Primo's Pizza Brand Book

BRAND IDENTITY

Bold *by nature*

A **proposed visual identity guide** for Primo’s Pizza in Egypt.

November 2026



Agenda

PRIMO'S PIZZA · EGYPT

12

SECTIONS

A clear path from brand foundations to every customer touchpoint.

FOUNDATION · IDENTITY · APPLICATION

Explore the brand foundation, identity recommendations, visual toolkit, applications, and practical consistency rules.

01 A Brand Built Around Pizza

02 Protect the Logo

03 Personality With Purpose

04 A Working Color System

05 A Bilingual Type Hierarchy

06 Build a Playful Graphic Toolkit

07 Make the Food the Hero

08 Packaging With a Recognizable Signal

09 A Sensory Product Standard

10 A Cohesive Social Feed

11 Carry the System Across Every Touchpoint

12 Keep the Brand Consistent

A Brand Built Around Pizza

How would you like to edit this slide?

PROVIDED CONTEXT

Primo's Pizza

MARKET	Egypt
CATEGORY	Pizza restaurant · F&B
POSITIONING	American-style pizza

The guide separates **provided brand context** from creative recommendations.

Supplied campaign material · shown unchanged

CREATIVE READING · PROPOSED, NOT OFFICIAL

A working interpretation of the brand's personality

Bold · Energetic · Playful · Youthful · Modern · Appetizing

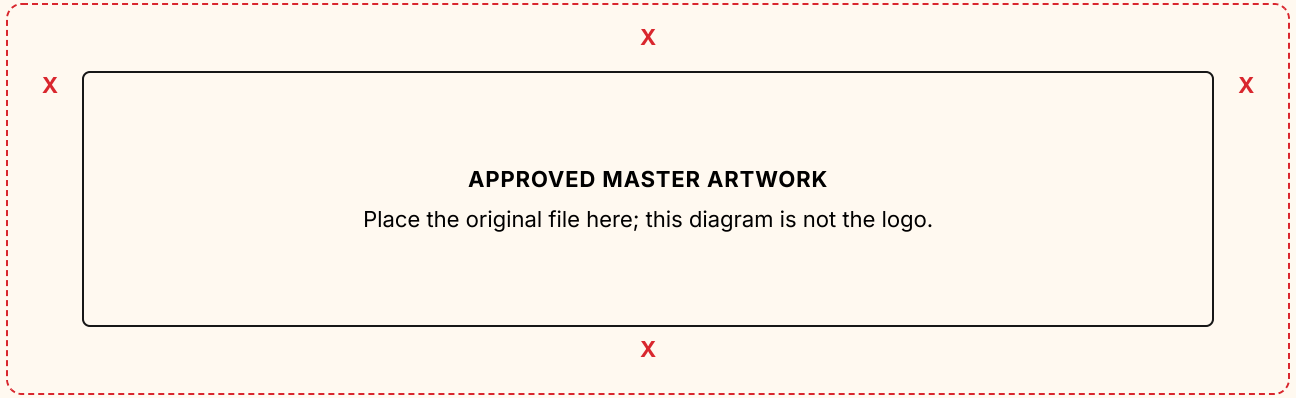
بريمو بيتزا في مصر — مطعم بيتزا بطابع أمريكي.

Protect the Logo

OBSERVED LOCKUP

As described: a **red rolling-pin symbol**, blue PRIMO'S, red AMERICAN PIZZA, and a black outline or frame.

Rolling-pin symbol	**PRIMO'S lettering**
AMERICAN PIZZA	**Black outline / frame**



PROPOSED CLEAR SPACE · Set X to the symbol's height; keep the zone clear on every side.

Usage rules

Primary artwork

Use the supplied mark intact. No standalone master file was provided; request approved artwork before production.

Background

Prefer warm white or a quiet, high-contrast field. Avoid busy imagery behind the lockup.

Minimum size · proposed

Start at **160 px wide digitally** or **35 mm in print**; verify legibility at final output size.

Proportion & approval

Scale uniformly; keep the full lockup together. These measurements are working recommendations, not verified specifications.

KEEP

Use the original master, preserve its proportions, and maintain the proposed clear zone.

