



Brand Book



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01

Introduction

Introduction

Welcome to the Piesanos Brand Book, your comprehensive guide to embracing the heart and soul of our restaurant's identity.

At Piesanos, we believe that our brand is a living entity, embodying our values, mission, and the great experience we offer to our customers. It extends beyond the boundaries of our logo or color palette; encapsulating the warmth of our hospitality, the freshness of our ingredients, and the creativity of our culinary craft.

Whether you're crafting a menu, designing a website page, or composing an email, embrace these guidelines as tools that empower you to tell our story authentically and consistently.



02

History

History

The motto “a team effort” never rang truer than through the evolution of Piesanos Stone Fired Pizza. Co-owner Joel Mills, originally of Staten Island, moved to Florida in 1994 to hone his skills as a maker of quality pizza and Italian dishes. In 2000 Joel and his wife Rebecca, opened Italian Gator Pizza by the Slice to feed a hungry group of University of Florida students & faculty.

This quick-service restaurant laid groundwork for Joel’s eventual 2009 collaboration with Michael & Melissa Akey and Laure Young, three extensively experienced full-service restaurateurs. Mike, Melissa & Laure’s background in fine-dining combined with Joel’s take out experience created the framework through which the flagship Piesanos restaurant in Gainesville was born. Boasting full-service dine-in, catering & an attached express take-out center, Piesanos quickly established itself as a quality dining experience offering authentic Italian meals.

The continued success of Piesanos led to Jerry and Sabrina Roberts coming aboard in 2017, bringing considerable restaurant knowledge and a shared drive to grow the Piesanos Stone Fired Pizza brand. They opened the 4th location in 2017 in Ocala, and today, Piesanos now has 12 locations throughout central Florida.

This ambitious group of restaurateurs have maintained a recipe for success that has always stayed the same: fresh ingredients, dough & sauce made from scratch, the finest quality Grande® mozzarella, ricotta & romano cheeses, unique granite stone-fired ovens & a welcoming atmosphere. All of this combines to make Piesanos irresistible—it’s a place where you know you’ll be taken care of, and you know you’ll be coming back.



03

Mission, Values, Positioning

Mission

Providing our customers with a **great** dining experience from beginning to end, in a high-performance culture where all team members are valued, recognized, and rewarded for results.



Values

Do it R.I.G.H.T.

Our values support our mission, are our source of inspiration, and are at the heart of who we strive to be.

Respect

We treat each other the way we want to be treated.

Integrity

We do what's right, whether someone is watching or not.

Growth

We believe the more we know, the faster we grow.

Hard Work

We are ready, willing, and able.

Teamwork

We work together to help everyone be successful.



Brand Positioning

To everyone who is hungry for quality experiences, Piesanos is the only Italian casual dining restaurant that never sacrifices quality in food (ingredients, prep and cooking), service or atmosphere so that guests feel delighted about their experience (and want to tell others about it).

Piesanos uses only the highest quality ingredients, makes as much as possible from scratch (pizza dough, roll dough, sauces, soups, dressings), invests in and recognizes a high performing team, and continually does everything possible to ensure their high standards are met across locations, dayparts (lunch, happy hour, dinner) and experiences (dine-in, to-go, 3pd, etc.), we take several holidays during the year when many others are open for a high quality team experience.

04

Brand Voice

Our Brand Voice

Our brand voice is the distinctive tone, style, and verbal expression we use across all communication. It encompasses our language and vocabulary, but also our personality and the emotional undertones that reflect our brand values and beliefs. In the same way that a logo and colors create a brand's visual identity, the brand voice creates a brand's verbal and emotional identity.

Using our brand voice consistently, we can differentiate our brand in the market and develop brand experiences that foster deep connections with our customers. Our verbal identity is defined by key attributes that guide how we communicate with our customers and present ourselves to them. By consistently using our unique voice throughout our interactions and experiences, we ensure we're building a strong, recognizable brand that sets us apart from our competitors.



Brand Voice Attributes

Attribute	What it means	Simply put
Quality	Our tone is that of someone who genuinely and honestly has something to share that will be appreciated. We speak to using the highest quality ingredients, and our scratch made items (dough, sauce, soups) as well as providing the highest quality customer experience possible. We present ourselves and our food as slightly elevated over our casual dining competition.	Our dedication to quality is reflected in your experience.
Consistency	We speak of our food, our granite stone fire ovens, and the entire dining experience as proudly consistent.	Same great taste, every time.
Hospitality	We want our customers to feel like they've been taken care of in all of their interactions with us, and we want them to have a reason to come back. We speak to providing a warm, welcoming space to gather that invites fun conversations and laughter for our guests, their friends, and their family.	A place where you know you'll be treated well, and you know you'll be coming back.
Community	We strongly believe in serving our community and that includes our team members. We speak to participation in our localities, helping out where we can, paying our team members better-than-standard wages, and providing them with additional holidays to maintain a higher quality staff.	We care about improving our communities and that starts with treating our team members right.

