


Pinky's



Retrofuturism. A mix of elegance and technological infatuation that encapsulates the zeitgeist of an era. The Atomic Age. A new form of energy that would bring about an era of peace and prosperity; a technological revolution. Americana in the 1950's was a filled with space-race dreams, consumerism, and rock-and-roll rebellion.

Pinky's Pizzeria is a pizza spot and bar located in the North Portland area of Oregon. They serve classic wood fire pizza made from fresh ingredients and host a wide selection of alcohol and beverages. Their funky glamour makes it an attractive visit at any time of the day. However, Pinky's rising popularity has outgrown its current branding and the pizza place is now in need of an upgrade.



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LARGE PARTIES

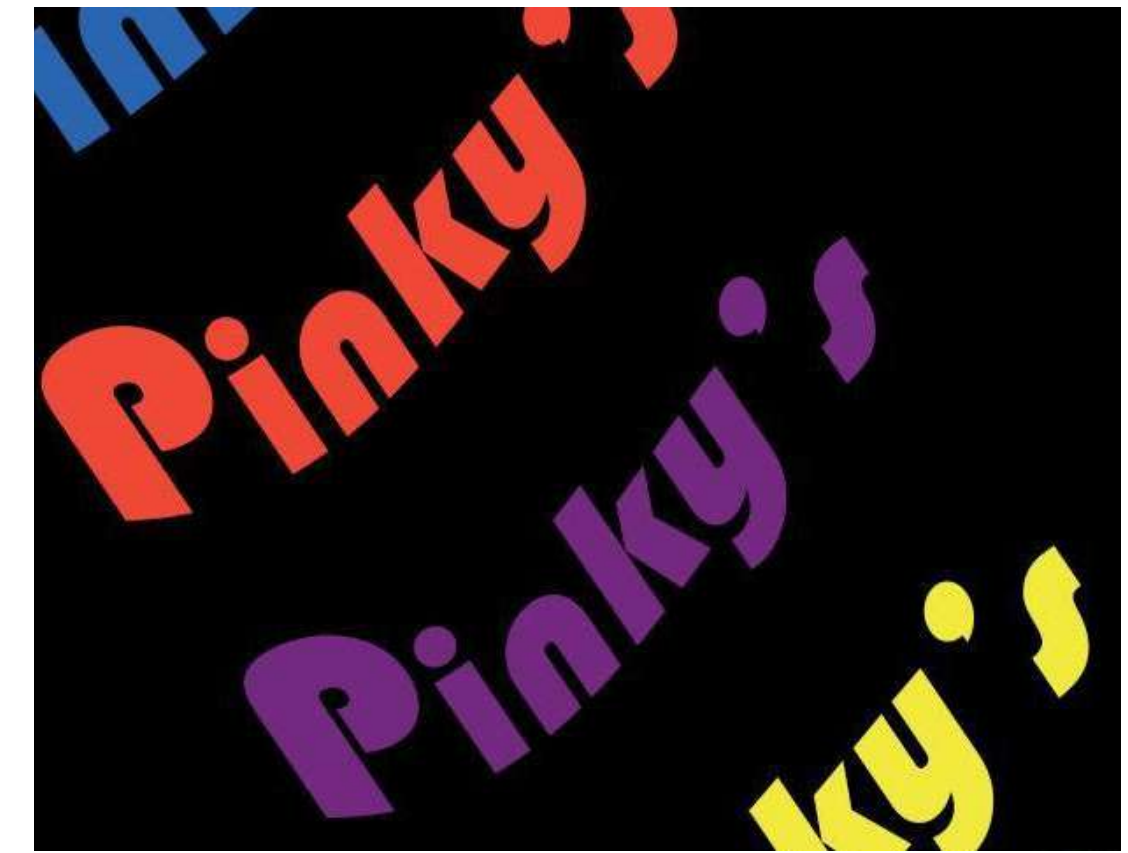
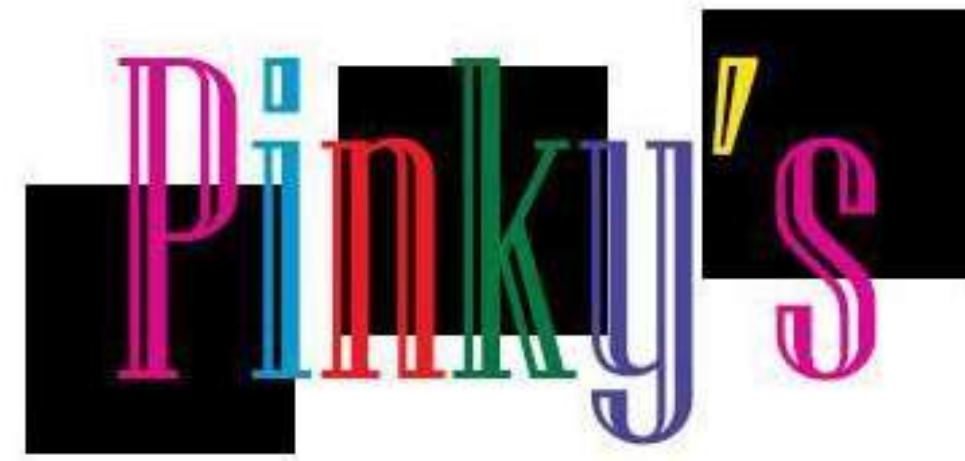
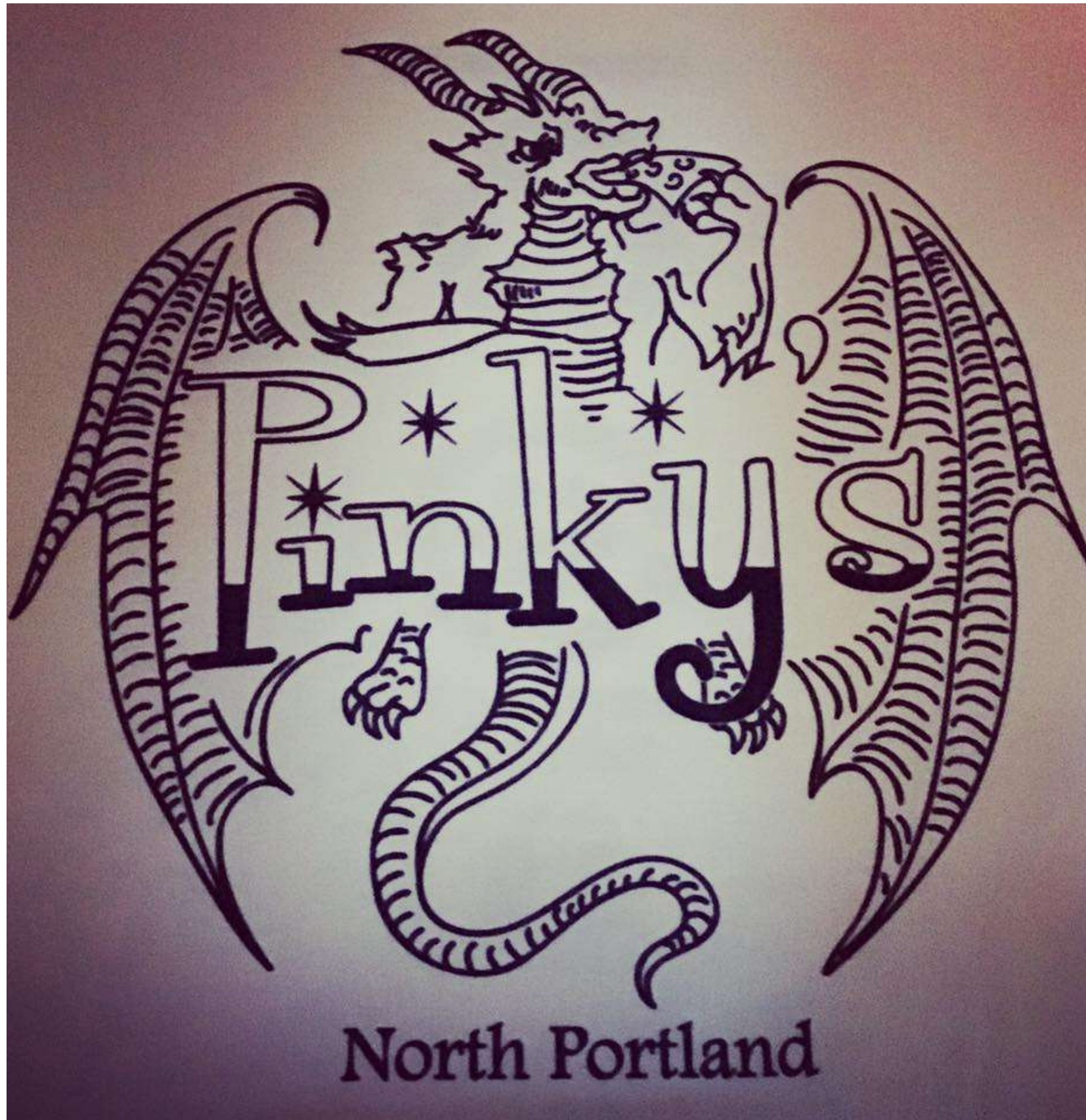
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For how amazing their food and drinks are, their branding holds them back. The inconsistency prevents them from growing as a business and competing with the many other pizza places around Portland. Pinky's needs to be able to stand out in such central food hub like Portland.

