



**2017** *Standards*

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# The Story of Lawrence Gibbilini

My father was born on the north side of Chicago.

My grandmother, a great traditional cook, taught him the secrets of her pizza and many other family recipes. My dad, on the other hand, liked to experiment and actually started using fresh vegetables and whole wheat in his recipes (to the horror of his mother), long before it was in vogue.

On weekends he would throw a large checkered tablecloth over the dining room table and invite friends, family and acquaintances over for dinner. He would serve them his variations of time-honored family dishes as well as recipes he was developing, most of which received outstanding reviews. Dad's pasta dishes were fabulous, but his pizza was his crowning achievement. Over the years we always had family and friends coming by, eating, drinking, talking and listening to old Frank Sinatra and big band records. My dad truly practiced his philosophy about life: the key to happiness is friends, good food and music.

Dad has since passed away but his presence lives on in our hearts. All in all, he was well-loved and thought of by his family and friends and lived life with a zest that I can only envy. We miss him greatly.

On behalf of our entire Oregano's family - please enjoy yourself!



*Our Personality*

# Our Personality

## Brand Character Traits

Cool, Irreverent, Edgy, Risk Taker,  
Sarcastic, Wise Guy, Charismatic



In neighborhoods throughout the southwest the hustle and bustle of a good time, cracklin' joint radiates from just down the street. It comes from a nostalgic type of place where a tall, wise-cracking guy leads his team in serving up flavorful Chicago pizzas, good laughs, and craveable Italian food, some with a southwestern twist. They have a passion for cooking and a real love of serving the guest that makes this place uniquely cool.

This authentically charming cat welcomes you with a wink and a smile giving a genuine 'Hello!' every time. He is hard working and humble because he believes this moment is all about you.

Instantly you feel at home sitting in this establishment, like you're part of a moment in time and in no better place. Your senses hop from the signs of an era gone by, the scent of award-winning dishes and a shared love for his incredible dessert, known everywhere in town. The energy is always upbeat, the lighting perfectly dim and there's never a bad table.

The kitchen bustles with the sounds and smells of big zany flavors served in abundant portions great for sharing. The recipes are a mix of old family classics from the likes of Aunt Shirley and Uncle Ray mixed with an uncanny ability to blend new ideas with old concepts.

The food is affordable and you're treated like every visit is a special occasion. And at the end of the meal you can count on a full stomach, a heart-felt 'Goodbye' and a feeling of delight that stays with you the rest of the day. Not to mention, a good dose of garlic breath.

*Brand Colors*

# Brand Colors

## Primary Colors

### 485CP

Oregano's uses red to boldly proclaim it's identity in the world. Red is a strong connotation to strength, passion, desire... and Italian food! Red is like a STOP sign that immediately gets your attention and demands action. It's the perfect fit for a brand that uses a megaphone to communicate the love of making pizza. Red is our backbone color where our logo best sits and is a suggested starting point in all design work. You can bet that red will be part of any Oregano's design.

### 137CP

Honey Gold is the color of joy, happiness, intellect and energy. It's an old soul with vintage roots and is a great compliment to red for promoting Italian fare. Honey Gold is often associated with food and gives an instant feeling that cannot be denied.

### 349CP

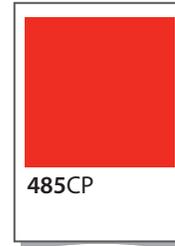
Green represents Italian, freshness and healing. It's a traditional offset to red in Italian fare though we use it less traditionally and more as a logo accent or a design that is seasonal or healthy. Since we are value-oriented, green helps represent that savings. We will always give more bang for the buck and green helps us show that.

## Secondary Colors

### 7624CP / 5477CP / 3375CP / 2975CP

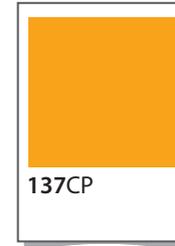
The secondary palette consists of a complimentary set of color including brick red and 3 shades of blue ranging from dark to light. Blue is the color of trust, faith, intelligence and calm. It is a great counterbalance to the strength of red and yellow, often completing an unfinished picture. These colors can be used as backgrounds or accents to primary colors or as a main color that tries to take the focus off the background and put it on the headline. The goal of secondary color is to support the driving effect primary colors.

