



SARPINO'S INTERNATIONAL
**BRAND
GUIDELINES**



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01 OUR BRAND IDENTITY

OUR BRANDMARK

In 2001, Sarpino's International opened in Singapore, cooking up the most authentic gourmet pizzas in the traditional Italian way. Today, Sarpino's is the 3rd largest pizza restaurant group here, and has ambitions to grow even further.

Our brandmark reflects the more modern tastes of our growing consumer base. The wordmark and holding device is placed at an angle for a more dynamic appeal. And within the wordmark, the red pizza slice functions as an apostrophe after the 'O'.

Altogether, our brandmark has a youthful, vibrant energy with a refreshed colour palette of bolder, brighter colours that reflect the fresh ingredients used and the Italian heritage of Sarpino's.



Old Brandmark



NOTE

Always use the supplied artwork files.
Never redraw or alter the artwork.

IDENTITY VARIATIONS

Brandmark

The brandmark consists of a dynamic holding device and a wordmark with an icon. This is our preferred logo and should be used wherever possible unless there are space restrictions.

Wordmark

For better visibility and economic use of restricted space such as signage, the wordmark should be used. It must always be tilted at an angle of 4°.

Icon

The icon should be used carefully and only in areas with very limited space and a ratio of 1:1. Ideally it should always appear in close proximity to the brandmark or wordmark.

Brandmark - Preferred



Wordmark



Icon



NOTE

To ensure the brandmark, wordmark or icon is aligned correctly, use the left edge of the red pizza slice in the 'O' as the vertical axis.

COLOURS

The identities should always appear in full colour. However in instances where the full colour identity cannot be used as in black & white or single colour ads, the greyscale or reverse colour versions may be used instead.

Full Colour



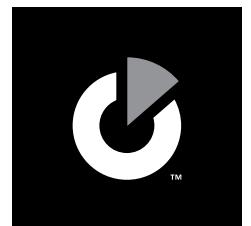
Reverse Colour



Greyscale



Reverse Greyscale



NOTE

Always use the supplied artwork files.
Never redraw or alter the artwork.

File Location: Sarpino's Logos

CLEAR SPACE

An exclusion zone creates a clear space that helps our identity maintain its integrity and high visibility among other brands.

For the brandmark and wordmark, the minimum clear space (marked 'x') equals to a quarter of the height of the 'O' icon.

For the icon, the minimum clear space (marked 'x') equals to an eighth of the height of the 'O' icon.

Wherever possible, do allow for more than the minimum space.

MINIMUM SIZE

The Sarpino's brandmark appears in both print and on-screen applications.

Whenever the brandmarks are used at the minimum size, the optimised versions should be used instead. These versions can also be used in digital applications as they retain the detail of the icon and the legibility of the text.

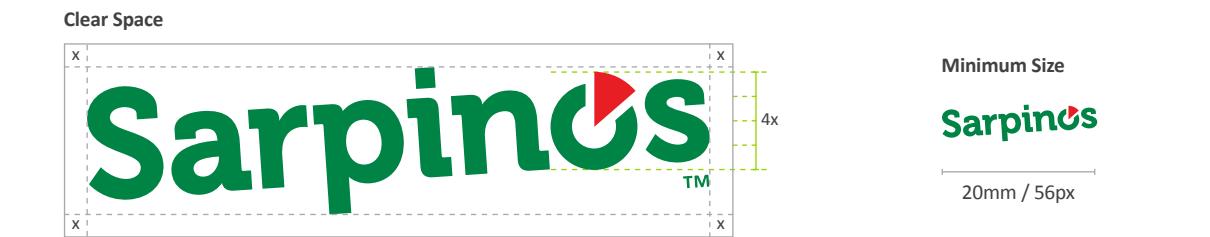
NOTE

Always use the supplied artwork files.
Never redraw or alter the artwork.