Current Branding



After digging into their website and social medias, I uncovered a multitude of older logos and color applications which surprised me considering that this restaurant is relatively new. Pinky's appears to have never had a set brand nor gone through a branding process. Currently, the restaurant is using a combination of a medieval themed dragon combined with a quirky 1950's font and symbols.

Current Branding

The priority of this rebrand is to create a cohesive aesthetic that presents a theme aligning with Pinky's values. Out of this initial process I want to create a clean logo, recognizable secondary marks, and a cohesive themed interior. It is really important to create a professional look for this brand that would allow them to compete with other pizzarias.



My first step was to look at what other pizzarias Pinky's might have to compete with. I looked for similar pizzarias - they had to be a smaller business, local, and produce/serve similar products. The three competitors that I looked into for a case study were Sizzle Pie, Atlas Pizza, and Life of Pie.

What is Pinky's up Against?



Statement:
Death to False Pizza.

Tone:
Loud, proud, & biker/rocker

Sizzle Pie

ATLAS



PIZZA



ATLAS PIZZA
 MENU | COMMUNITY | CATERING | CONTACT

CALL 503-232-3004

atlas pizzapdx@gmail.com

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SLICES 4-10PM
 503-232-3004

CHEESE	\$3.50
PEPPERONI	\$3.75
MEAT	\$4.00
VEGGIE	\$4.00
VEGAN	\$4.00
GARLIC KNOTS	\$4.00

Call us, tell us you're at Cat's Paw, get pizza.