Brand Voice Do's & Don'ts

Attribute	Do	Don't
Quality To sound quality-oriented, we:	• Take a tone of pride when talking about any aspect of what we do. • Embrace being knowledgeable about all of the components of our experience. • Frequently mention the quality of our ingredients, processes, & hospitality.	✗ Use plain and generic descriptions and references to ourselves and what we do/make. ✗ Use overly trendy internet jargon and slang. ✗ Refer to our attributes as "good," when you can use "great."
Consistency To sound like we emphasize consistency, we:	• Remind our customers the reasons why we do things the way we do. • Literally talk about the consistency of our process and product.	✗ Refer to the reasons we're consistent being a secret or happenstance. ✗ Refer to our experience as being unique or different every time. ✗ Use overly-exaggerated or cliché NYC references or colloquialisms. ✗ Use Piesanos/Paisanos references or puns (it ends up being confusing).
Hospitality To sound hospitable, we:	• Speak to how much we want our customers to feel they're being taken care of. • Talk about our warm, welcoming environment. • Mention that we're a place for gathering with friends and family.	✗ Condescend or punch-down to our audience. ✗ Speak of ourselves as exclusive in any way. ✗ Speak of ourselves as just a place for takeout & delivery. ✗ Make it seem like we're a place just for special occasions.
Community To sound community-minded, we:	• Mention the town we're in and highlight good attributes of that town and the people who live there. Consider each location to be local. • Talk about taking care of our team members. • Point out our participation within the community and treat all efforts as equally important.	✗ Position Piesanos as a conglomerate or a chain if you don't need to. ✗ Refer to team members as "employees." ✗ Downplay community efforts no matter how small.

Tone of Voice Examples

Say it like this...

"We source the freshest ingredients possible and make our sauce & dough on site, from scratch to bring you great-tasting, consistent Italian, at a reasonable price."

"A cheese slice, house salad, scratch-made soup, and a drink? That's not a lunch special, that's a three-course meal!"

"Our granite stone fire ovens have consistent timing and temperature so they get it right, every time."

"We're a place to gather with family and friends for good times, great food, and a few laughs."

Not like this...

✘ We've got the best pizza at the lowest price in town.

✘ Aye, wiseguy, you gonna' come by for a lunch special today, or what? We got a slice, soup, and salad deal ova' here, it's the whole frickin' cannoli!

✘ We don't know what exactly makes our pizzas come out of the oven right, everytime ... could it be some of that old country magic?

✘ Come by after work and crush some apps & margs, Italian Style!

Communication Guidelines

Our brand story defines who we are. Our brand voice is our distinct personality within a dynamic marketplace. How we tell our story and express our voice to our global audiences is built on a set of communications guidelines. When developing communications or messaging, always keep the following principles in mind to make sure your writing is (for example only):

- 01 Personal**
- 02 Actionable**
- 03 Purposeful**
- 04 Meaningful**
- 05 Sustainable**



Communication Guidelines

Attribute	What it means	In action
Make it... Personal	Understand what drives the audience you are speaking to	• Put in the work. Dive deep to understand who your audience is. Then, understand how you want them to feel. • Make a plan for how to create that feeling and, before you hit send, edit your communications to make sure the piece elicits the desired feeling. • Be honest and transparent by directly addressing the difficult topics and never side stepping around them. • Take time to explain the “why.” It will result in more buy-in and commitment.
Make it... Actionable	Spark thousands of simple small shifts to collectively change behavior.	• Inspire your audience through a request for action — whether it’s asking for feedback or encouraging interaction. When appropriate, end communications with a call to action. Just remember to be clear and concise about what you want the audience to do.
Make it... Purposeful	Tell stories with clarity, free of ambiguity and hyperbole.	• Edit, then edit again and again until every word is justified. Ask yourself if a word truly needs to be there and if it adds value to the work. If not, remove or replace it. • Do not make assumptions and always put your feet in the reader’s shoes. Would you understand the purpose of the communication without any inside or background knowledge?
Make it... Meaningful	Paint a picture of our aspirational future	• Write in a way that’s so fresh, clear and impactful it surprises and delights readers. • Writer’s block? Conduct mini-brainstorms before crafting important communications. • Keep in mind that the best kind of “surprise and delight” is when something is surprisingly easy and delightfully honest.
Make it... Sustainable	Integrate and standardize our identity to make it withstand time	• Set a rhythm by simplifying your language: Be smart, first and foremost. • Respect the audience's time and energy. Don’t write 500 words when a dozen will do. • If you get stuck, use the brand manifesto as inspiration.

