

2020

inferno

Branding Guidelines



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The perfect
balance between
sophistication and
elegance, and the
authentic Italian
nostalgic feel.

The goal is to stay
away from big chain
corporation designs
and stereotypical
Italian restaurants
as well as not to fall
into the chic but cold
and lifeless often
designs associated
with expensive
restaurants.

The mature and
wealthy target
audience will
appreciate a curated
environment with
attention the details.

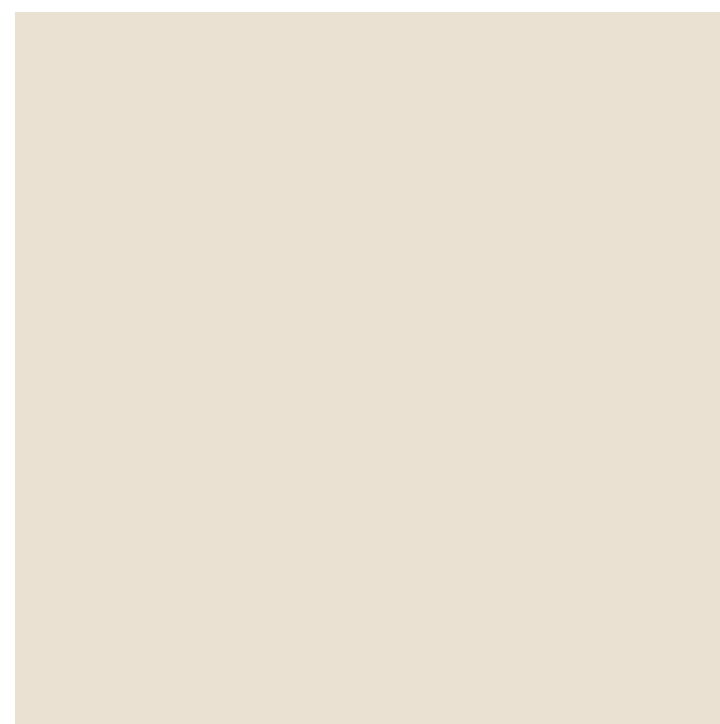


“La cucina
e di per se
scienza.

Cooking itself is science.

Sta al
cuoco farla
divenire
arte.”

It is up to the cook
to make it art.



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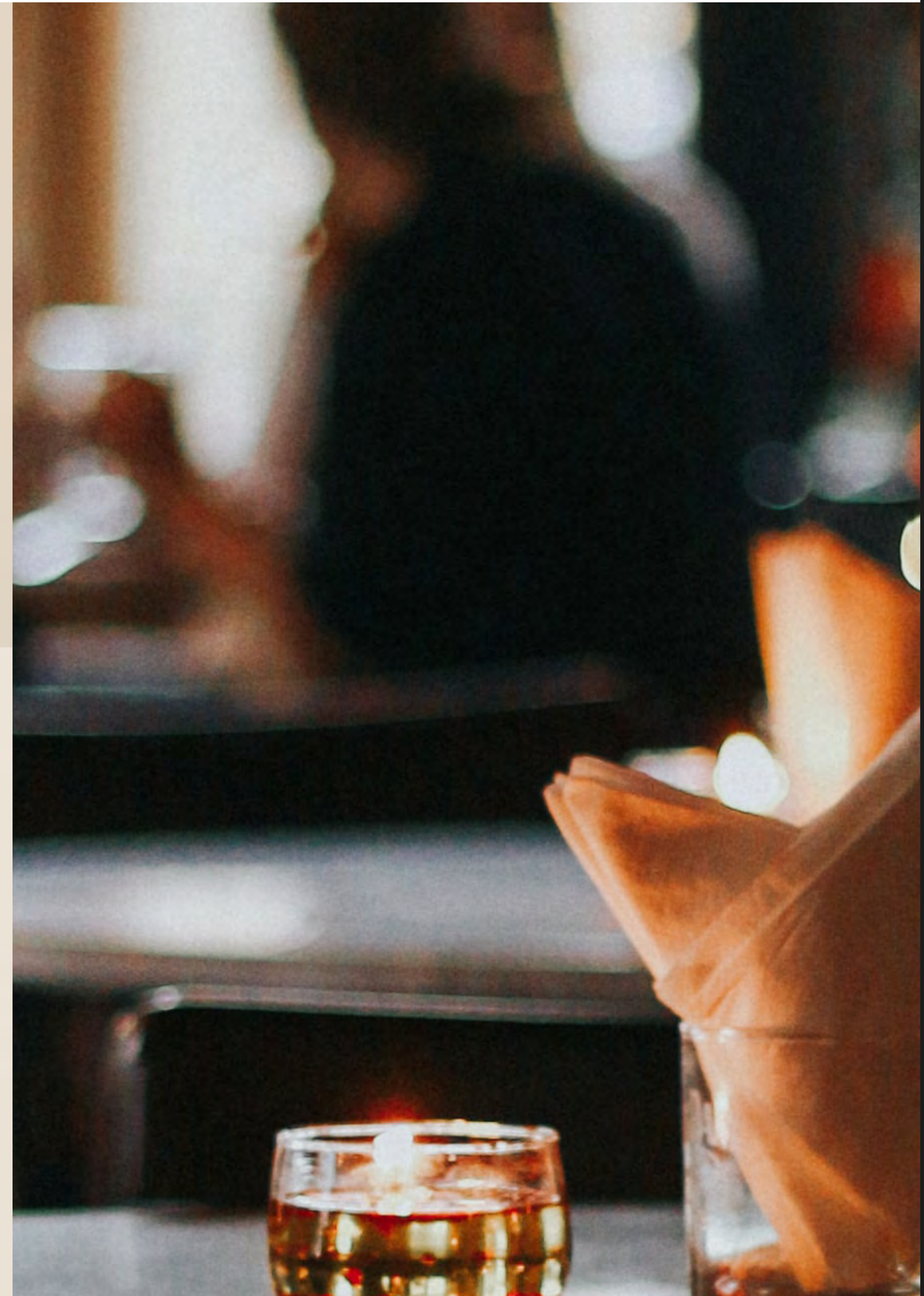


Local &
fresh
produce

every day,
from the
market.







A
curated
brand

down to
the small-
est details.