





KAYLA CARR



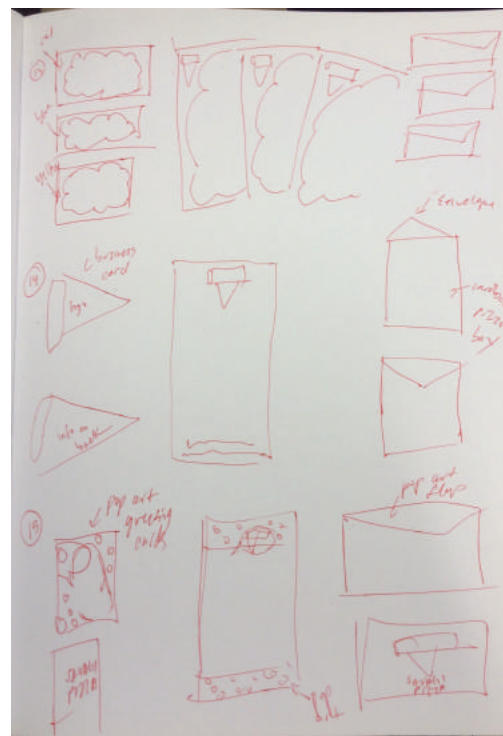
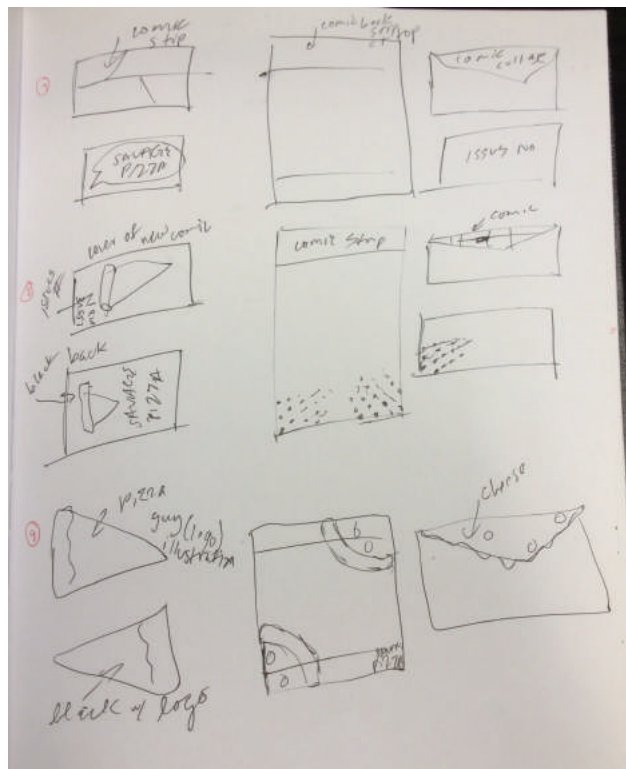
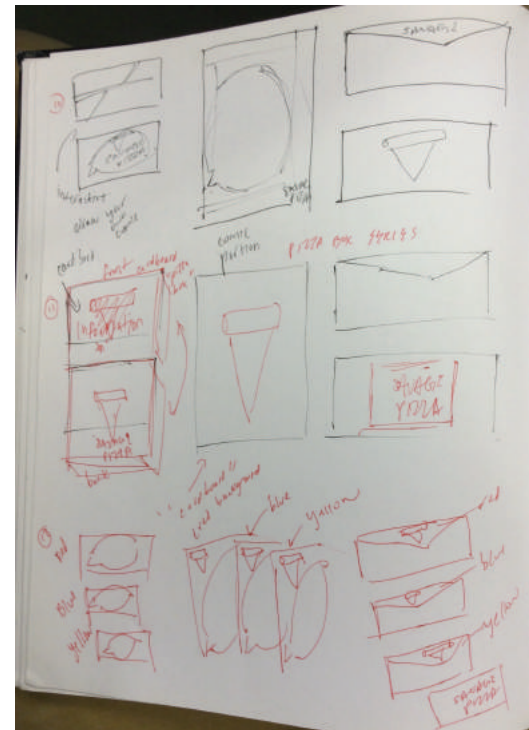
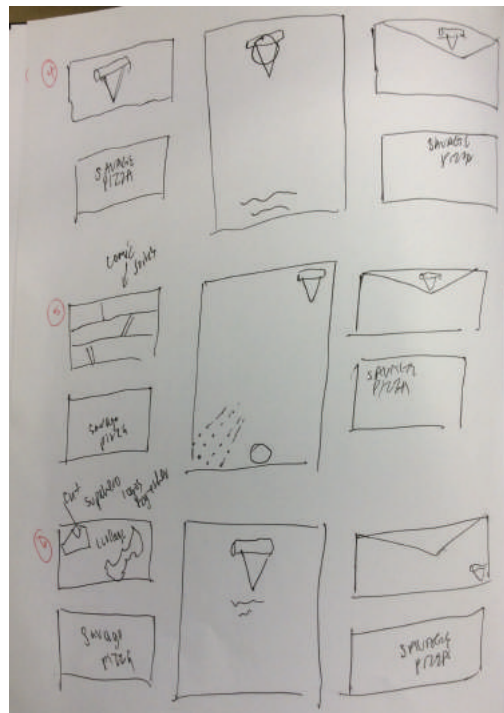
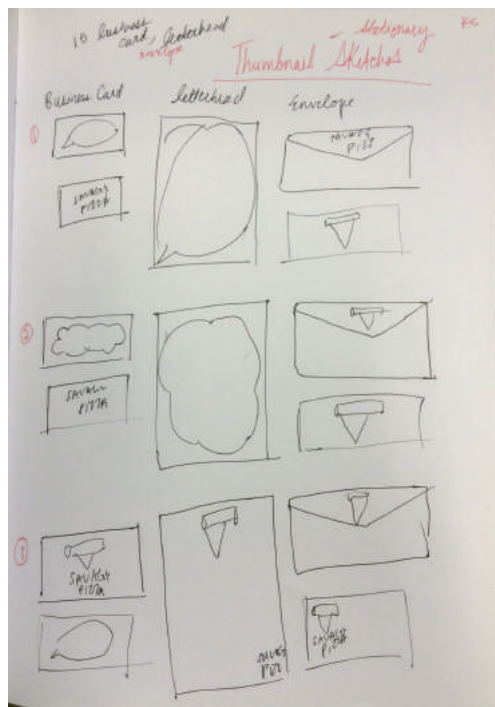
**SAVAGE
PIZZA**