05

Logo

Our Logo

Our logo is a critical element of our brand's visual identity, playing a crucial role in communicating the brand's values, personality, and positioning. This section of our brand book outlines the guidelines for our logo, including colors, clear space, and appropriate usage.

The logo should be used consistently across all brand touchpoints as outlined across this section and must be used in its approved forms only. Any alterations or modifications to the logo are not allowed unless specified here in the guidelines.



Logo Variations

PRIMARY LOGO

The primary logo is our most commonly used variation, used wherever possible outside of the use cases listed below for other variations.

STRIPPED B&W LOGO

Use the black & white logo only when color printing is unavailable.

FAVICON

Use the favicon to represent the brand in web browsers for credibility & recognizability (generally shown in browser tabs, bookmarks, & search bars).

SOCIAL MEDIA ICON

Use the social icon only on platforms where images default to a round crop (YouTube, Facebook, Instagram, etc)

PRIMARY LOGO



STRIPPED LOGO, BLACK & WHITE USAGE



FAVICON



SOCIAL MEDIA ICON



Safe Space

The safe space below is the minimum distance that must be maintained between our logo or and other visual elements, such as text, images, or other graphics. The clear space is equal to the height of the 'O' in 'Piesanos'.



Logo Misuse

Below are some examples of what not to do with the logo, in order to avoid misrepresenting our brand.

01



Do not stretch or deform the logo, modify spacing or elements, or remove elements.

02



Do not change the colors or use gradients or shadows in place of flat colors.

03



Do not rotate or change the logo orientation.

04



Do not change the fonts or sizing of typography.

05



Do not use the b&w logo in full color context.

06



Do not use the original logo with the red outlines unless specifically requested.

06

Color

Our Core Colors

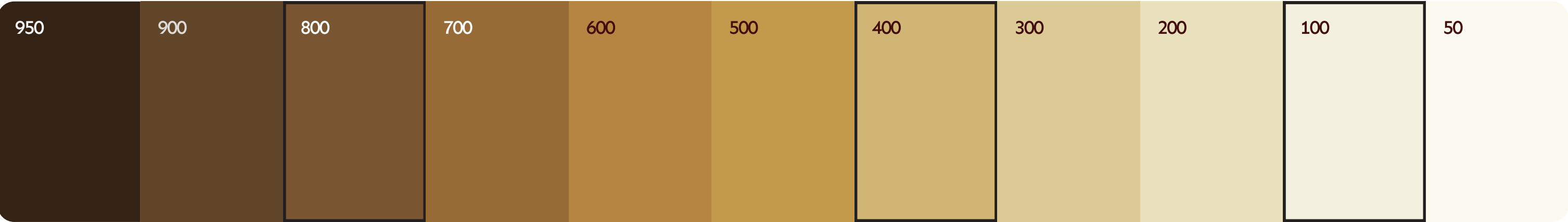
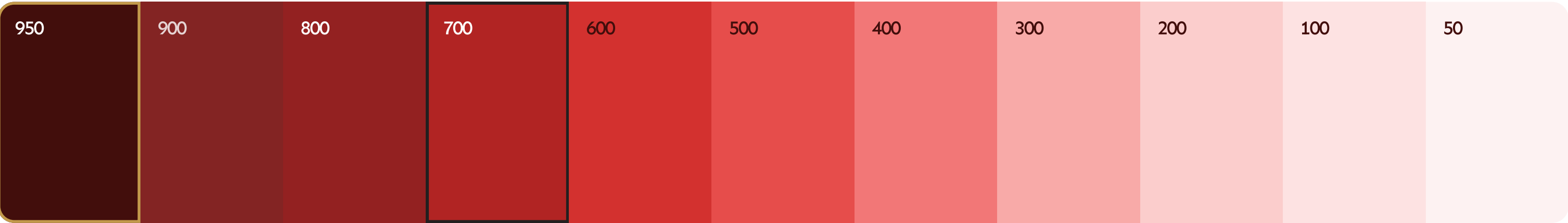
Color plays a vital role in conveying the personality and vibe of our brand. We have carefully selected a palette that reflects our brand values and enhances the overall brand experience. RGB (Red, Green, Blue) is the color mode used for anything digital that will be viewed on a screen. This includes websites, banner ads, emails, and any other asset created for digital use. CMYK (Cyan, Magenta, Yellow, Black) is the color mode used for print design (banners, menus, table tents, door hangers, stationary, packaging, etc). The color values in this section should always be referenced when creating an asset to ensure the brand is represented consistently.