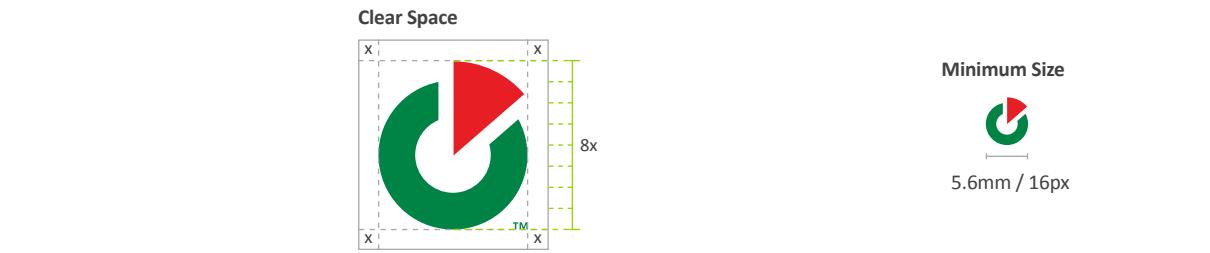
Brandmark



Wordmark



Icon



INCORRECT USAGE

Here are examples of what not to do when using our brandmark. The rules apply for all variations of the identity.



DO NOT change the colours



DO NOT change the font of the wordmark



DO NOT place it at a different angle, other than 4°



DO NOT alter the holding device



DO NOT alter the angle or size of the red pizza slice



DO NOT remove any element of the holding device



DO NOT crop the brandmark



DO NOT distort



DO NOT apply effects

BACKGROUNDS

Reverse Colour Brandmark On Coloured Background



To help the full brandmark stand out on a green background, Sarpino's Pesto Green (see [page 11](#) for Brand Colours) should be used for the background colour, for better visibility.

Pesto Green
Pantone 3425C

Please refer to [page 9](#) for background colours on communications, and [page 28](#) for background colours on external signages.

NOTE

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Never redraw or alter the artwork.

File Location: Sarpino's Logos

Reverse Colour Wordmark and Icon On Coloured Background



As the wordmark and icon do not have a holding device, Sarpino's Basil Green (see [page 11](#) for Brand Colours) should be used as the background colour.

Basil Green
Pantone 348C

BACKGROUNDS

While it is preferable that the brandmark should always appear on a white background, please consider the brandmark's legibility and exclusion zone when it has to appear on a coloured background or photograph.

The following examples show good and bad practice.

Do's



Use the full colour version on light backgrounds



Use the reverse colour version on dark backgrounds



Use an image with enough clean space so that the brandmark is visible



Use an image with enough clean space so that the brandmark is visible



Use the full colour version on light backgrounds



Use an image with enough clean space so that the brandmark is visible



Use an image with enough clean space so that the brandmark is visible



Reverse colour version should only be used against a Pesto Green colour

Don'ts



DON'T use colours that makes any part of the brandmark invisible.



DON'T use the reverse colour against colours which make it invisible.



DON'T use brandmark on busy images which obscure its visibility



DON'T use brandmark on busy images which obscure its visibility



DON'T use on colors that clash with the colours of the brandmark



DON'T use the reverse colour version against any colour other than Pesto Green



DON'T use brandmark on busy images which obscure its visibility



DON'T use brandmark on busy images which obscure its visibility

02 IDENTITY TOOLKIT

BRAND COLOURS

The colours of Sarpino's reflect the fresh ingredients we use. From the hearty salads and tasty appetisers to the pizzas fresh from the oven. Both the primary and secondary colours should be used across all our communications.