PROCESS BOOK

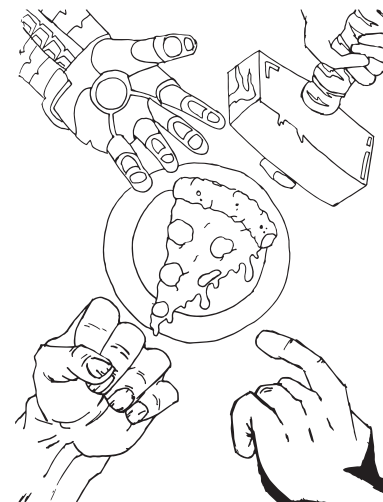
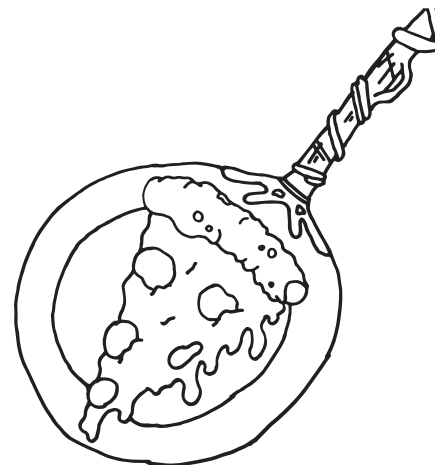