## Primary Colors



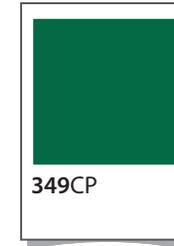
485CP

CMYK: 0/95/100/0  
RGB: 218/41/28



137CP

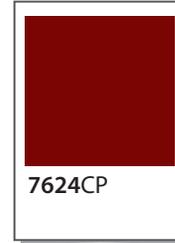
CMYK: 0/41/100/0  
RGB: 225/163/0



349CP

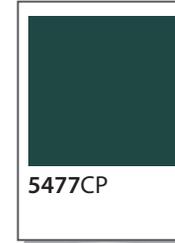
CMYK: 94/34/85/24  
RGB: 0/106/70

## Secondary Colors



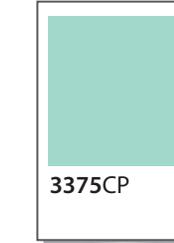
7624CP

CMYK: 0/97/87/60  
RGB: 128/47/45



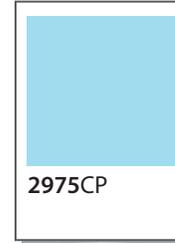
5477CP

CMYK: 66/24/43/66  
RGB: 62/93/88



3375CP

CMYK: 36/0/24/0  
RGB: 122/225/191



2975CP

CMYK: 34/0/5/0  
RGB: 153/214/234

*Typography*

## Primary Headline Typography

(These fonts  
are never used  
for body copy.)

### **BIG NOODLE TITLING**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Big Noodle is our main headline font for menu sections, tent cards, emailers and menu item body copy. Big Noodle is an uppercase only font.

*Freehand 575*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxy*

It is sometimes used as a main header font and sometimes used to accent a larger headline or be a lead-in to a headline.

### **FUTURA EXTRA BOLD CONDENSED**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Futura Extra Bold Condensed is our main headline font for print ads, outdoor and all advertising using headlines. The letter "i" is always lowercase when used in our print and outdoor campaign headlines. All other letters are used in all CAPS only.

### **FUTURA STD BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Futura STD Bold and Futura Medium are used as main and sub headline fonts for various types of marketing material, including; in-house collateral, various retail collateral, tent cards and menus. This font is only used in ALL CAPS.

**Secondary Headline  
Typography**

(These fonts  
are never used  
for body copy.)

## **AMERICAN PURPOSE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

American Purpose is a rough and tumble, more traditional 50's font used to appeal to certain demographics or to represent certain imagery, like motorcycles and traditional americana. This font has a style that emulates movement through vehicles. It's a design that gives an instant feeling of the cool life in America.

## **Dom Casual Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## **Dom Casual BT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Dom Casual is used sparingly, currently only as a supporting subhead in parenthesis on our print ad campaign, usually to denote a holiday, date or celebration announcement under a headline.

# Typography

## **Cocktail Shaker**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Cocktail Shaker is a secondary "go to" typeface. Used sparingly, it really delivers that sense of cool mid century nostalgia.

## BIKO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## BIKO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Biko and Biko Bold are supporting fonts used as marketing body copy, callout section copy on menus and menu body copy. The determination between bold and regular is determined on a per item basis.

## BUREAU EAGLE BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Bureau Eagle Book is a supporting headline font, used mostly as a secondary headline type for slight differentiation from Futura. It has more of a flair and gives a little added muscle when Futura just won't do. It's used on callouts, headlines, subheads and areas that have a singular focus as part of a group.

# Typography

## Futura

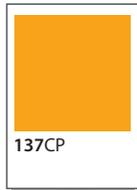
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Futura is a supporting font used in body copy on all internal and retail collateral, including tent cards, emailers and handbooks. Futura is a classic and clean font that works well with many font families.

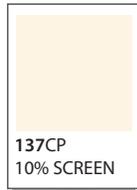
*Oregano's Logo's*

# Oregano's Logo

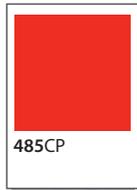
## INTERNAL BRANDING



CMYK: 0/41/100/0  
RGB: 225/163/0



CMYK: 0/4/10/0  
RGB: 255/243/227



CMYK: 0/95/100/0  
RGB: 218/41/28

OREgano's®

OREgano's®

OREgano's®

## EXTERNAL BRANDING (ADD "PIZZA BISTRO")

OREgano's®  
PIZZA BISTRO

OREgano's®  
PIZZA BISTRO

OREgano's®  
PIZZA BISTRO

## EXTERNAL BRANDING (ADD "PIZZA BISTRO" Remove Drop Shadow)

OREgano's®  
PIZZA BISTRO

OREgano's®  
PIZZA BISTRO

OREgano's®  
PIZZA BISTRO

NOTE: ® REGISTRATION MARK IS REQUIRED IN EVERY INSTANCE THE OREGANO'S LOGO IS UTILIZED.

