

It's easy to eat a **pizza**





But making  
one?

That's the real  
challenge. 

# The dough



has a mood  
of its own.

A close-up, low-angle shot of a person's arm and hand as they pour a vibrant green pesto sauce onto a pizza base. The pizza is on a light-colored wooden board, which sits on a dark, textured surface. The background is dark and out of focus, creating a dramatic lighting effect. The pesto is being poured from a small metal container.

The  
**Sauce**

needs balance.

The **Cheese**  
needs grace.

# Every **Topping**

has to earn  
its spot.





It's timing. It's heat. It's instinct.

The result?

A Masterpiece.

A slice a day  
keeps the sad away!



A man with dark hair and glasses, wearing a dark t-shirt, is sitting at a table in a tropical setting. He is holding a slice of pizza in his right hand, looking at it thoughtfully. On the table in front of him is a large pizza on a white plate, and a small white plate with a few bite-sized pieces of pizza. The background features a bamboo fence and tropical foliage. The overall atmosphere is relaxed and contemplative.

Thinking

about life...

and the  
next slice.



LOVE  
looks like this

PIZZA

Feelin'  
kinda  
extra...  
**Cheesy**



Call me clingy,  
I never let  
go of a  
slice.



A chef in a dark blue uniform with a logo on the chest is holding a pizza in front of a guitar. The chef is looking directly at the camera with a serious expression. The pizza is topped with cheese and olives. The background is blurred, showing a guitar and a person's face.

“You Think  
I'm Just a  
Pizza?”

I'm Art!

Crafted by hand, not churned by machines

Built by  
**Wood Fire**

not by basic ovens



A person is shown in a meditative pose with their hands in a mudra. A bright, glowing orange and yellow energy field surrounds their body, resembling a sun or a flame. The background is dark, making the glow stand out. The overall atmosphere is one of peace and balance.

I'm balanced

overloaded<sup>not</sup>



I'm crisp  
**crisp** outside

soft inside



What you see is  
what you taste!

# Authentic Neapolitan



I melt  
**hearts.**  
not just  
cheese.



I'm  
addictive

Sorry, not sorry.



I'm  
PICO's  
signature  
for a reason