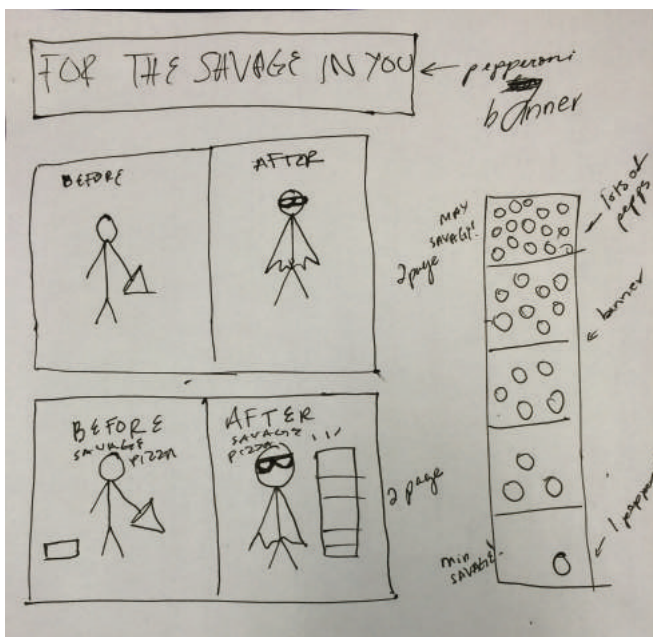
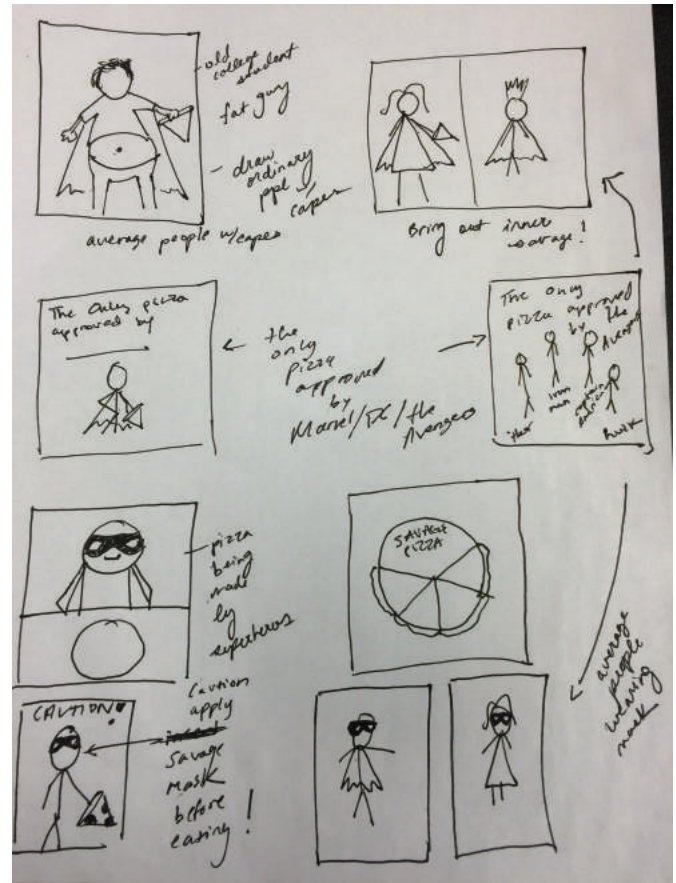
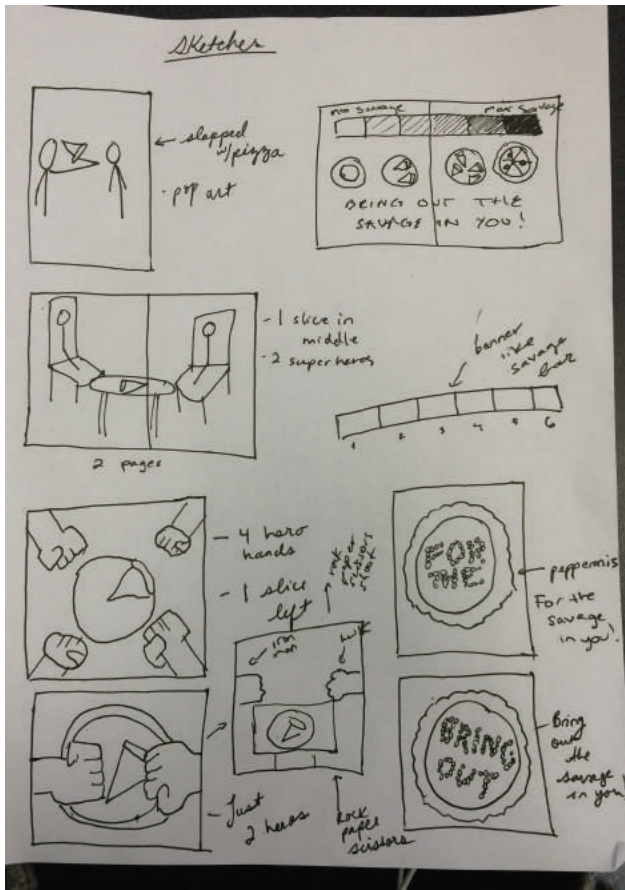