# Oregano's Logo Background Applications

## Logo and backgrounds

The Oregano's logo is versatile. From the vintage red and white treatment to a standard black, the logo remains dynamic in countless background color variations.



NOTE: ® REGISTRATION MARK IS REQUIRED IN EVERY INSTANCE THE OREGANO'S LOGO IS UTILIZED.

# Oregano's Legacy Logo

## Legacy Logo

Oregano's Legacy Logo exists in current applications mainly on the sides of buildings or on legacy internal artwork. Future logos and usages may not include the red and white checkered tile. The same instructions apply to the black and white legacy logo version.

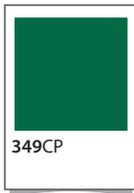


NOTE: © REGISTRATION MARK IS REQUIRED IN EVERY INSTANCE THE OREGANO'S LOGO IS UTILIZED.

# Oregano's Legacy Logo Alt

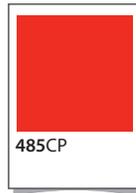
The Oregano's logo should be used in color whenever possible. For specific color values, please refer to the logo color palette.

Any deviation from the Oregano's Logo Standards must receive approval from the marketing department.



349CP

CMYK: 94/34/85/24  
RGB: 0/106/70



485CP

CMYK: 0/95/100/0  
RGB: 218/41/28



NOTE: ® REGISTRATION MARK IS REQUIRED IN EVERY INSTANCE THE OREGANO'S LOGO IS UTILIZED.

# Oregano's Logo Spacing

## Isolation Zone

It is important to surround the Oregano's logo with clear space to maintain visual prominence. This is the minimum clearance around the brand mark. Whenever possible, allow more space so the logo has prominence. When space is limited use the specifications, as shown to the right.



NOTE: © REGISTRATION MARK IS REQUIRED IN EVERY INSTANCE THE OREGANO'S LOGO IS UTILIZED.

# Kaboom! Club Logo

## KABOOM! Club is Oregano's email e-club logo.

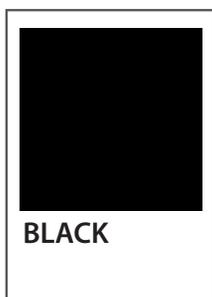
The Kaboom! Club is used to communicate Oregano's messaging to loyal guests while promoting general awareness of the brand.

When using the Kaboom! Club logo there must be a reference to "Oregano's" since the mark does not reference the brand name.



485CP

CMYK: 0/95/100/0  
RGB: 218/41/28



BLACK

CMYK: 100/100/100/100  
RGB: 0/0/0

NOTE: ® REGISTRATION MARK IS REQUIRED IN EVERY INSTANCE THE KABOOM CLUB LOGO IS UTILIZED.

# *Oregano's Exterior Signage*

# Exterior Signage

## EXTERIOR PAINT COLOR EXTERIOR LOGO



NOTE: © REGISTRATION MARK IS REQUIRED IN EVERY INSTANCE THE OREGANO'S LOGO IS UTILIZED.

# *Oregano's Registration*

# Registration Usage

## Oregano's has the following advertising marks:

(Headlines should always be written in Future Extra Bold Condensed - see example print ad))

- MENU CAN TRUST®
- LEGALiZE MARiNARA®
- DON'T PASS THiS JOiNT®
- OREGANO DISPENSARY®
- PRACTICE SAFE SAUCE®

## Oregano's has the following marks:

- Oreganos®
- Oregano's Pizza Bistro®
- The Original Pizza Cookie®  
(only registered in Arizona)
- Kaboom! Club®



PRINT AD

*Oregano's Speak*

# Oregano's Speak

At Oregano's we have a particular way of speaking to our guests both directly and through marketing and corporate communications.

It's a mixture of easy going, down-to-earth and 50's cool all served in a thankful, yet wise-cracking, playful tone. Below are some samples of how to "Oreganize" your vocabulary.

## Correct Value Description Sample

**Other Guy:**

Enjoy our party platters at your next event.

**Oreganized:**

Serve our classic dishes at your next shindig

**Other Guy:**

Liquor packages

**Oreganized:**

Booze packages

**Other Guy:**

We're excited to introduce television advertising in our markets

**Oreganized:**

We've got some cool new stuff coming up to send our branding message to the neighborhood.

**Other Guy:**

Tell us about yourself - please fill out our survey.

