Pijja

In the heart of Bangalore, where the city's energy pulsates, a pizza place called Pijja emerged as a culinary beacon. More than just a pizza place, Pijja is a brand that embodies the city's spirit, a bold statement of individuality and creativity.

Pijja aimed to create an instantly recognizable brand identity which would represent the brand's commitment to fostering conversations, celebrating culture, and encouraging people to step outside the ordinary. We conceptualized a logo and brand identity that reflects the brand's belief in the power of connection and community and, most importantly, the shared love of pizza.

The brand identity we crafted for Pijja is a reminder that great ideas often emerge from open conversations and shared experiences. Pijja's playful and memorable logo, with a bold colour scheme, nods to the city's vibrant energy and youthful spirit. It's a symbol of innovation, creativity, and a refusal to conform to the status quo, a visual representation of Pijja's values and commitment to delivering a unique and unforgettable dining experience.

PRIMARY LOGO

The cornerstone of our brand is encapsulated in our distinctive logo—a bold and unique symbol that unmistakably represents the essence of PIJJA. The JJ shape within the logo embodies our brand ethos, reflecting our commitment to crafting products inspired by conversations, culture, music, and a hint of cheekiness, as echoed by our name. The inclusion of the asterisk pays homage to the classic 8-slice pizza, further reinforcing our identity.

The JJ shape, inspired by 99 embodies the brand ethos and our commitment to crafting our Pizzas inspired by conversations, culture & music.

P FOR PIJJA. P FOR PINK.

The bold, unmistakable, & unmistakable shade of pink represents the boldness and the unique, attention-grabbing nature of Pijja, which accentuates our brand. The high contrast pairing of the Pijja Pink against white ensures readability and legibility, aligning seamlessly with our dynamic aesthetic.

#C20000 #FFFFFF #C20000

FINDING THE BOLD

PIJJA IS FREE.
PIJJA IS BOLD.
PIJJA IS EVERYTHING
YOU'D WANT
YOUR PIZZA TO BE.

PRIMARY TYPEFACE

We selected our primary typeface for its bold and versatile characteristics, making it exceptionally effective for headlines as well as various packaging assets.

ROCKIDS DISPLAY

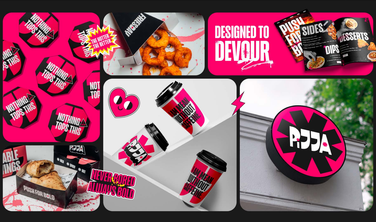
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!!"$%+&()_+.

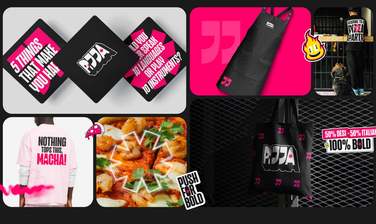
SECONDARY TYPEFACE

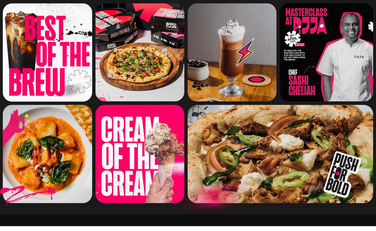
Our choice of a secondary typeface is distinguished by its bold lines and solid curves, resulting in a font that exudes robustness, clarity, and elegance. The versatility inherent in this font positions it as the ideal candidate for bold copies particularly in digital communication and various business-related contexts.

Anderson Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!!"$%+&()_+.







Nominated for the **2024 Kyoorius Design Award's first list**

in the Communication Design Branding & Identity category

PiJJA