ATLAS PIZZA

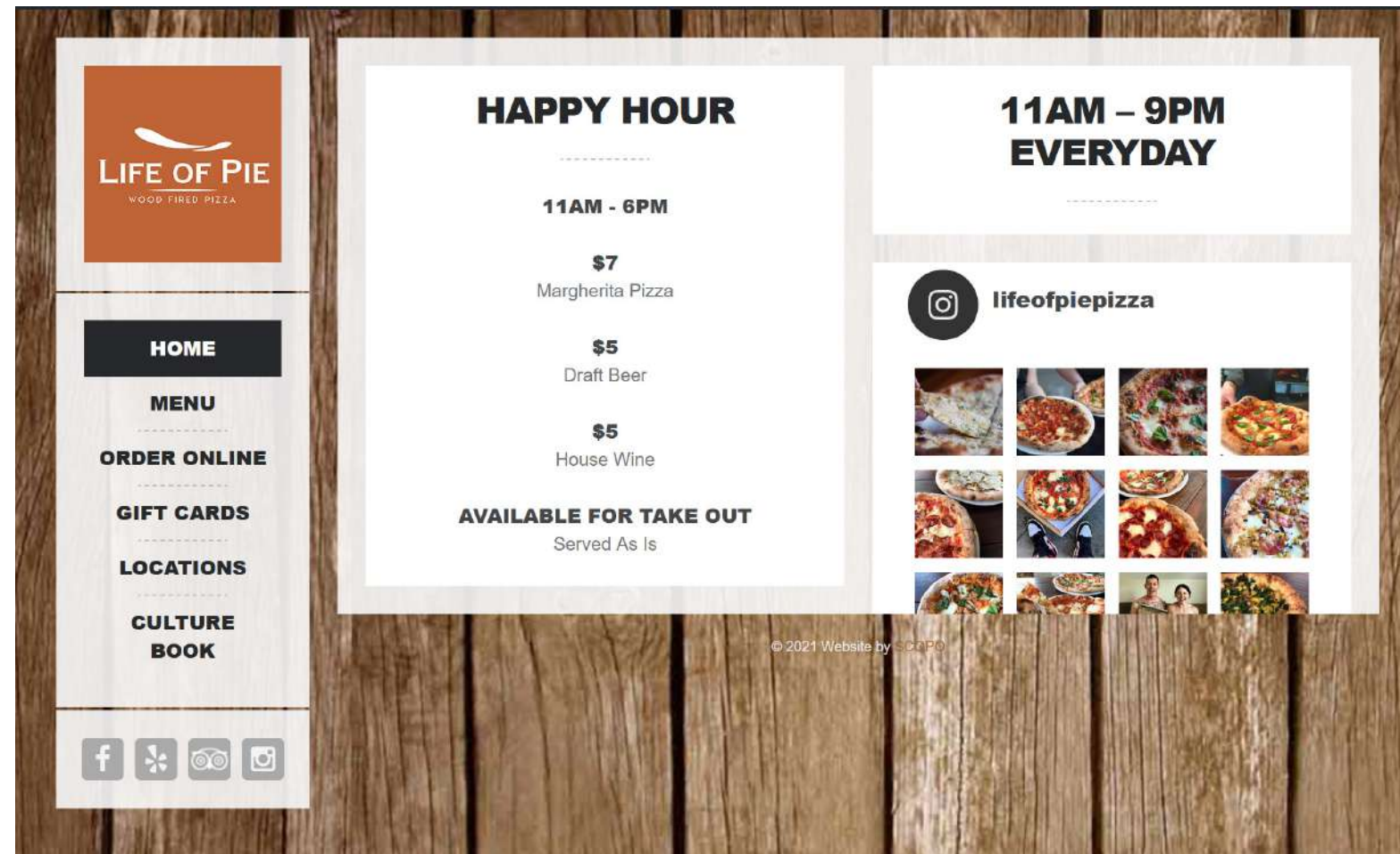
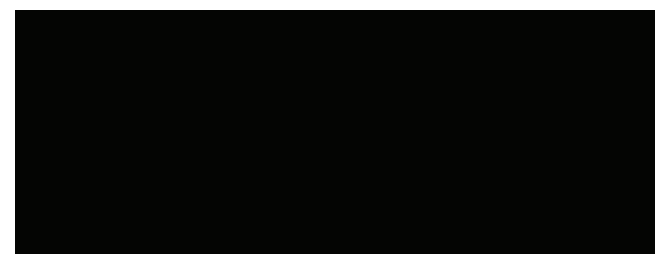


Statement:
 New York style pizza serving slices.

Tone:
 Loud, homey, & community

Sizzle Pie

FAMILY MEAL
SHOW THIS CARD
FOR ONE FREE MEAL
AT LIFE OF PIE



Statement:
Wood fired pizza.

Tone:
Rustic, high-end, & family

Sizzle Pie

Why do these restaurants matter to Pinky's?

These restaurants matter because they produce the same products as Pinky's, they share some of the same qualities, and they are all located in Portland. While not all perfect, all of them also have better, more cohesive brand systems than Pinky's. Their brands make them instantly recognizable which helps them rise above many smaller pizza joints. My goal is to raise Pinky's above this sea of pizza and position it amongst, if not above, these competitors.

