



Visual Identity Guide & Branding Elements

Moseppi's



TM

Authentic. Italian. Cuisine.





about Moseppis

Mo Calzone moved from Sicily to Portland, Oregon in 2011 with very few ideas about American culture. When he arrived and settled his family in, he couldn't help but feel strange and out of place. Some of this may be what makes Portland the city of Portland, but Mo continued to feel a sense of longing for his home country, and wanted his family to feel comfortable as well.

After sampling some of the local Italian fare, Mo was sickened by the lack of proper, authentic representation of his country. He returned home and began packing his things, intending to move his family back to Italy, when he noticed at the bottom of his travel suitcase one small piece of paper that would change the city of Portland.

Written on that small piece of paper was a note his father left him before he came home. It simply read: Follow your dreams. And beneath that, his mother's secret pizza recipe his wife had begged him for.

Mo is following his dream of bringing Italy to America, and invites you to join him in an authentic, Italian eating experience, right here in the United States of America.





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Concrete Attributes

- * Moseppi's is a family-friendly restaurant that is family owned and strives to serve its customers the most authentic Italian food available in Portland.
 - * Moseppi's uses authentic Italian recipes and ingredients to ensure the highest quality food possible as well as the most authentic.
 - * Moseppi's employees undergo a rigorous interview process in order to pick the finest employees who will make customers feel as if they are guests in Mo's own home.
 - * Moseppi's is closed on Sundays so Mo can have a day to spend with his family, and hopes Moseppi's customers choose to do the same with their own families.
 - * Moseppi's offers a variety of Italian foods including pizza, pasta and the finest, warmest bread that comes on the house.
- 



Abstract Attributes

- * Moseppi's wants to create the most authentic Italian atmosphere possible and give the customers the closest experience to Italy they can get without leaving the country.
- * Moseppi's strives for excellence and holds itself to the highest standards of service and quality. Any complaints will be noted and dealt with personally by Mo.
- * The atmosphere at Moseppi's is not only authentically Italian, it's also authentically Mo. Mo wants you to feel like you are a guest in his home, and wants all customers to be treated as such, with excellent service, delicious food and a comfortable, personable ambiance.
- * Mo knows Italian food. At Moseppi's, he wants to share his knowledge with you. Feel free to ask any questions about Italy or Italian food, and your server or Mo himself will try to get them answered.
- * Moseppi's is a family-friendly store that wants to provide families a mini-vacation for the cost of a meal.





Trademark Process

The Moseppi's brand uses the trademark symbol TM. This symbol indicates ownership of the goods and packaging without any federal paperwork being filed. The symbol will be used in conjunction with any use of the Moseppi's logo in the bottom righthand corner of the design.





Signature Elements

The Moseppi's brand relies on this logo as the most important visual component of the brand. The signature on top is based on Mo's own, to show that this is a personal project of love, and that this is an intimate dining experience. The outline of the country of Italy is simple enough: this is Italian food, made by Italian people.

The slogan is just as important to Mo. The recipes used at Moseppi's are the real deal, and the passion behind them is real as well. Mo's passion is to bring the comforts of his home to yours.

Appropriate uses of the design can be found at www.moknows.com/food.

Wordmark

Moseppi's

Signature



TM

Slogan

Authentic. Italian. Cuisine.





Signature Configurations (cont.)

Moseppi's



Authentic Italian Cuisine.

Preferred Horizontal Version

Moseppi's



Authentic Italian Cuisine.

Two Color Primary Option

*M
o
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's*



Vertical Option

Moseppi's



Authentic Italian Cuisine.

Two Color Reverse Option





Signature Configurations (cont.)

Moseppi's



TM

Authentic. Italian. Cuisine.

One Color Primary Option

Moseppi's



TM

Authentic. Italian. Cuisine.

One Color Reverse Option

Moseppi's



TM

Authentic. Italian. Cuisine.

One Color Black Option

Moseppi's



Authentic. Italian. Cuisine.

Grayscale Option





Identity Typeface

Primary Typeface: *Sunshine in My Soul*

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x
y z

1 2 3 4 5 6 7 8 9

Secondary Typeface: Georgia

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9





Identity Colors

Color	Pantone	CMYK	RGB
White	White	C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255
Black	Black	C:100 M: 100 Y: 100 K: 100	R: 35 G: 31 B: 32
Green	Pantone 345	C: 100 M: 0 Y: 100 K: 45	R: 0 G: 146 B: 70
Red	Pantone 485	C: 0 M: 100 Y: 100 K: 0	R: 206 G: 43 B: 55





Business Cards, Lettehead and Envelope



Front



Back





*Business Cards, Letterhead and Envelope
(Cont)*

Moseppis
 TM
 909 E. South St.
 Portland, OR. 97201





Letterhead

909 E. South St. Portland, OR. 505-505-5005. eatatmos.com





Packaging



Carry Out Bag



T-Shirts





Magazine Ad

Less American. More Italian.



*Moseppi's.
Authentic Italian Cuisine.*

1/2 Page Magazine Ad





Newspaper and Banner Ad



*Moseppi's.
Authentic. Italian. Cuisine.
505-505-5005. 909 E. South St.*

Banner Ad

Less American.
Mo' Italian.



Moseppi's.
Authentic. Italian. Cuisine.
909 E. South St.
505-505-5005
eatatmos.com
1/4 Page Newspaper Ad



Menu

Front

Back

Mosepp's

Mosepp's

Appetizers

Pasta

Fried Mozzarella	8.99
Stuffed Mushroom	9.99

Fettucine Alfredo	9.99
Lasagna Fresco	8.99
Margherita	10.99

Salad

Pizza

House Salad	5.99
Cesar Salad	5.99
Big Italian Salad	6.99
Part green salad, part antipasto salad.	

Small (8") 8.99 Medium (10") 10.99 Large (12") 12.99

- Neopolitan
- 3 Cheese
- Margherita
- Sicillian

Chicken

Parmigana	9.99
Picatta	10.99
Limone	9.99

Ask your server if you have any questions.
If they can't answer, they'll just grab Mo!

2 Billboards

Plane Ticket to
Italy?
\$1,626

Dinner at Mo's?
\$8.99



Authentic. Italian. Cuisine.

909 E. South St. 505-505-5005

Authentic. Italian. Cuisine.



Moseppi's 909 E. South St. 505-505-5005



Poster

Rome, Italy is
5,792 miles
from Portland.

Mo's

is right here
in Portland.

Come to Mo's.

909 E. South St.
505-505-5005

*Authentic.
Italian.
Cuisine.*





Vehicle Wrap