Red #932221 RGB 147, 34, 33 CMYK 30, 93, 86, 34	Dark Red #420E0D RBG 66, 14, 13 CMYK 45, 85, 76, 71	Stone #231F20 RGB 35, 31, 32 CMYK 70, 67, 64, 73
Gold #D1B574 RGB 209, 181, 116 CMYK 20, 27, 63, 0	Dark Gold #7A5632 RGB 122, 86, 50 40, 60, 85, 31	Light Gold #F5F1DF RGB 245, 241, 223 CMYK 3, 3, 12, 0

Expanded Palette

The core brand colors form the foundation of the visual identity. To support a wider range of layouts and communication needs, the palette expands through carefully selected tints and shades of these core colors. All tints and shades are derived directly from the core colors, ensuring the system remains cohesive across digital and print applications. The core color across each palette is outlined.

These variations provide flexibility while maintaining visual consistency. Lighter tints can create space, hierarchy, and subtle backgrounds, while deeper shades introduce emphasis, contrast, and moments of focus. Used thoughtfully, the extended palette allows designs to feel dynamic and expressive without drifting from the recognizable core of the brand.



Accessible Color Combos

Some of our colors play well together, others work best when used in isolation. There are some that work well on dark backgrounds, and others that need a light background in order to be legible. Use dark red, stone, and light gold for rich background colors on large areas. White can also be used, as needed. Avoid using very large washes of primary red, gold, or dark gold as backgrounds as these can overwhelm content and provide insufficient contrast with photography. The recommended combinations below ensure that color combinations are always accessible, and that messaging is always legible, showing the brand in the best light.

ON RED	Gold Light Gold White	ON DARK RED	Gold Light Gold White	ON STONE	Gold Light Gold White
ON GOLD	Dark Gold Dark Red Stone	ON DARK GOLD	Gold Light Gold White	ON LIGHT GOLD	Primary Red Dark Gold Dark Red Stone

07

Typography

Typography

Typography is a powerful tool for conveying our brand voice and ensuring readability across various mediums. We have selected a brand fonts that balance warmth and readability, reflecting the inviting atmosphere of our restaurant.

This section outlines our brand fonts and how they should be used.

Please note, to ensure legibility and accessibility, our font choices differ across print, web, and email. It's essential to adhere to the guidelines provided in this section for each communication type, guaranteeing the effectiveness of our messaging in every context.

Sen

Regular

Semibold

Medium

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Playwrite US Trad

Thin

Light

Extra Light

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Primary Typography

Aa

PRIMARY TYPEFACE

Use for all headline + body copy across assets, with the exception of



Sen

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Da

DISPLAY TYPEFACE

Use sparingly & thoughtfully when additional style is required

Playwrite US Trad

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz*

Typography for Email

Aa

PRIMARY TYPEFACE
Use for all live text + button copy

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ad

SECONDARY TYPEFACE
Use for headlines within an image (hero, etc)

Sen

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Da

DISPLAY TYPEFACE
Use sparingly within an image
when additional style is required

Playwrite US Trad

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

08

Imagery

Imagery

Imagery is essential because it tells a story, establishes identity, and enhances memorability. A carefully crafted visual can instantly communicate the essence of our brand, creating a memorable impact. This section outlines the style of photography & iconography that is associated with our brand such as composition, lighting, and overall aesthetic, along with appropriate usage. By adhering to these guidelines, we can ensure that our visual content aligns with our brand identity – delicious, authentic, and welcoming.

As seen in the imagery throughout this guide, we round two of the four corners of an image or color block when placing it within a composition that allows for it. This visual choice references the roundness of our logo, and adds another element that makes our imagery more ownable. To determine radius, refer to the brand logo at scale when adding rounded corners.



Food

Visually appealing food photography plays a pivotal role in conveying the essence of our brand. When creating or selecting photography of our food, always:

01 Embrace natural light

Whenever possible, capture our dishes in natural light. Natural light enhances the colors and textures of the food, creating a more authentic and appetizing visual appeal.

02 Focus on freshness

Our food is made with fresh, high-quality ingredients. Ensure that the food appears vibrant, highlighting the freshness and quality of our ingredients.