Primary Colours



PMS 348C
CMYK 97/22/100/9
RGB 0/131/69
HEX 008345



PMS 2347C
CMYK 2/100/100/0
RGB 233/0/0
HEX E90000

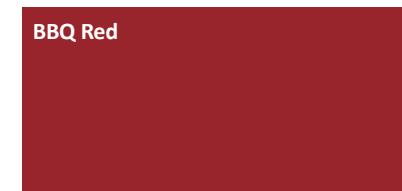
Secondary Colours



PMS 3425C
CMYK 97/35/86/30
RGB 0/99/65
HEX 006341



PMS 375C
CMYK 46/0/100/0
RGB 149/214/0
HEX 95D600



PMS 7622C
CMYK 26/96/86/24
RGB 152/37/43
HEX 98252B

NOTE

Always refer to Pantone® original swatches when printing in CMYK. Printing results may vary.

TYPOGRAPHY

Headline Font

Eveleth Regular is a beautifully crafted letterpress font with a vintage charm. It is ideal for headlines (see page 16 and 18).

Eveleth Regular is available for purchase from MyFonts - www.myfonts.com

Subheader Fonts

Bebas Neue is a condensed bold font that offers a perfect blend of technical straightforwardness and simplicity. It can be used for subheaders (see page 16 and 17).

Bellfort Rough is an alternative distressed condensed bold font that can be used on small amounts of text to add texture and detail, if required.

Bebas Neue and Bellfort Rough are available for download from MyFonts - www.myfonts.com

Body Copy Font

Calibri is an easy-reading modern sans serif font, with subtle roundings on stems and corners. We employ two weights – Regular and Bold to serve different levels of hierarchy in written communication.

Calibri is available as a default system font on major operating systems including Window OS and Mac OS.

Headline Font

Eveleth Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,;?!\$&@*)0123456789

Subheader Fonts

Bebas Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,;?!\$&@*)0123456789

Bellfort Rough

ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,;?!\$&@*)0123456789

Body Copy Font

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!\$&@*)0123456789

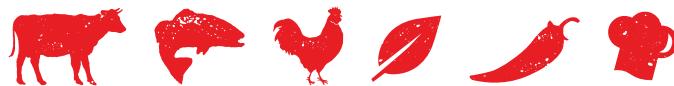
Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!\$&@*)0123456789

IMAGE LIBRARY

To help you create the Sarpino's design style, there are photos, illustrations, icons and backgrounds in our library of images you can use. The following pages will show you examples of how you can apply them in various applications.

Icons and Shapes



Ingredients



Backgrounds and Textures

**NOTE**

Please see the Image Library folder for the full library of images. Use the supplied images in your artwork.

File Location: Sarpino's Logos

03 BRAND APPLICATIONS

PRINT COMMUNICATIONS

These are some of the mandatory elements applied on a typical print advertisement. This is applicable across all print communications.

Standard Format

Centre-aligned Brandmark

Headline angled at 4°
Font: Eveleth Regular

Key Visual

Subheader
Font: Bebas Neue

Body Copy
Font: Calibri

Copy area is flexible. However it should not cover more than 40% of the height of the print.



NOTE

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PRINT COMMUNICATIONS

Poster



Pull-Up Banner

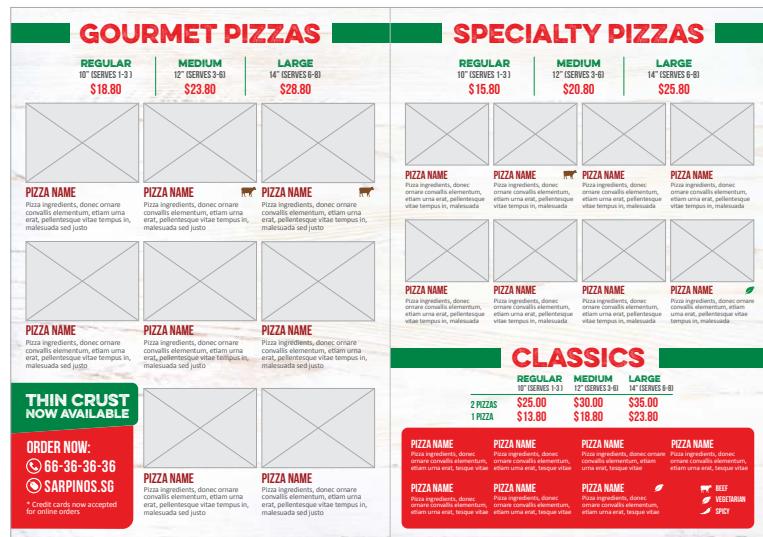
**NOTE**

All artworks shown here are not actual size, and are for reference only. Always use the supplied artwork files. Never redraw or alter the artwork.

