

The logo for 'Memos' is written in a white, elegant cursive script. The 'M' is particularly stylized with a large, sweeping loop that extends upwards and then curves back down to form the rest of the word. The letters are fluid and connected, giving it a sophisticated and artistic feel.

Gourmet Pizzeria  
Brand Slogans Proposal

WELCOME TO A VIBRANT  
SENSORY EXPERIENCE...

WHERE ART IS FOUND  
AT THE HEART..

..OF PIZZA!

welcome to *Memos*

Memos is a memory, a reminder, a message and even a directive. It's a story that's brought to the present to enchant the past, to give you a reminder of what was, and strengthen what still is. A nostalgic renaissance that gives true authenticity and elevates the modern era of Saudi Arabia.

For the first time in Saudi Arabia, a new restaurant is entering the Pizzeria market to cultivate a talent like no other and reimagine the pizza experience. With the best quality ingredients and the passionate Pizza artisans, memos is entering a new decade of redefined luxury. Our restaurant is a home for Pizza lovers who opt for a fine dining experience that feels transportive and authentic.



# concept

Memos concept is inspired and fueled by art. It's infused in the walls, the floors, the bathrooms, and in the food itself. It's a venue that looks like nowhere else in the city, or – dare we say – the world.

It's a heritage of delicious delight that fulfills the cravings of melted pleasure to its upper crust. it's truly an unforgettable culinary experience. Relish in a slice of nostalgic authenticity that gives new levels of flavorful art.

*Memos*



Memos

Indulge Your Creative Appetite



Indulge Your Creative Appetite

Having a creative appetite does not include everyone. It's the upper-crust society that want to experience the real taste of art. It's the freshly warmed baked dough, transforming into a soaked crust of scented oregano that complements the melted cheese on top of the rinsing tomato sauce. Together they create an aromatic satisfaction in fulfilling the craving need of indulgence.

*Indulge Your Creative Appetite* embraces the exquisite, the curious, the artistic crowd that want to embark on the authentic reality and appreciate different elements of taste. It's for those who are ready to relish and absorb a phenomenal experience through fulfilling their creative appetite.

This slogan option brings to life the artistic side of memos in making and baking pizza and calls out for authentic pizza to unleash their artist within.



*Memos*

Every Piece Is A Masterpiece



Memos

Every Piece is A Masterpiece

It's a perfectly yeasted-based circle of life, a smidge with olive oil with a salted touch - created by the hands of the Artisans, the masters of fine foods. Our story in making the most authentic Pizza in town starts when the Pizza Artisan flips the dough into the air to create the perfect shape. The shape of crusted art. It's crispy in some spots yet tender in others; a flawless creation out of the ordinary.

Whether it's a Neapolitan pizza, Mozzarella pizza or a Meat lovers pizza, Every Piece is a masterpiece.

The word "masterpiece" hints on the greatest work of distinguished creativity and workmanship. It defines that every work of the Artisan (pizza-maker) is out of the ordinary, profound and creative. Giving the customer an art of excellence and quality regardless of choice, hence... Every Piece is a Masterpiece.

*Memos*

A Locale of Artistic Flavors



## A Locale of Artistic Flavors

A locale is a place where something important happens or is set, or that has a particular event associated with it.

This slogan option sheds light to the venue itself, making it the focal meeting point to experience art of different flavors. It's the invitation everyone wants to the Met Gala everyone wants to attend. It's the gallery with a collection of artwork, a museum for the artistic flavor with clinking of Saudi champagne glass in the background, appreciating the artistic framework in the works of pizza.

The brand signifies luxury dining that makes people feel special and important. It's not just a place to eat, but an invitation to enjoy the atmosphere that heightens the taste of the different elements of flavor... Making it an artistic experience.

THANK YOU!

*Memos*