

Greens Pizzeria



Greens Pizza do not have an about section where they create their values; however, I decided to rebrand the company to be a very sociable brand that strives to the upmost for their customers. I have taken inspiration from other brands and decided I want the tone of voice for the rebrand to be a friendly, approachable, confident family-style restaurant in which any request is never too big. Feeling comfortable in my restaurant would be extremely important to me so in my rebrand I will also make their main value to be to include as many substitutes as possible for all foods on the menu so that the environment can be enjoyed by everyone, regardless of their personal beliefs and dietary requirements.