

About the client

Background

Novanta

Key people

Danny F

Due date:

May 13

#121212

Cod Gray

White

The brand

Brand personality

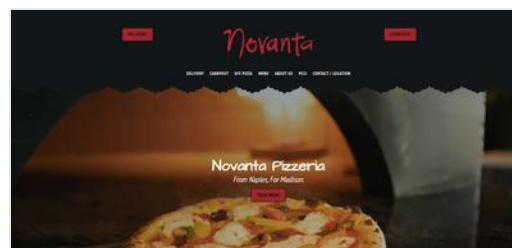
casual, fine, traditional, authentic

Novanta

Brand values

What are their brand values and mission?

Bringing true Neapolitan taste to the Madison community.



Target Audience

The audience

Who is the target audience? Is there any background research on them?

People who crave a different style of pizza and other cuisine.

References



Goals

Goals

What are the primary goals for the project?

Increasing visibility of the establishment.

Creative direction

Concept

What is the main concept we're driving at?

Good pizza and good seating.

Website

<https://novantapizzeria.com/>

Fonts

PT Sans Pro Narrow Extra Bold

PT Sans Narrow Regular

Wordy Diva Regular

Measuring success

What metric are you trying to improve?

Business and sales.

How will the success of the design project be judged?

How well business does.

#821717

Maroon