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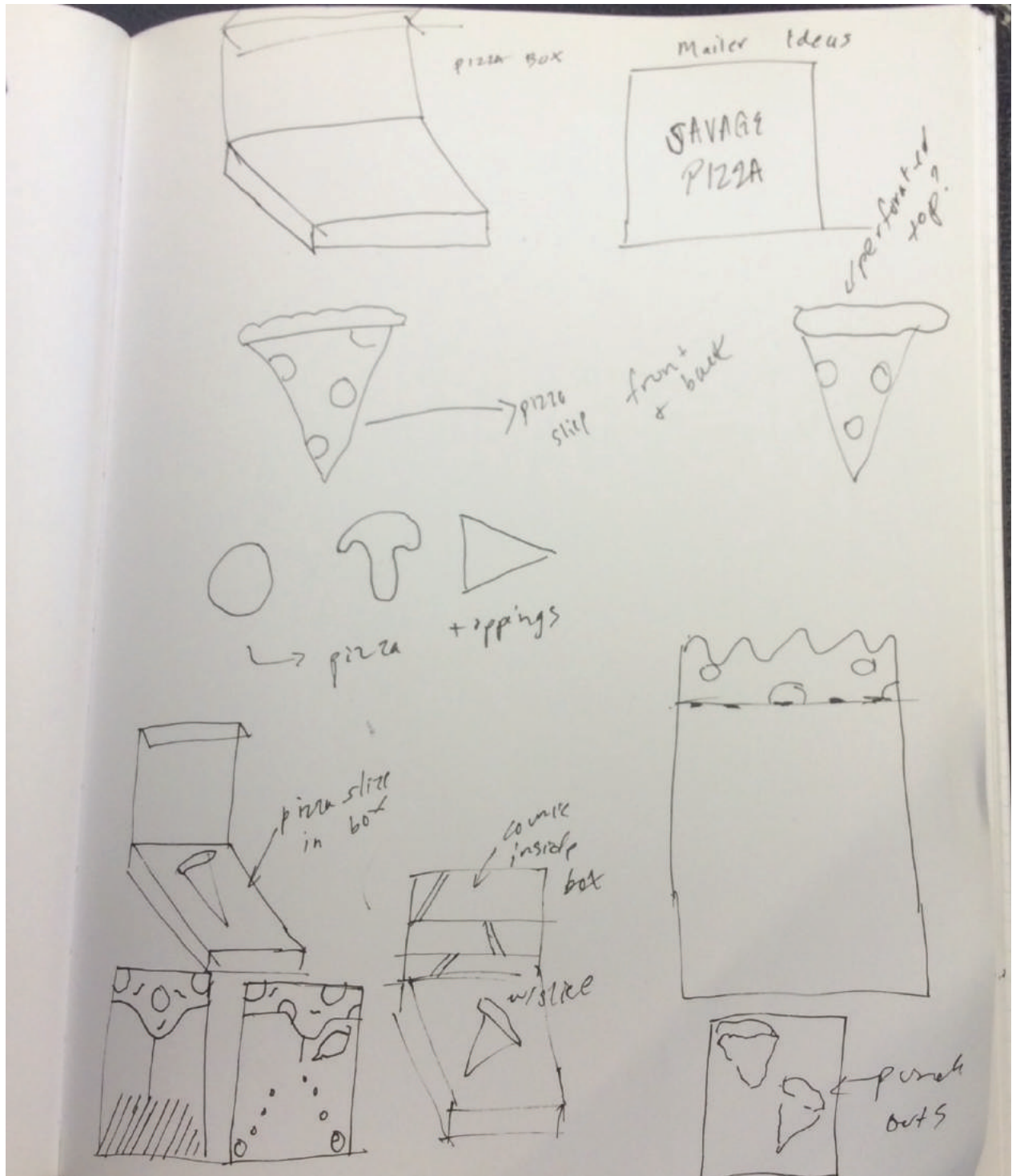
LOGO DESIGN