03 Consider composition & styling

Pay attention to composition and styling. Arrange the food thoughtfully on the plate, emphasizing its natural beauty. Use garnishes sparingly to enhance the dish without overwhelming it.

04 Maintain authenticity

Avoid over-editing or excessive filters. Our customers appreciate the authenticity of our food, so keep post-processing to a minimum, ensuring the colors and textures remain true to life.

05 Showcase variety

Capture a diverse range of dishes from our menu. Highlight signature items as well as seasonal specials to showcase the variety and depth of our offerings.





People

People are at the heart of our brand, so in addition to capturing our delicious dishes, we also want to showcase the warmth and hospitality of our staff and customers. When creating or selecting photography with people, always consider:

01 Genuine interactions

Encourage candid moments that capture genuine interactions. These moments should reflect the friendly and welcoming atmosphere of our restaurant.

02 Diversity & inclusivity

Represent the diversity of our staff and customers. Capture people of different ages, ethnicities, and backgrounds, reflecting our inclusive and welcoming environment.

03 Storytelling

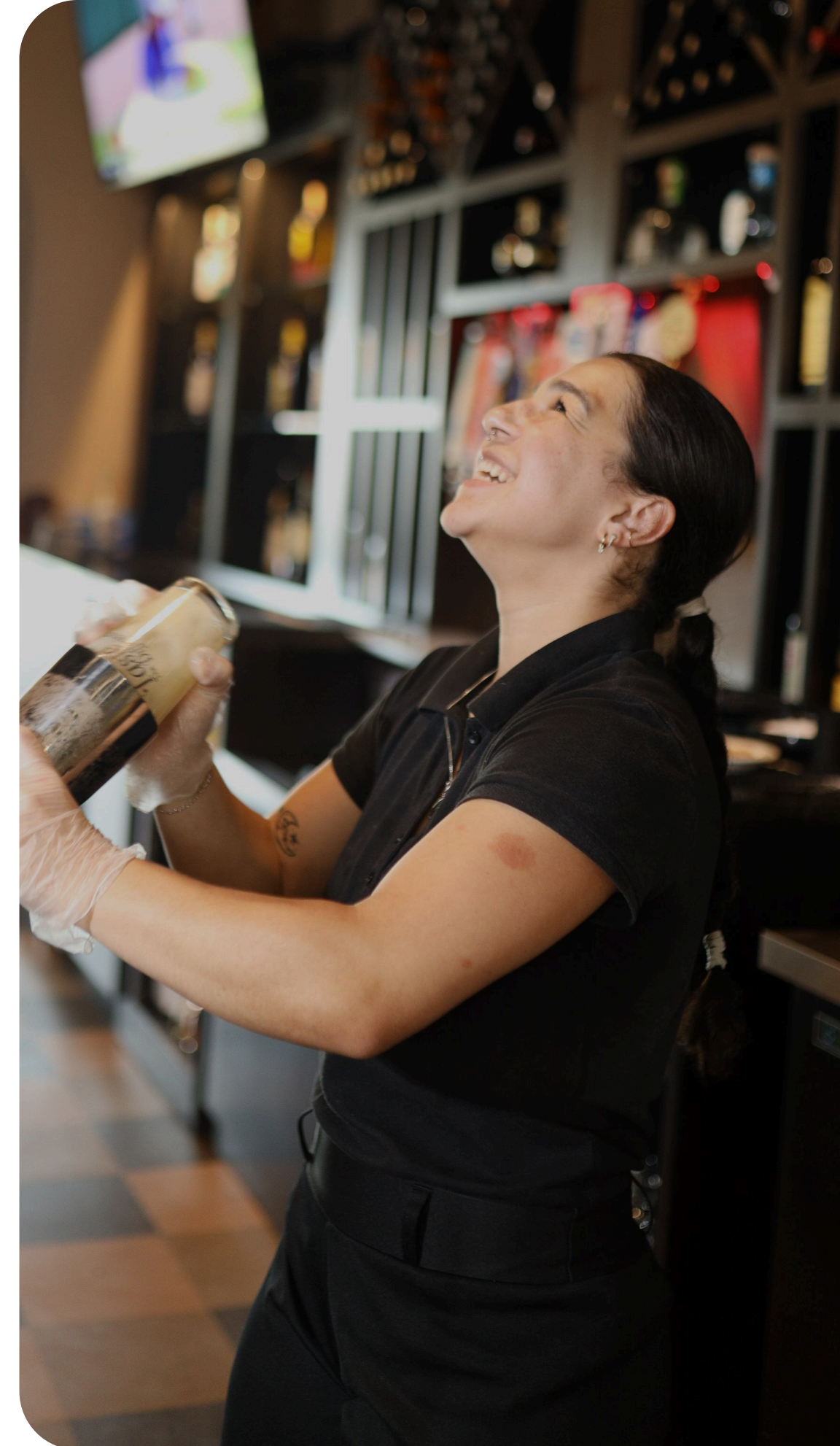
Use people photography to tell a story - the smiles of satisfied customers, the dedication of our chefs, the enthusiasm of our servers. Evoke emotion and convey the unique experience of dining at our restaurant.