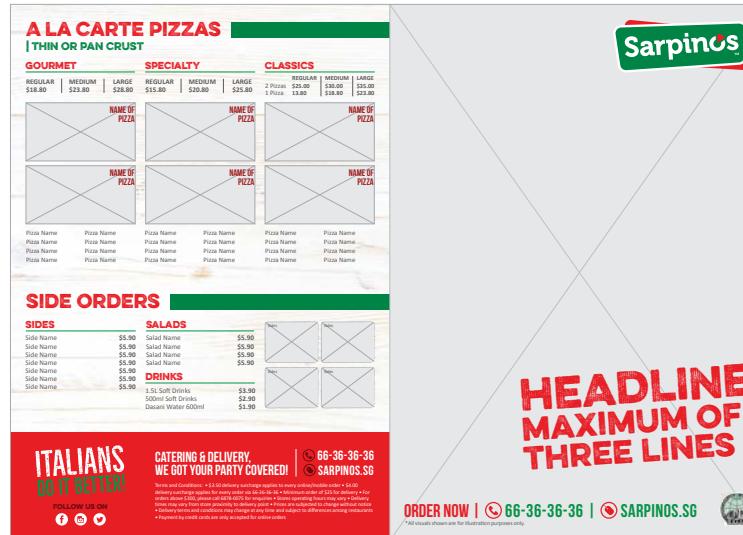
File Location: Print Communications

PRINT COMMUNICATIONS

Standard Flyer (Closed Size: A5)



Festive Template (Closed Size: A5)



NOTE
Always use the supplied artwork files.
File Location: Print Communications

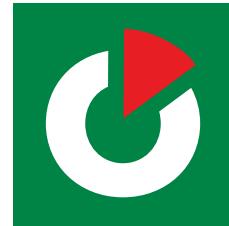
Promotional Template (A5)



DIGITAL ASSETS

Facebook

- A. Profile Image: 180 x 180px
- B. Cover Image: 815 x 315px
- C. Post Template: 1440 x 8300px



A. Profile Image: 180 x 180px



B. Cover Image: 815 x 315px



C. Post Template: 1440 x 8300px



Sarpino's Profile (Product Showcase)

NOTE

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File Location: Sarpino's Digital Assets

DIGITAL ASSETS

Facebook Ads

D. Click to Website Ad: 1200 x 628px

E. Page Likes Ad: 1200 x 444px



D. Click to Website Ad: 1200 x 628px



E. Page Likes Ad: 1200 x 444px

NOTE

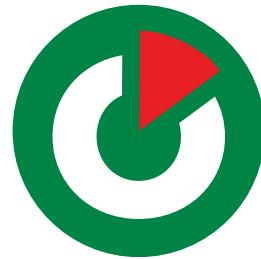
All artworks shown here are not actual size, and are for reference only.
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File Location: Sarpino's Digital Assets