**Oreganized:**

Hey, we're not psychic so please take a moment to tell us what you think.

**Other Guy:**

Celebrate the new year by eating better. Make sure to get plenty of vegetables. #NewYearsResolutions2015

**Oreganized**

It's the new year and Mrs. Gibbilini says, eat your veggies! #ResolutionCounseling

## Phrases/Terms

**Other Guy:**

Yo

Restaurant

Guys

That's great!

Top Shelf

We Offer...

It's Comes With...

Employee

Great food

French fries

**Oreganized:**

Hey

Joint

Folks

Dig it!

Premium

We've Got...

It's Loaded With...

Team Member

Good stuff served daily

Italian fried potatoes

# Menu Copy

## *Menu Description Sample: 1*

### **Other Guys:**

Chicken Parmesan Hero - An Italian favorite. Chicken breast with marinara and provolone served up on an Italian roll with our secret sauce.

### **Organized:**

THE BIG HOT CHICK PARM - Our take on an old classic, this Big Hot Chick will turn your head! It's a BIG chicken breast and our homemade marinara topped with provolone and our four cheese blend on a perfect Italian roll rubbed with a special garlic spread. You'll want this one's number.

## *Menu Description Sample: 2*

### **Other Guys:**

BAKED SANDWICHES - Our baked sandwiches are served with coleslaw, fries and a pickle.

### **Organized:**

BAKED SANDWICHES - These classics are stuffed with lots of homemade Italian goodness and baked to create the ultimate sandwich. We throw in our tasty Italian-fried potatoes, a juicy pickle, and if you're from the windy city we have traditional giardiniera. Just ask! It's a real happy meal,

## *Use of Irreverent Phrases After Mousetype*

Batteries sold separately.

Objects in mirror are larger than they appear.

Don't try this at home.

Some assembly required.

Parental discretion advised.

Always remember to wear your seatbelt and a helmet.

Allow 8-10 weeks for delivery.

Void where prohibited.

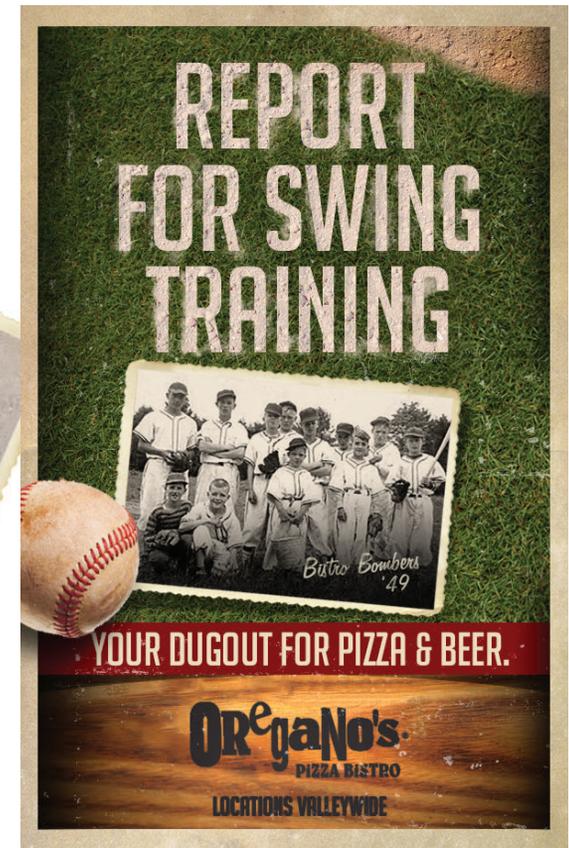
See Dealer for details.

# *Marketing Photography*

# Marketing Photography

Oregano's uses black and white, vintage feeling photos originally from the 40's and 50's. The photos should be candid, un-staged, and random depicting a slice of real life. We want unique moments that have a little wackiness, as if they were the outtakes.

All photos should be used with our antiqued bordering and slightly angled. The photos may overlap other photos or illustrations as shown on this page.



# Food

Oregano's food photography is always in color to fully feature our dishes. Food photos are imperfect and unstyled and should reflect a neighborhood joint feel and restaurant ambiance background.



*Illustrations*

# Illustrations

The following are approved graphic elements that may be used to complement other graphics. Other graphics may be created and used upon approval from the Marketing Department.



SAMPLE BANNER - LOGO & CITYSCAPE



SAMPLE BANNER - LOGO & LUCY



"LUCY"



"OREGANO'S CITYSCAPE"