

FIREMAN RICK / LITTLE ITALY

FOR THE

30

30

02. STRATEGY & BRAND IDENTITY SYSTEM | BRAND IDENTITY SYSTEM

Log & Variations

Little Italy

Little Italy

Little Italy **Welcome to** *Little Italy*



secondary Graphics

Color Parale

Photography

Typography

voices



Header

ACIER

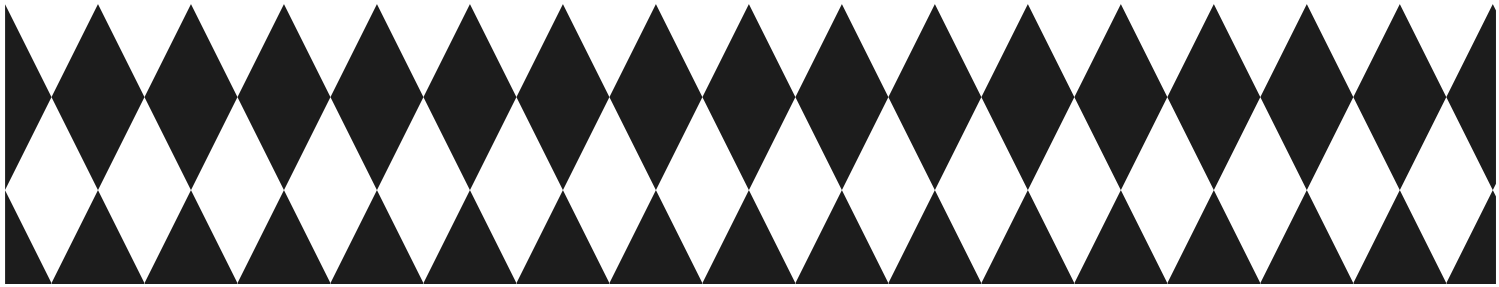
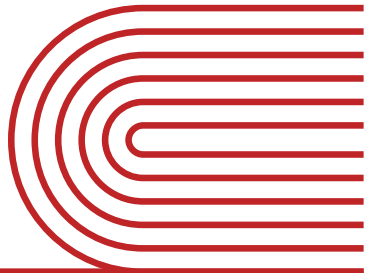
Header

Kepler

Body

Alexandria

SEMPLICE E DELIZIOSO







WARN

AUTHENTIC



THESE ARE THE 'LEGOS' OF OUR BRAND

02. STRATEGY & BRAND IDENTITY SYSTEM | **BRAND IDENTITY SYSTEM**

THESE ARE THE 'LEGO BLOCKS' OF OUR BRAND

Logo & Variations



Color Palette



Typography



Secondary Graphics



Photography



Voice

GREGARIOUS
MISCHIEVOUS
WARM
AUTHENTIC

03. MARKETING & BRAND TOUCHPOINTS

USING OUR 'LEGO
BLOCKS' WE CAN CREATE
ANY TOUCHPOINT...