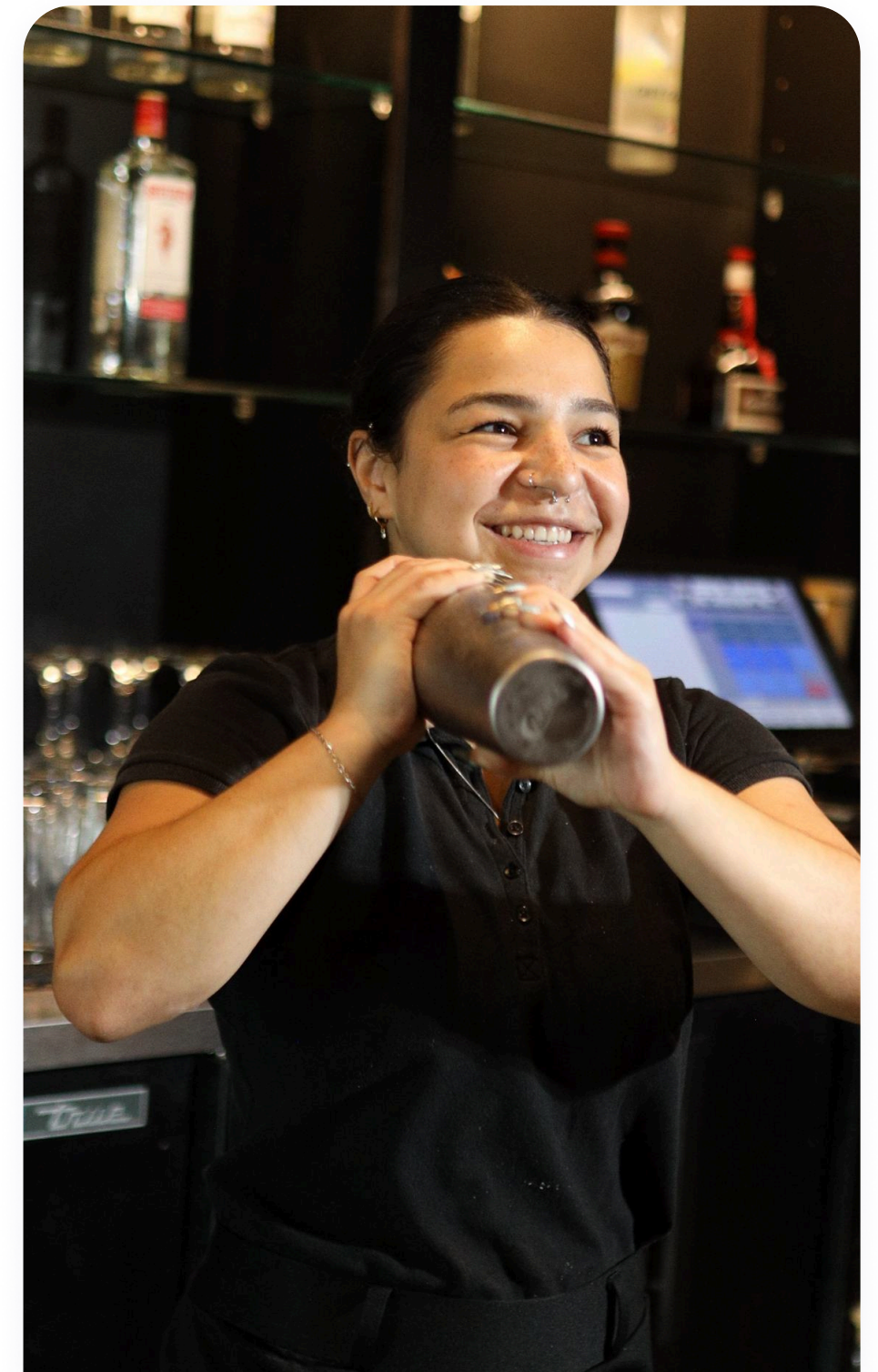
04 Natural poses

Encourage natural and relaxed poses. Avoid overly staged or forced expressions, as authenticity is key to creating a genuine connection with our audience.