DIGITAL ASSETS

Instagram

- A. Profile Image: 110 x 110px
- B. Post Template: 1080 x 1080px



A. Profile Image: 110 x 110px

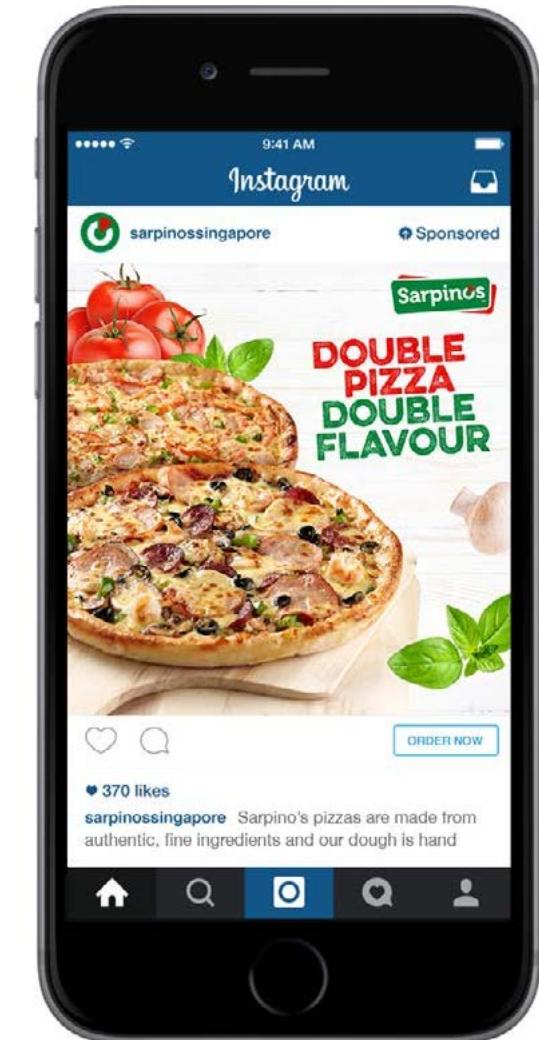


B. Post Frame: 1080 x 1080px

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File Location: Sarpino's Digital Assets



Sarpino's Profile (Product Showcase)

DIGITAL ASSETS

Google Banner Ads

- A. Desktop Leaderboard: 728x 90px
- B. Rectangle Banner: 300 x 250px
- C. Square Banner: 250 x 250px



A. Desktop Leaderboard: 728 x 90px



B. Rectangle Banner: 300 x 250px



C. Square Banner: 250 x 250px

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DIGITAL ASSETS

Favicon



This is Sarpino's digital representation on web browsers, bookmarks and similar applications.

Website Masthead

The masthead features the Sarpino's logo at the top right. Below it is a red navigation bar with links: MENU, PROMOTIONS, OUR STORY, FRANCHISING, LOCATIONS, CONTACT, and ONLINE ORDERING. A large promotional banner in the center says "DOUBLE PIZZA DOUBLE FLAVOUR" in red and green. To the left of the text are two pizzas, and to the right are fresh tomatoes and basil leaves. At the bottom, there are two call-to-action buttons: "OUR STORY" with a Singapore flag icon and "SARPINO'S MENU" with a pizza icon.

EDM

The EDM features the Sarpino's logo at the top. The main headline reads "DOUBLE PIZZA DOUBLE FLAVOUR" in large, bold, red and green letters. Below the headline are two pizzas. A text block says: "We're happy to present our new look - fresh out of the oven and piping hot! The new font and colours welcome a more vibrant and dynamic brand which continues to provide you only the best." At the bottom, there is a red "ORDER NOW!" button, social media icons for Facebook, Twitter, and Instagram, and a unsubscribe link: "If you no longer wish to receive Emails please unsubscribe".

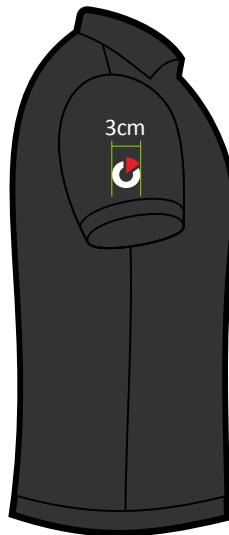
NOTE

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File Location: Sarpino's Website

DELIVERY EXPERIENCE

Embroidered Brandmark on Uniform



Delivery Bike



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File Location: Sarpino's Website