AVOID

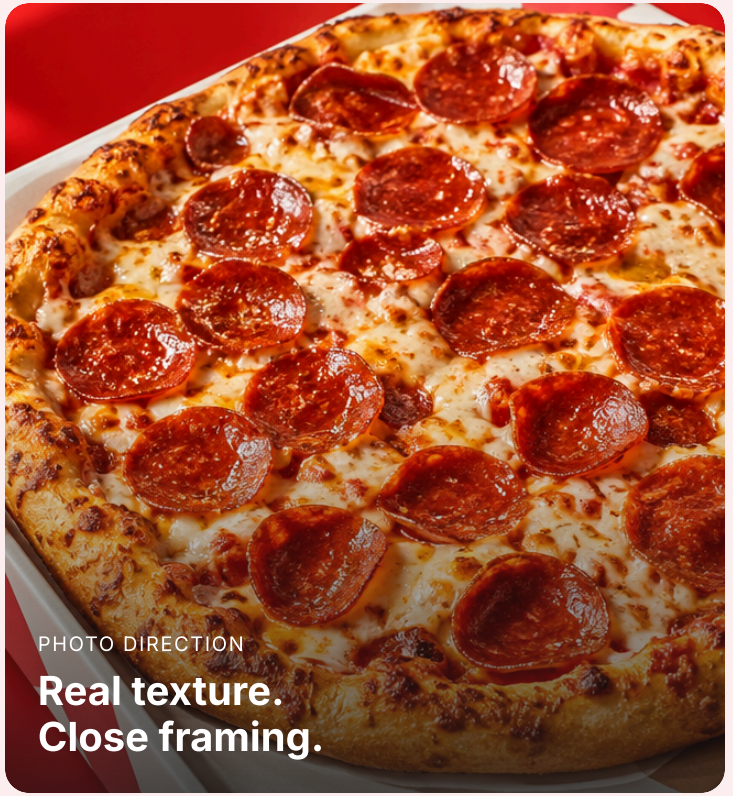
Stretching, cropping, recoloring, retyping, separating, or redrawing any part.

Personality With Purpose

Turn traits into **visible, repeatable choices.**

PROPOSED CREATIVE ANALYSIS · NOT CONFIRMED COMPANY STATEMENTS

TRAIT	IN WORDS	ON THE PAGE
Bold	Lead with a confident promise; keep the phrasing plain and decisive.	Oversized sans headlines; sharp red-and-black contrast.
Energetic	Choose active verbs and short, punchy lines.	Suggest motion with angled crops, bursts and rhythm.
Playful	Use warm wit and small surprises—not forced slang.	Comic accents, circles and expressive graphic marks.
Youthful	Sound conversational, current and inclusive.	Social-native layouts; lively scale and pattern.
Modern	Make offers and menu details quick to scan.	Clean sans typography, a disciplined grid and open space.
Appetizing	Name the sensory cues: melt, crunch, sauce and golden crust.	Use close, realistic food photography and honest texture.



A consistent character comes from applying the same cues **at every touchpoint.**

A Working Color System

WORKING RECOMMENDATION · NOT OFFICIAL

Suggested values for review—not confirmed company specifications.

هذه القيم توصيات عمل مقترحة، وليست مواصفات رسمية معتمدة؛ تُعرض للمراجعة قبل اعتمادها.

Primary colors

3-color working core

	HEX	RGB
Primo Red	#D9272E	217, 39, 46
Primo Blue	#164A8A	22, 74, 138
Deep Black	#171717	23, 23, 23

Supporting colors

Warm White
#FFF9F0 · RGB 255, 249, 240

Cheese Yellow
#F5B82E · RGB 245, 184, 46

Suggested combinations

Print · warm base, blue structure, red signal



Digital · red-led field, warm-white type, yellow accent



A Bilingual Type Hierarchy

CAMPAIGN HEADLINE · SPECIMEN

HOT. FRESH.
MADE TO SHARE.

Bricolage Grotesque Bold · proposed display face

WORKING TYPE RECOMMENDATIONS

Suggested direction, not officially approved typefaces.

DISPLAY · BRICOLAGE GROTESQUE BOLD

More joy per slice.

ENGLISH TEXT · INTER

Clear, friendly copy for menus, offers and everyday messages.

ARABIC · CAIRO OR IBM PLEX SANS ARABIC

بيتزا تلمّنا

BILINGUAL SAMPLE

Match meaning; set Arabic right-to-left.