05 People in action

Experiment with action shots that capture our chefs preparing food, or our staff interacting with customers. These shots can convey the passion we put into our dishes and the dynamic energy of our restaurant experience.





Imagery Don'ts

Below are some examples of what **not** to do with imagery, in order to avoid misrepresenting our brand.

01



Don't photograph food in poor or dull lighting.

02



Don't clutter the composition with too many props or ingredients.

03



Don't use stock photography to represent Piesanos food. Only use Piesanos images to represent our food.

04



Don't use overly posed or staged shots of staff or customers.

05



Don't use blurry or pixelated images.

Iconography

In addition to photography, iconography and graphical elements play a supporting role in enhancing the visual identity of our brand. When incorporating icons or graphics into our materials, adhere to the following guidelines:

01 Playful

bring a sense of personality to the experience. Subtle curves, approachable shapes, and thoughtful details keep the visuals feeling light and engaging without becoming distracting. The goal is to add warmth and character while still supporting clarity and usability.

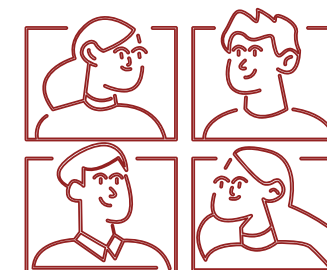
02 Consistent

A shared visual language ensures icons feel like part of the same family. Consistent line weights, corner radii, proportions, and stylistic choices help create a cohesive system that users can quickly recognize and understand across the entire experience.

03 Balanced

Each icon should pay careful attention to proportion, spacing, and visual weight. Elements are simplified and arranged to feel stable and clear at any size, ensuring the icons remain legible and harmonious within layouts and alongside other UI elements.