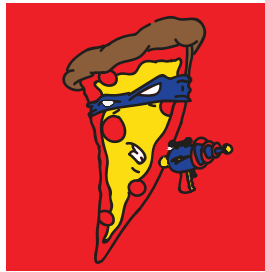
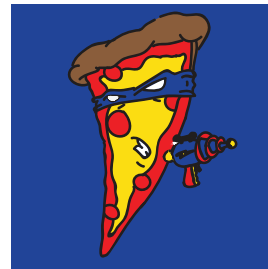
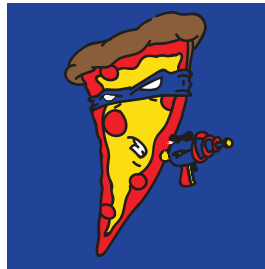
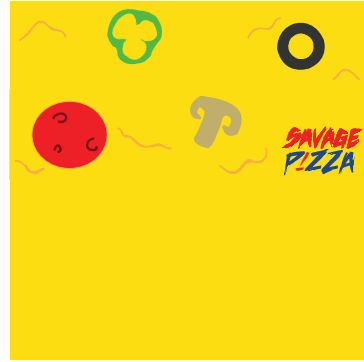
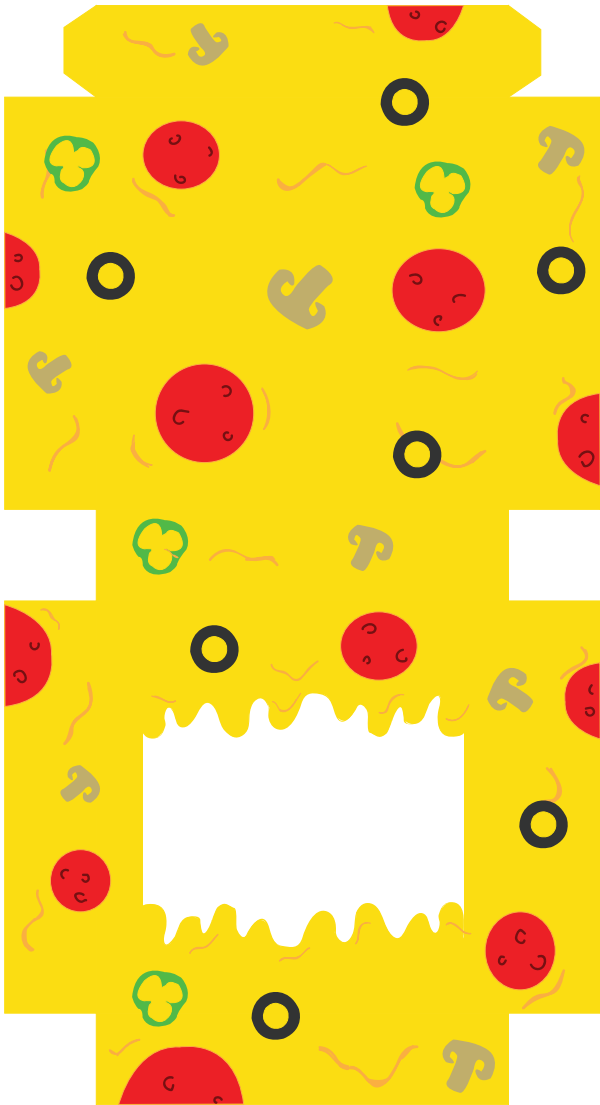
STATIONARY



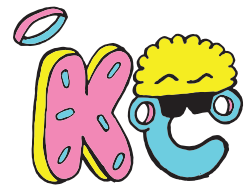
AD DESIGN



MAILER



SPECIALTY ITEM



CREATIVE BRIEF

KAYLA CARR



CLIENT AND SERVICES

SAVAGE PIZZA

484 MORELAND AVE (404) 523 0500

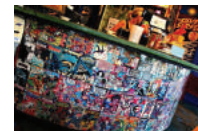
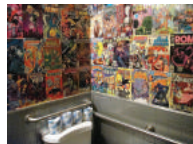
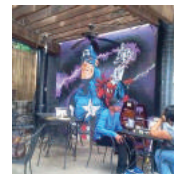
115 LAREDO DRIVE (404) 299 5799

THEY ARE A RESTAURANT THAT SELLS PIZZA, SALAD, DRINKS, DESSERTS, SUBS, CALZONES, AND BEVERAGES.

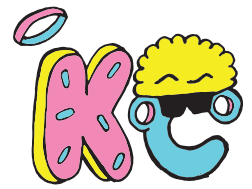
HISTORY

THEY DECIDED TO JOIN THE PIZZA BUSINESS IN 1990 AND BUILT THE RESTAURANT ON PRINCIPLES OF HONESTY AND INSPIRATION. THEY TAKE PRIDE IN THE HONESTY OF THEIR INGREDIENTS AND MAKING PIZZA AND OTHER FOODS FROM SCRATCH.

CURRENT LOGO



CREATIVE BRIEF



MOTIVATION

I WOULD LIKE TO DESIGN THE BRAND FOR THE COMPANY BECAUSE I REALLY ENJOY THE DESIGN OF THE STORE. I AM A HUGE COMIC BOOK FAN, AND THE PIZZA IS REALLY GOOD. ALSO THE DESIGNS OF THE RESTAURANT GO WITH MY AESTHETIC AND I WOULD LOVE TO REDESIGN THE LOGO, AND BRING ELEMENTS FROM LITTLE FIVE POINT'S LOCATION TO THE AVONDALE LOCATION.