DELIVERY EXPERIENCE

Packaging - Pizza Box



Packaging - Pizza Liner and Condiment Sachets



NOTE

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File Location: Delivery Experience

DELIVERY EXPERIENCE

Packaging - Foil Container with Sticker



Packaging - Salad Container with Sticker

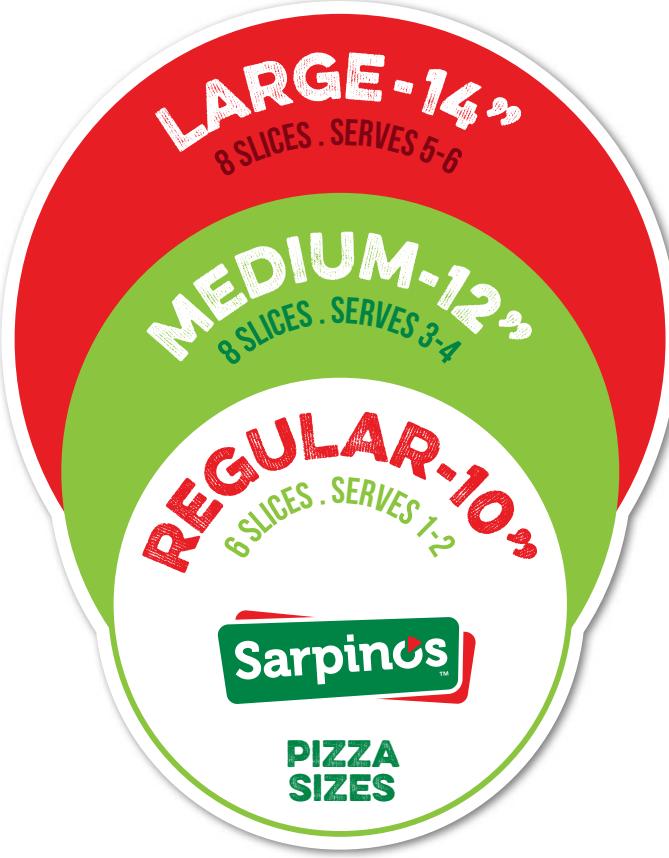


Packaging - Napkins



IN-STORE EXPERIENCE

Pizza Size Chart



Countertop Menu

GOURMET			SPECIALTY			CLASSICS			SIDES																							
REGULAR 10" (SERVES 1-2) \$18.80	MEDIUM 12" (SERVES 3-4) \$23.80	LARGE 14" (SERVES 5-6) \$28.80	REGULAR 10" (SERVES 1-2) \$15.80	MEDIUM 12" (SERVES 3-4) \$20.80	LARGE 14" (SERVES 5-6) \$25.80	REGULAR 2 PIZZAS \$25.00	MEDIUM 1 PIZZA \$13.80	LARGE 12" (SERVES 3-4) \$30.00	REGULAR 10" (SERVES 1-2) \$18.80	MEDIUM 12" (SERVES 3-4) \$35.00	LARGE 14" (SERVES 5-6) \$23.80																					
BOSTON SUPREME Oregano chicken strips, turkey ham, fresh garlic, spinach leaves, turkey bacon, mozzarella & cheddar cheese	CALSSICO ITALIANO Beef pepperoni, turkey ham, white onions, mushrooms, red & green peppers with parmesan & mozzarella cheese	BBQ CHICKEN BBQ shredded chicken, mushrooms, red and green peppers, red onions, mozzarella cheese & BBQ sauce	BUTCHER Beef salami, lean ground beef, mozzarella cheese	SAN REMO Grilled oregano chicken strips, roasted red peppers, parmesan & mozzarella cheese	ALOHA Turkey bacon, sweet pineapples, mozzarella cheese	10" CHEESY BREAD Served with choice of 1 dip	GARLIC BREAD STICKS Served with choice of 1 dip	GARLIC BREAD ROLL \$2.90	CHICKEN WINGS 4 MID-JOINTS, 4 DRUMLETS Choice of BBQ, Sweet Chilli or Cayenne Rub	CHICKEN NUGGETS 10PCS Served with choice of 1 dip	POTATO WEDGES 250G Served with choice of 1 dip																					
HOUSE SPECIAL Homemade pizza sauce, turkey ham, beef pepperoni, white onions, green peppers, fresh mushrooms, black olives, shrimps, mozzarella cheese	MIDNIGHT EXPRESS Spicy marinated beef, beef salami, beef pepperoni, spicy beef sausages, jalapeno peppers, red chili, mozzarella cheese	VEGETARIAN SPECIAL Green peppers, white onions, fresh tomatoes, mushrooms, black olives, sweet pineapples, mozzarella cheese	SPICY CHICKEN DELIGHT Spicy shredded chicken, chilli sauce, red chili, green & red peppers, chopped garlic, mozzarella cheese	MARGHERITA Tomatoes, fresh basil leaves, olive oil, mozzarella cheese	TERIYAKI CHICKEN Home-made teriyaki sauce, oregano chicken, olive oil, white onions, mozzarella cheese	CAESAR SALAD Romaine & iceberg lettuce, sprinkled with parmesan cheese, topped with croutons and served with Caesar dressing	CHICKEN CAESAR SALAD Grilled chicken strips on