Examples

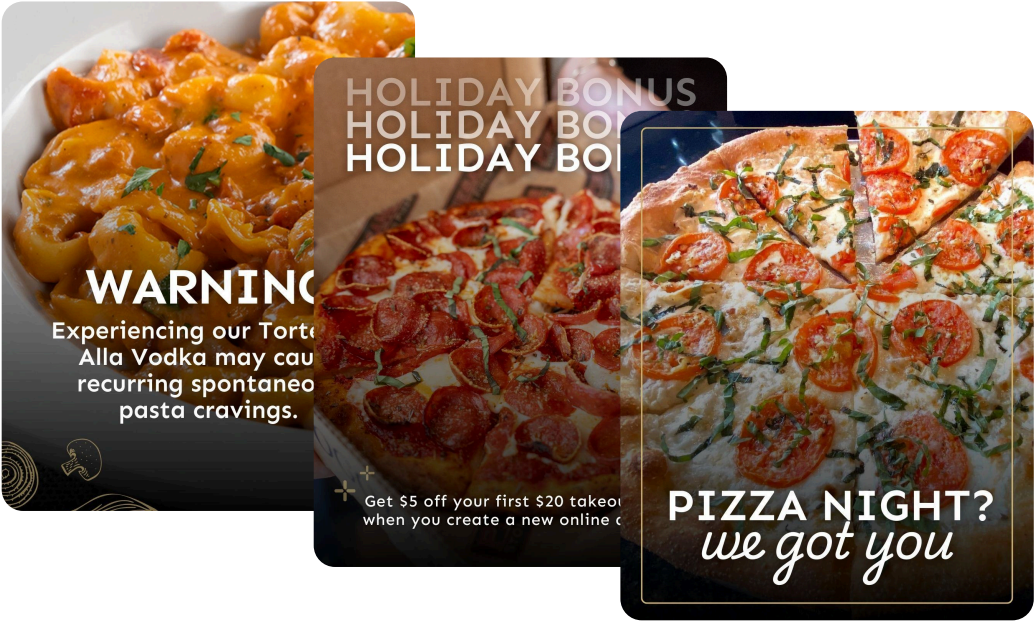


09

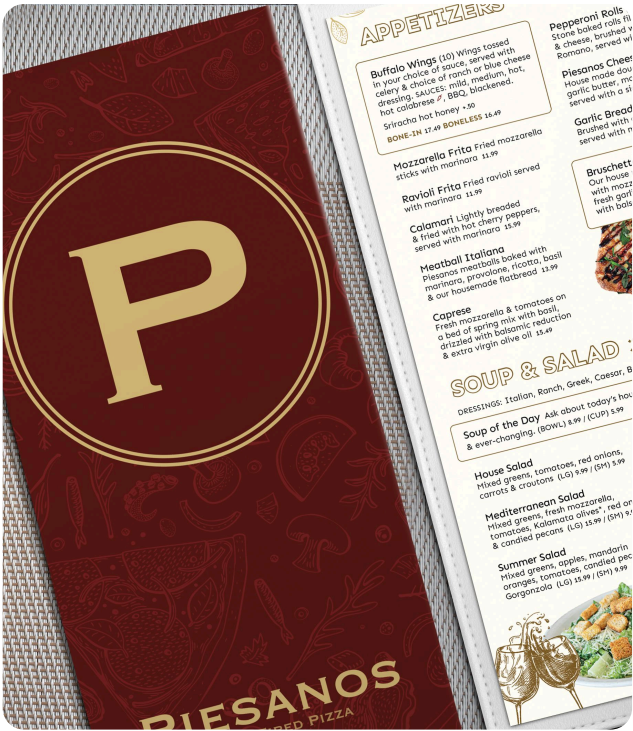
Putting it all
together

How these guidelines come to life

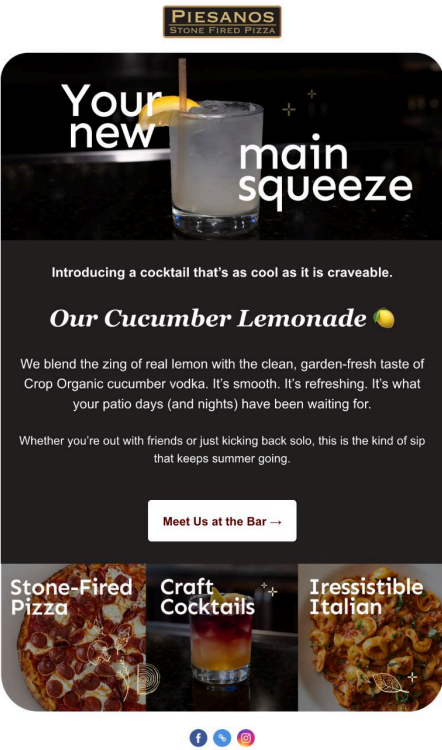
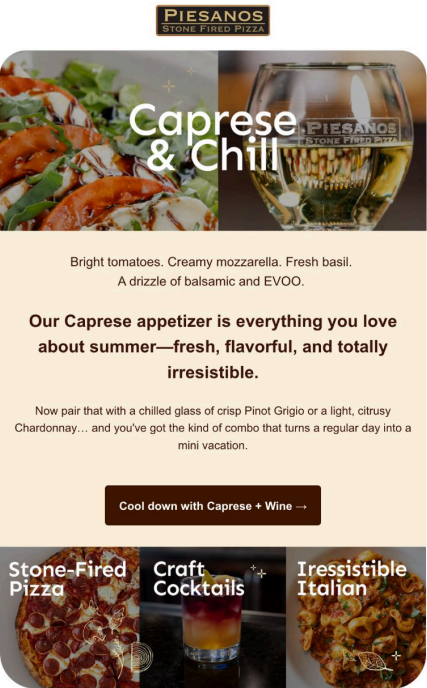
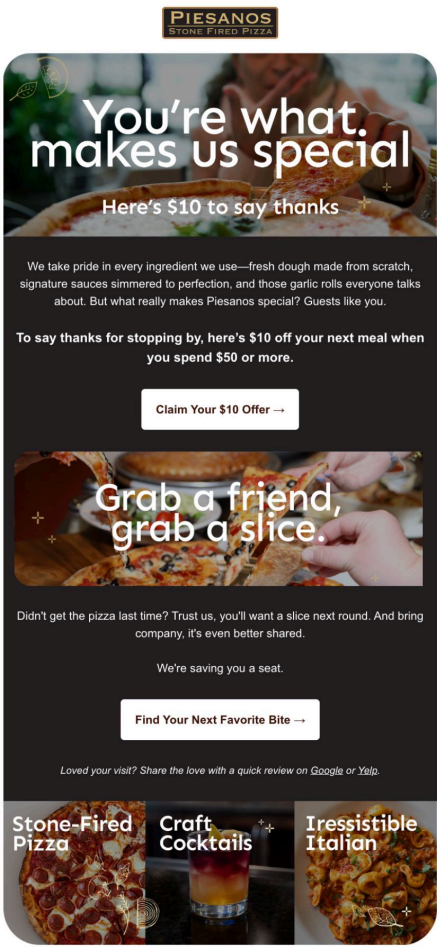
Social Posts



Dine-In Menu



Emails



Window Clings



Happy Creating