OBJECTIVES

- TO CREATE A RETRO FEELING THROUGHOUT THE BRAND AND CREATE A UNIQUE LASTING IMAGE TO ATTRACT THE CUSTOMERS.
- TO BRAND THE ILLUSTRATIONS BASED ON COMIC BOOKS AND THE STYLE ASSOCIATED WITH THEM.
- TO HAVE THE NEW BRAND CONNECT WITH YOUNG SUPERHERO/ COMIC BOOK FANS, AS WELL AS OLD ONES.
- TO CREATE A VERY PERSONAL AND INTIMATE FEELING BRAND, SORT OF LIKE A PIECE OF YOUR CHILDHOOD.

VALUES

HONESTLY IS A MORAL VALUE, AS WELL AS INSPIRATION. THEY ALSO MADE A COMMITMENT TO FRESHNESS.

IMPORTANT QUOTE: "SAVAGE MESSIAH- A HERO WHO TRULY EVOKES THE SPIRIT OF OUR OWN HEARTS."

~~SAVAGE~~
REDESIGN PLANS HERO
FRIENDLY

TO REDESIGN A VISUAL IDENTITY I PLAN ON PULLING COLORS FROM THE CHARACTERS PAINTED ON THE BUILDINGS. I PLAN ON USING COLORS RELATED TO THE GALAXY FOR INSPIRATIONS, AS WELL AS A VARIETY OF BOLD RETRO COLORS LIKE BLUE, GREEN, YELLOW, PURPLE, AND RED. I INTEND ON GIVING THE RESTAURANT A BRAND THAT COMBINES PIZZA WITH INTERGALACTIC CARTOONS.

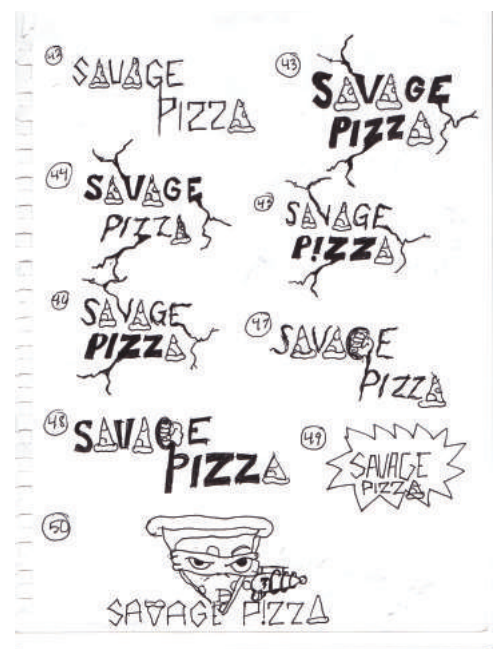
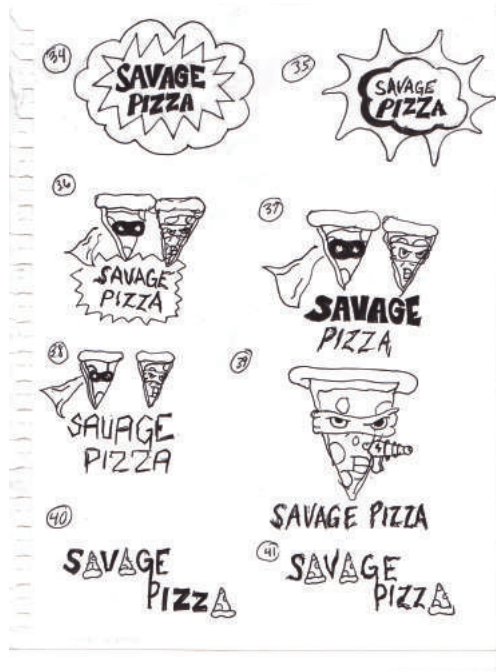
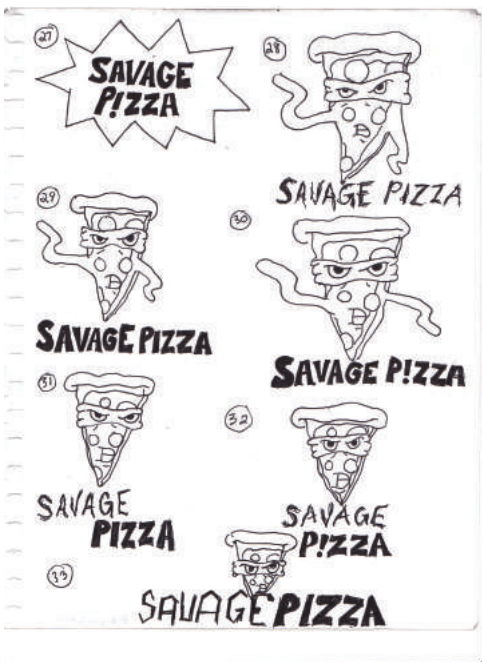
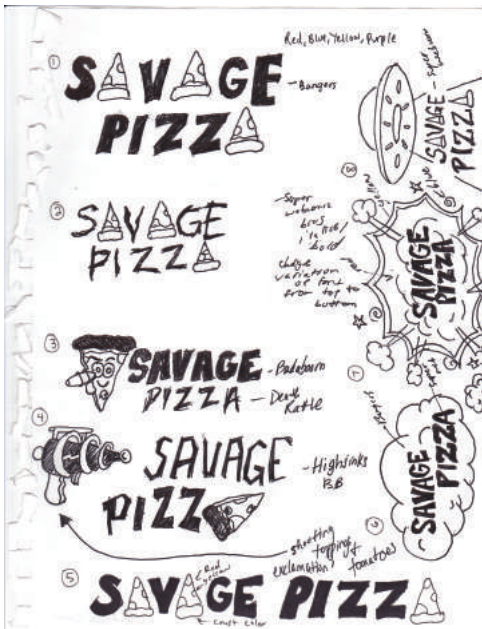
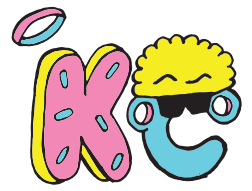
COMPETITION AND AUDIENCE