romaine and iceberg lettuce, sprinkled with parmesan cheese, topped with croutons and served with Caesar dressing	GARDEN SALAD Mixed lettuce, green peppers, green olives, fresh tomatoes, cucumber and Thousand Island dressing on the side	GREEK SALAD Cucumber, feta, black olives, green pepper, tomatoes with a dash of olive oil and vinegar, topped with feta cheese and sprinkled with oregano	THIN CRUST NOW AVAILABLE	SPICY VEGETARIAN	BEEF																				
NEW YORK DELI Beef pepperoni, beef salami, spicy beef sausages, turkey ham, spicy ground beef, mozzarella cheese	RANCH STYLE CHICKEN Yoghurt sauce, grilled oregano chicken strips, turkey ham, turkey bacon, green peppers, tomatoes, onions, mozzarella & parmesan cheese	MEXICANA Lean ground beef, white onions, red chili, red & green peppers, fresh tomatoes, jalapeno, mozzarella cheese	PESTO VEGGIE Sun dried tomatoes, green & red pepper, spinach leaves, white onions, roast garlic, olive oil, cheddar & mozzarella cheese, pesto sauce	PEPPERONI Beef pepperoni, mozzarella cheese	KALAMATA DELIGHT Black olives, fresh tomatoes, dried basil leaves, mozzarella & parmesan cheese	GREEK SALAD Cucumber, feta, black olives, green pepper, tomatoes with a dash of olive oil and vinegar, topped with feta cheese and sprinkled with oregano	DRINKS	1.5L Ayataka Green Tea / Coke / Coke Zero / Sprite / Jasmine Tea	500ML Ayataka Green Tea / Coke / Coke Zero / Sprite / Jasmine Tea	DASANI WATER 600ML \$1.90																						
<p>CREATE YOUR OWN PIZZA</p> <table border="1"> <thead> <tr> <th>REGULAR 10" (SERVES 1-2) \$13.80</th> <th>MEDIUM 12" (SERVES 3-4) \$18.80</th> <th>LARGE 14" (SERVES 5-6) \$22.80</th> </tr> </thead> <tbody> <tr> <td colspan="3">MEAT TOPPINGS</td> </tr> <tr> <td>Pepperoni Ground Beef Turkey Ham Salami</td> <td>Turkey Bacon Italian Sausage Chicken Prawns</td> <td></td> </tr> <tr> <td colspan="3">VEGETABLE TOPPINGS</td> </tr> <tr> <td>Green & Red Bell Peppers Tomatoes Black Olives</td> <td>Onions Mushrooms Spinach Garlic</td> <td>Pineapples</td> </tr> <tr> <td colspan="3">EXTRA CHEESE</td> </tr> <tr> <td>Mozzarella Feta</td> <td>Cheddar</td> <td>Parmesan</td> </tr> </tbody> </table> <p>FOLLOW US ON </p> <p>Sarpinos™</p>												REGULAR 10" (SERVES 1-2) \$13.80	MEDIUM 12" (SERVES 3-4) \$18.80	LARGE 14" (SERVES 5-6) \$22.80	MEAT TOPPINGS			Pepperoni Ground Beef Turkey Ham Salami	Turkey Bacon Italian Sausage Chicken Prawns		VEGETABLE TOPPINGS			Green & Red Bell Peppers Tomatoes Black Olives	Onions Mushrooms Spinach Garlic	Pineapples	EXTRA CHEESE			Mozzarella Feta	Cheddar	Parmesan
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IN-STORE EXPERIENCE

