAMILIAR**
- **GENUINE**
- **APPROACHABLE**

BRAND IDENTITY MANUAL

01. LOGO CONCEPT

02. TYPOGRAPHY

03. COLOR PALETTE

04. LOGO VARIATIONS

05. INCORRECT USAGE

06. BRAND APPLICATIONS

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01. LOGO CONCEPT







The **RUSTIC PIZZA** logo combines three main elements: the symbol, which brings together the recognizable pizza cutters with a simplified geometric structure, creating a distinctive mark connected to the original **RUSTIC PIZZA** identity; the wordmark, whose expressive script lettering gives the brand its strongest personality and visual recognition while creating a more approachable and distinctive presence; and **Since 1991**, which reinforces the brand's heritage and connection to its history.

Together, these elements create the primary expression of the brand while allowing each component to function independently when needed.

Primary Logo:
The complete brand expression combining **Symbol + Rustic Pizza + Since 1991**

02. TYPOGRAPHY



PRIMARY TYPEFACE: ABUGET

Abuget is the primary typeface of the **RUSTIC PIZZA** identity and is used for the **RUSTIC PIZZA** wordmark. Its expressive handwritten character gives the brand its distinctive personality, creating a visual identity that feels approachable, memorable, and authentic.

SECONDARY TYPEFACE: POPPINS SEMIBOLD

Poppins SemiBold is used for supporting elements such as Since 1991 and secondary brand information. Its clean, geometric structure creates contrast with the expressive character of Abuget while providing clarity and visual hierarchy.

TYPOGRAPHIC PRINCIPLE

The combination of **Abuget** and **Poppins SemiBold** creates a balance between personality and clarity, allowing the expressive wordmark to remain the focal point while supporting information stays clean, legible, and consistent.

02. TYPOGRAPHY

PRIMARY TYPEFACE:

Abuget

A a Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
N n Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy X

1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACE:

POPPINS

semibol d

Aa Bb Cc Dd Ee Ff Gg Hh IiJj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Xx

1 2 3 4 5 6 7 8 9 0

03. COLOR PALETTE

RUSTIC NAVY :

HEX: #011C39
RGB: 1, 28, 57
CMYK: 0.98, 0.51, 0.00, 0.78

The main brand color and strongest visual foundation of **RUSTIC PIZZA**. Navy communicates confidence, consistency, and depth, and should be used prominently across the logo and key brand elements.

RUSTIC GOLD:

HEX: #FDA803
RGB: 253, 168, 3
CMYK: 0.00, 0.34, 0.99, 0.01

The primary accent color. Gold brings warmth, energy, and visual recognition to the identity, creating a strong contrast with Rustic Navy.

LIGHT GRAY:

HEX: #C9CACA
RGB: 201, 202, 202
CMYK: 0.00, 0.00, 0.00, 0.21

A neutral supporting color that adds subtle tonal variation to the identity. It can be used for secondary elements, backgrounds, and supporting applications without competing with the primary brand colors.

04. LOGO VARIATIONS

SYMBOL/ICON





WORDMARK

Rustic Pizza

Rustic Pizza

04. LOGO VARIATIONS

HORIZONTAL LOGO





CIRCULAR LOGO





TRIANGULAR LOGO





05. INCORRECT USAGE







To maintain consistency and recognition, the logo should always be used in its approved form.

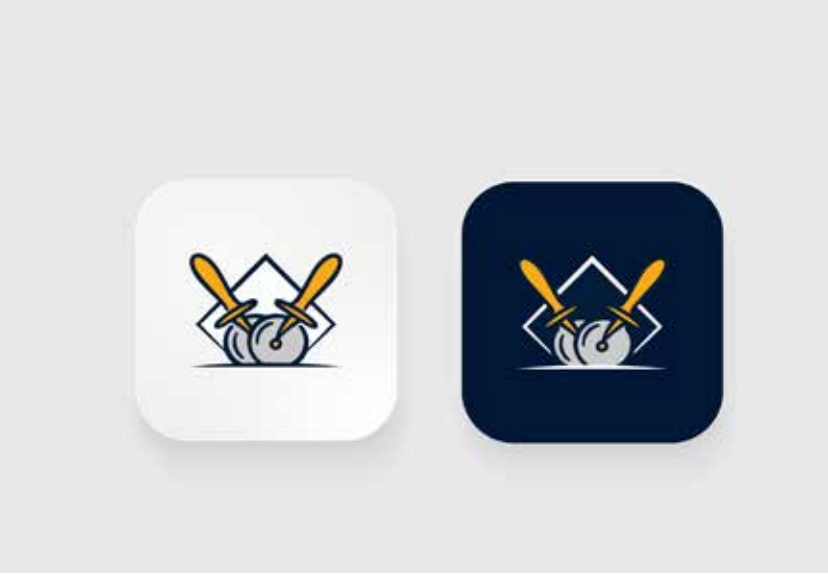
DO NOT:

- Stretch or distort the logo.
- Change the proportions of the logo or symbol.
- Rotate the logo.
- Rearrange elements within an approved lockup.
- Alter the approved colors.
- Add unapproved gradients, shadows, outlines, or effects.
- Change or replace the wordmark typography.
- Place the logo over backgrounds that compromise legibility.
- Recreate or redraw the symbol.
- Combine elements from different variations without following the approved system.

Always choose the logo variation that provides the clearest and most balanced representation for the specific application.

06. BRAND APPLICATIONS

For **RUSTIC PIZZA**, mockups will showcase the logo, color scheme, and other brand assets across various touchpoints such as packaging, signage, digital platforms, and promotional materials. These mockups provide valuable insight into the brand's visual identity, ensuring consistency and effectiveness across different mediums and applications. The flexibility of the logo system allows **RUSTIC PIZZA** to maintain a consistent identity while adapting its composition to different formats and sizes.





06. BRAND APPLICATIONS









07. FINAL NOTES



This visual identity was developed through a collaborative process focused on creating a brand that feels professional, approachable, trustworthy, and memorable.

By using these assets consistently, **RUSTIC PIZZA** can build stronger recognition, increase credibility, and create a cohesive experience across every customer interaction.

Thank you for being part of this creative journey. We are excited to see the **RUSTIC PIZZA** brand continue to grow and serve its community.

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Graphic Designer: Paula Alejandra Hurtado





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