



# The Preface



Create Pizza 4P's own typeface – to have a customized and unique font of Pizza 4P's.

Requirement for Pizza 4P's typeface: —San script to create the classic appearance; in order to embrace the nostalgia feeling for viewers. —Flexible enough to be applicable on all devices and platform.

—Free style enough to express creativeness and friendliness.

Most of the time we use *flush left*.  
This type of alignment derives  
from metal composition,  
particularly in Linotype.

We use *centered* for lapidary text,  
invitations, or any rhetorical  
composition where it may be more  
appropriate, or for the address at  
the bottom of

a letterhead, and for business  
cards.

We use *italics* barely minimum for  
highlighting the specific.

EB Garamond

Size 12pt

Leading 16pt

EB Garamond

Size 18pt

Leading 24pt

EB Garamond

Size 24pt

Leading 36pt

EB Garamond

Size 36pt

Leading 48pt

EB Garamond

Size 48pt

Leading 60pt

Visual power is, in any event, a subject which deserves great attention to achieve effective design.

We use illustration across marketing touch points to support a cohesive, clear, and consistent story from start to finish. It's almost always used to support copy, and should never distract or overshadow the key message. Illustration plays a more prominent role in marketing than in product in order to help tell stories.

We are developing our own illustration style to improve our visual strength.

How do we want to be perceived through illustration? We want to...



# The illustrator

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