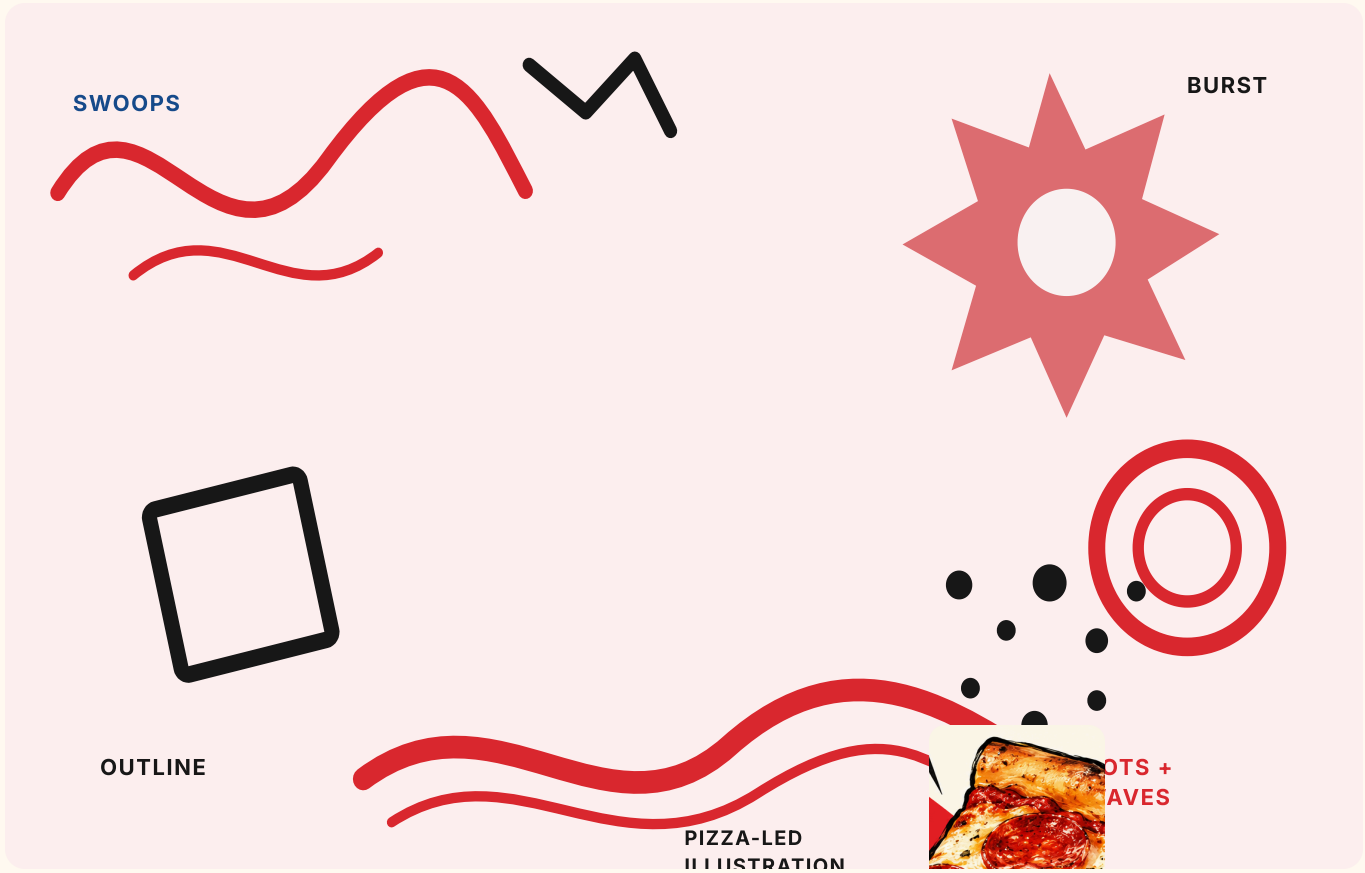
Big flavor. Better together.

طعم كبير... واللَمّة أحلى.

Build a Playful Graphic Toolkit

PROPOSED GRAPHIC SYSTEM

A flexible visual vocabulary



OBSERVED REFERENCE CUE

Supplied packaging pairs **red edges and black-and-white illustration** with a light ground.

WORKING RECOMMENDATION

Build a pizza-specific family of **bursts, lively lines, simple circles, waves and geometric forms**.

COLOR + RESTRAINT

Red leads; blue punctuates; black outlines. Use one hero motif and one supporting texture at a time.

Let the graphics create energy—**keep the food the hero.**

Make the Food the Hero



CAPTURE

Texture, warmth, real ingredients

Show naturally melted cheese and keep each topping distinct.

Get close enough to reveal the crust’s golden bake.

AVOID

Anything that feels artificial

No plastic-looking shine, warped slices, or distorted ingredients.

Keep props and backgrounds controlled so food stays the focus.

Dramatic framing is welcome; ingredient authenticity is non-negotiable.

Packaging With a Recognizable Signal

OBSERVED IN THE SUPPLIED REFERENCE

Light illustrated surfaces, expressive black linework and a vivid red edge appear in storefront context.



Concept visual only — a proposed direction, not a depiction of approved or current packaging.

RECOMMENDED APPLICATIONS

One recognizable signal, across every handoff.

Working recommendations—not verified current packaging standards.

Pizza boxes

Use the red perimeter as the quick-read signature; let the illustrated field carry the character.

Paper bags

Keep the light ground and black graphic language; reserve red for a clear, repeatable accent.

Food wraps

Repeat a lighter, open version of the illustration so the food remains the focus.

Stickers

Use a compact circular seal as a consistent close for bags, wraps and box openings.