Digital Menu Boards



Based on 1920 by 1080 pixel dimension, the minimum font size used is 24pt. Be sure to test the menu on television screens, ensuring that the colours and copy are visible and legible from a distance.



NOTE

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File Location: In-Store Experience

OVERVIEW OF EXTERNAL SIGNAGE

Signage is an indicator of the physical presence of the brand. Sarpino's signage is designed for maximum visibility within the constraints of limited space.

Standard Format

For signage panels with a ratio of 2:1 to 3:1, use the standard format. In this layout, the brandmark always appears on Sarpino's Pesto Green (see [page 11](#) for Brand Colours).

Extended Format

For signage panels with a ratio of 3:1 or more, use the extended format. In this layout, the reverse wordmark always appears on Sarpino's Basil Green (see [page 11](#) for Brand Colours).

Condensed Format

For signage panels with a ratio of 1:1 to 2:1, use the condensed format. The reverse icon on Sarpino's Basil Green is used in tight spaces.

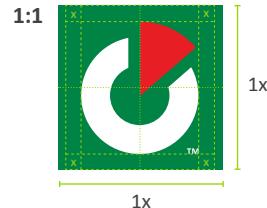
Keeping the clear space rule in mind (see [page 6](#) for Clear Space), these identities are centre-aligned within the available space. The green area should extend on both left and right to the end of the panel.

NOTE

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Never redraw or alter the artwork.

Ratio Proportion Overview

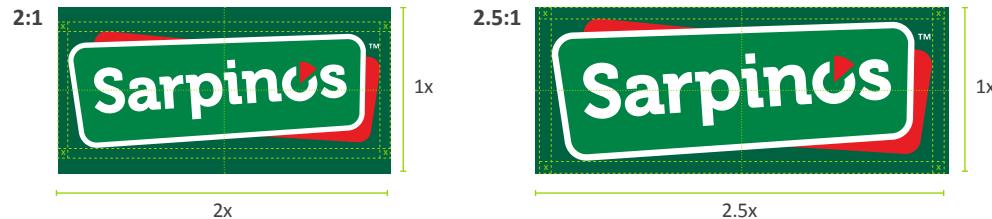
Condensed Format - Applicable for signage ratios 1:1 to 2:1



NOTE

The size of the brandmarks should be determined by the clear space area and the length/height of the panel (from edge to edge).

Standard Formats - Applicable for signage ratios 2:1 to 3:1



Extended Formats - Applicable for signage ratios 3:1 and above



EXTERNAL SIGNAGE

Standard Format Signage - 2:1



Standard Format Signage - 2.5:1



EXTERNAL SIGNAGE

Extended Format Signage - 3:1



Extended Format Signage - 4:1



EXTERNAL SIGNAGE

Extended Format Signage - More than 4:1



EXTERNAL SIGNAGE





GRAZIE!