THE CLIENT'S COMPETITION CONSIST OF OTHER PIZZA PLACES IN THE AREA. THEIR TARGET AUDIENCE IS ANYONE WHO LIKES PIZZA. HOWEVER THE LOCATION IN LITTLE FIVE IS MORE RETRO AND COMIC BOOK THEMED, SO I WOULD SAY IT ADVERTISES TO A MORE ARTSY AUDIENCE.

KEY WORDS

RETRO
YOUTHFUL
GALACTIC
OLD SCHOOL
CLASSIC
VINTAGE
POP ART
ARTSY

CREATIVE BRIEF



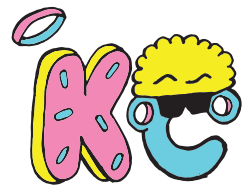
LOGO DESIGN



**SAVAGE
P!ZZA**



LOGO DESIGN



**SAVAGE
PIZZA**

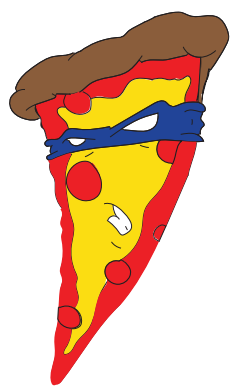
484 MORELAND AVENUE NE
(404) 523-0500
MYRONMONSKY@YAHOO.COM
HTTP://SAVAGEPIZZA.COM/

DEAR SUPERMAN:

IT WAS A PLEASURE MEETING YOU AT THE CONFERENCE LAST WEEK. AS WE DISCUSSED I SINCERELY BELIEVE THAT THE WIDGET GIZMO PRODUCED BY COMPANY, INC. CAN GREATLY STREAMLINE YOUR PRODUCTION PROCESS. IF YOU ARE STILL WILLING I WOULD LIKE TO BRING SOME OF THE KEY MEMBERS OF MY TEAM ALONG WITH ME TO MEET WITH YOU AT SAVAGE PIZZA. WE WOULD LIKE TO GIVE YOU AN OVERVIEW OF OUR SERVICES AND DISCUSS WITH YOU THE BEST PLAN TO SUIT YOUR NEEDS.

MEETING IN PERSON WOULD ALLOW US TO FULLY EVALUATE YOUR WANTS AND NEEDS. OUR TEAM IS AVAILABLE TO MEET ANY TIME THIS WEEK OR NEXT. PLEASE LET ME KNOW, AT YOUR EARLIEST CONVENIENCE, WHEN YOU WOULD BE AVAILABLE.