Delivery set

Carry the same red edge and illustrated language through the full order for a unified arrival.

One red edge. One illustrated language. Every format.

A Sensory Product Standard



THE STANDARD

Authentic texture. Controlled drama.

Let the real product create the energy—not exaggerated food effects.

Keep campaign framing recognizable: repeat a considered angle, crop and light.

Freshness

Capture a just-served sheen and lively detail.

Melt

Show realistic, natural melted-cheese texture.

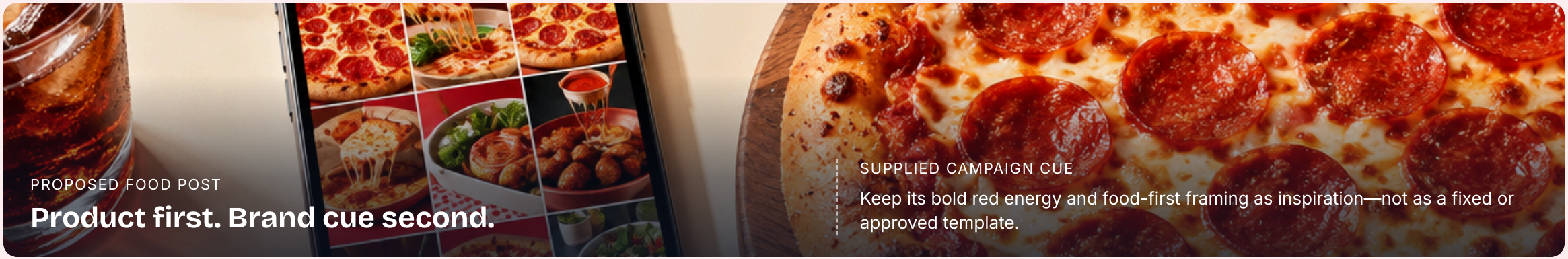
Toppings

Keep ingredients distinct, appetizing and believable.

Crust

Bring out a golden edge and crisp detail.

A Cohesive Social Feed



01 / PRODUCT ANNOUNCEMENT

Lead with the new item

Name it clearly, pair it with one appetizing image, and keep the headline short.

02 / FOOD PHOTOGRAPHY

Let texture do the talking

Use tight, realistic crops of cheese, toppings, and golden crust; minimize overlays.

03 / PROMOTIONS & OFFERS

Make the offer effortless

Prioritize value and terms; keep bursts and decorative graphics secondary.

Typography

Repeat one bold headline style and compact supporting copy.

Logo handling

Keep the supplied logo unaltered, with clear space on every crop.

Palette

Anchor posts in red, black, and warm white for a recognizable feed.

Graphic rhythm

Repeat circles, bursts, and dynamic lines sparingly—not all at once.

Carry the System Across Every Touchpoint

REFERENCE OBSERVATION The supplied set pairs branded packaging and food context with red, black, light-neutral and food tones.

Pizza box

Keep the logo clear; let the food remain the hero.

Sauce

Keep the mark readable at compact pack sizes.

PROPOSED SHARED CUES

- Logo visible
- Color consistent
- Type readable
- Food first

Food wrapping

Repeat the color cue without crowding the product.

Delivery materials

Carry the same palette and type across bags and seals.

Different formats. One unmistakable family.

Keep the Brand Consistent

FINAL PRE-FLIGHT

Preserve known assets. Approve proposed standards.

نحافظ على الأصول المعروفة، ونعتمد المواصفات المقترحة قبل تطبيقها.

CHECK	DO	DON'T
Logo الشعار	Keep the supplied lockup intact: red rolling pin, blue PRIMO'S, red AMERICAN PIZZA, black frame.	Never redraw, stretch, crop, recolour, or separate its parts. Verify clear space, proportions, and minimum size.
Colour الألوان	Use this **working palette** with clear contrast; yellow is a small accent. Red #D9272E · Blue #164A8A · Black #171717 · Warm #FFF9F0 · Yellow #F5B82E	Do not call these HEX values official until confirmed; avoid low-contrast pairings.
Type + Arabic الخطوط والعربية	Use bold sans headlines and clean body type. Trial Cairo or IBM Plex Sans Arabic; set Arabic runs RTL.	Do not present font choices as approved, reverse Arabic direction, or mix unnecessary styles.
Photography التصوير	Choose realistic close-ups: melted cheese, golden crust, appetising toppings, controlled backgrounds.	Avoid artificial-looking food, distorted ingredients, or imagery unrelated to the product.
Graphics العناصر الرسومية	Use bursts, circles, and waves with restraint; repeat a small, recognisable set.	Do not crowd the logo or assume Primo's Soda visuals are official pizza standards.

APPROVAL GATE Logo dimensions, colour values, and font choices remain **working recommendations** wherever official specifications have not been verified. Approve before production.