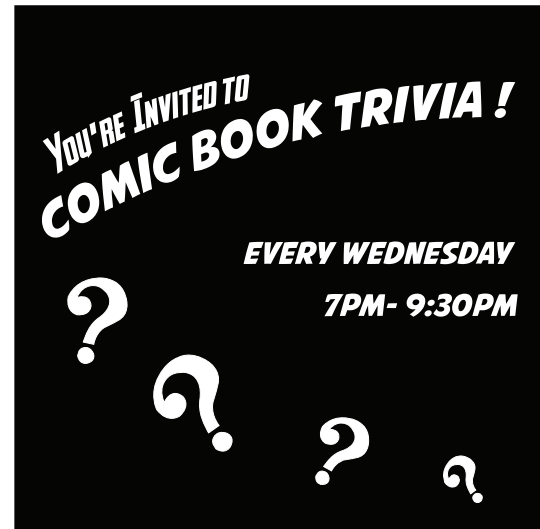
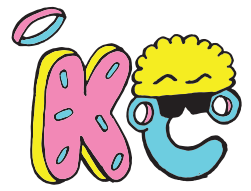
SINCERELY,
MYRON MONSKY



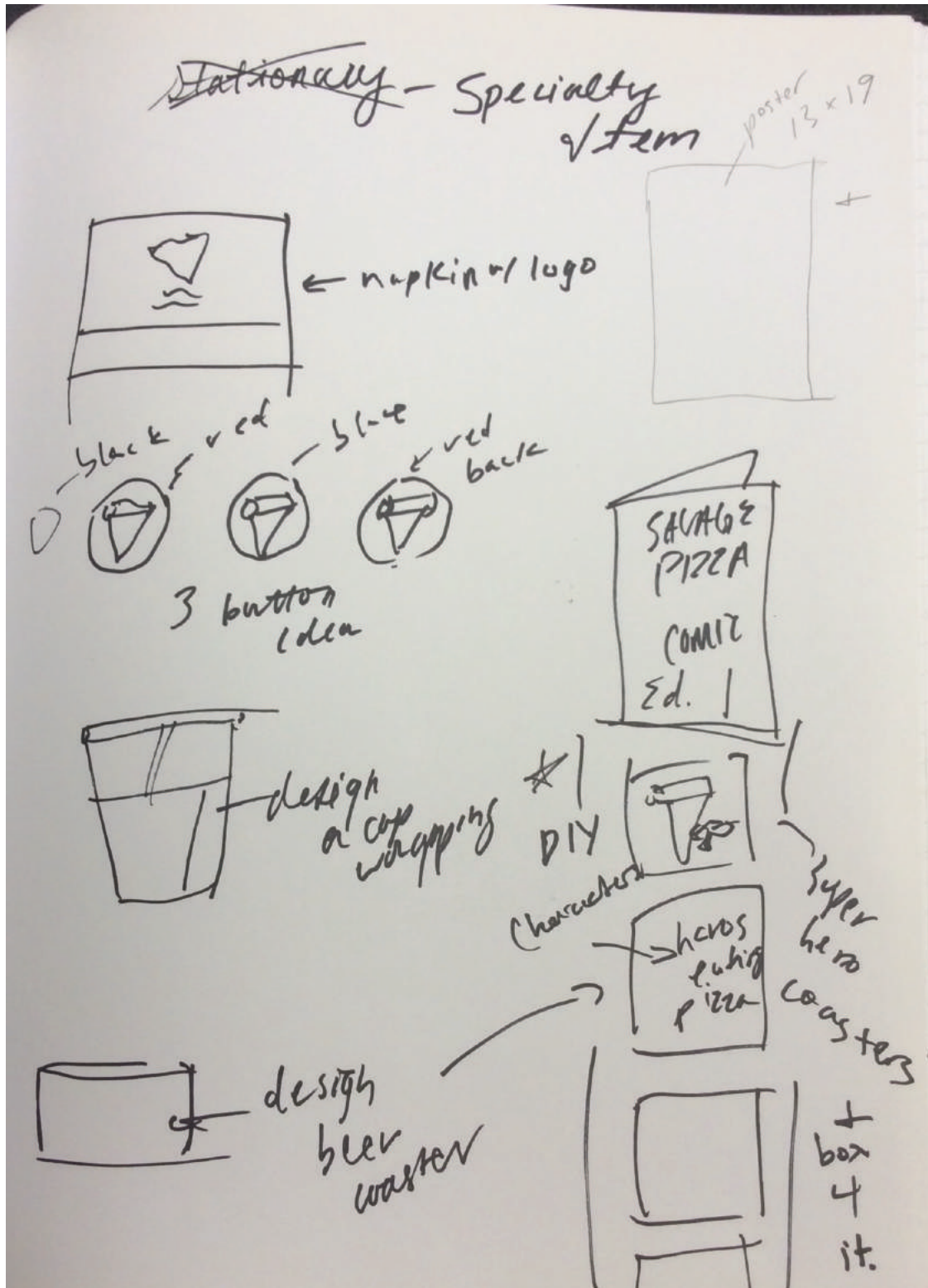
STATIONARY



AD DESIGN



MAILER



SPECIALTY ITEM