I want to make the new brand distinctive from these competitors, but there are aspects of these brands that I believe are very well done and hope to include in my own design.

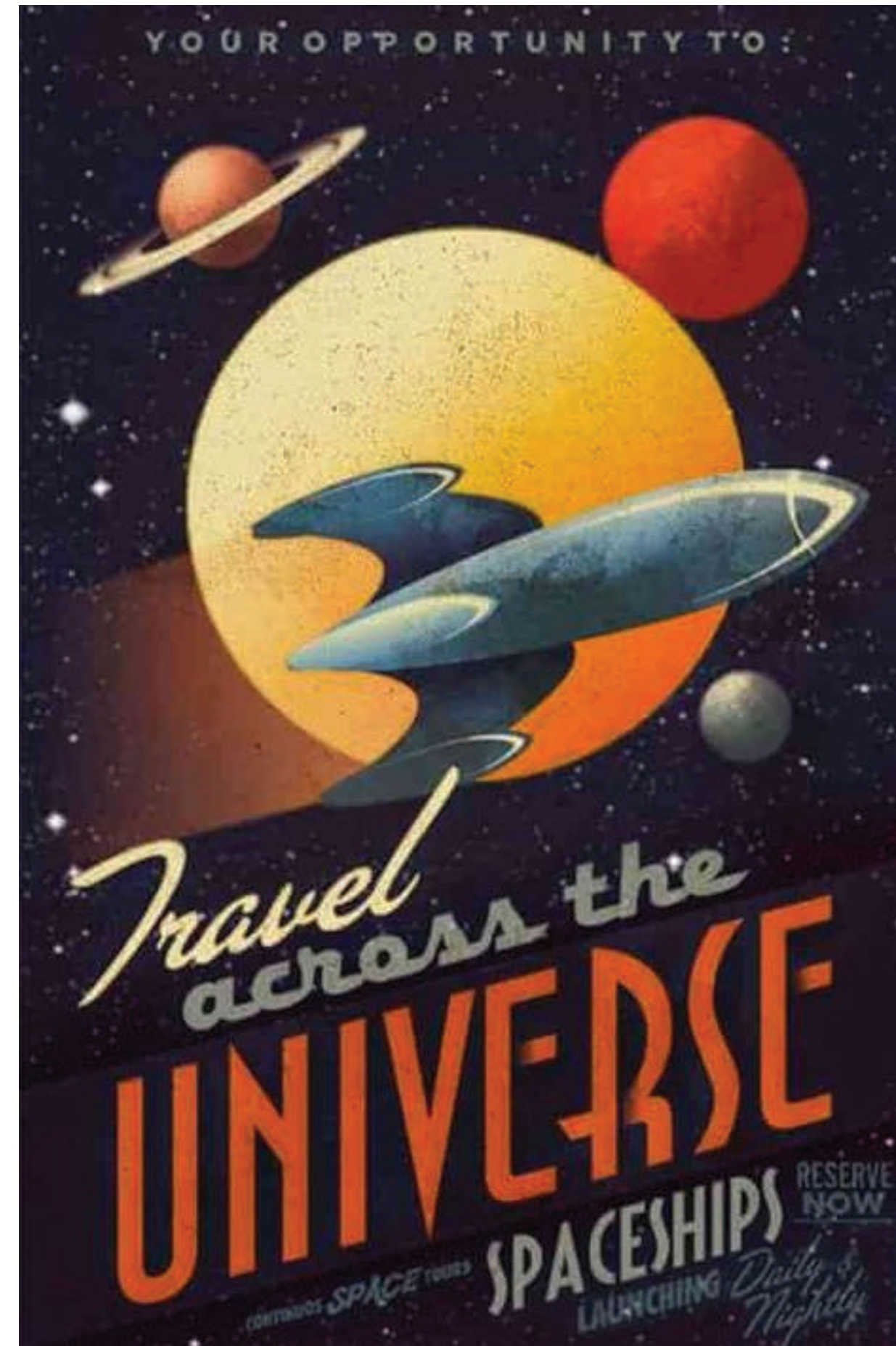
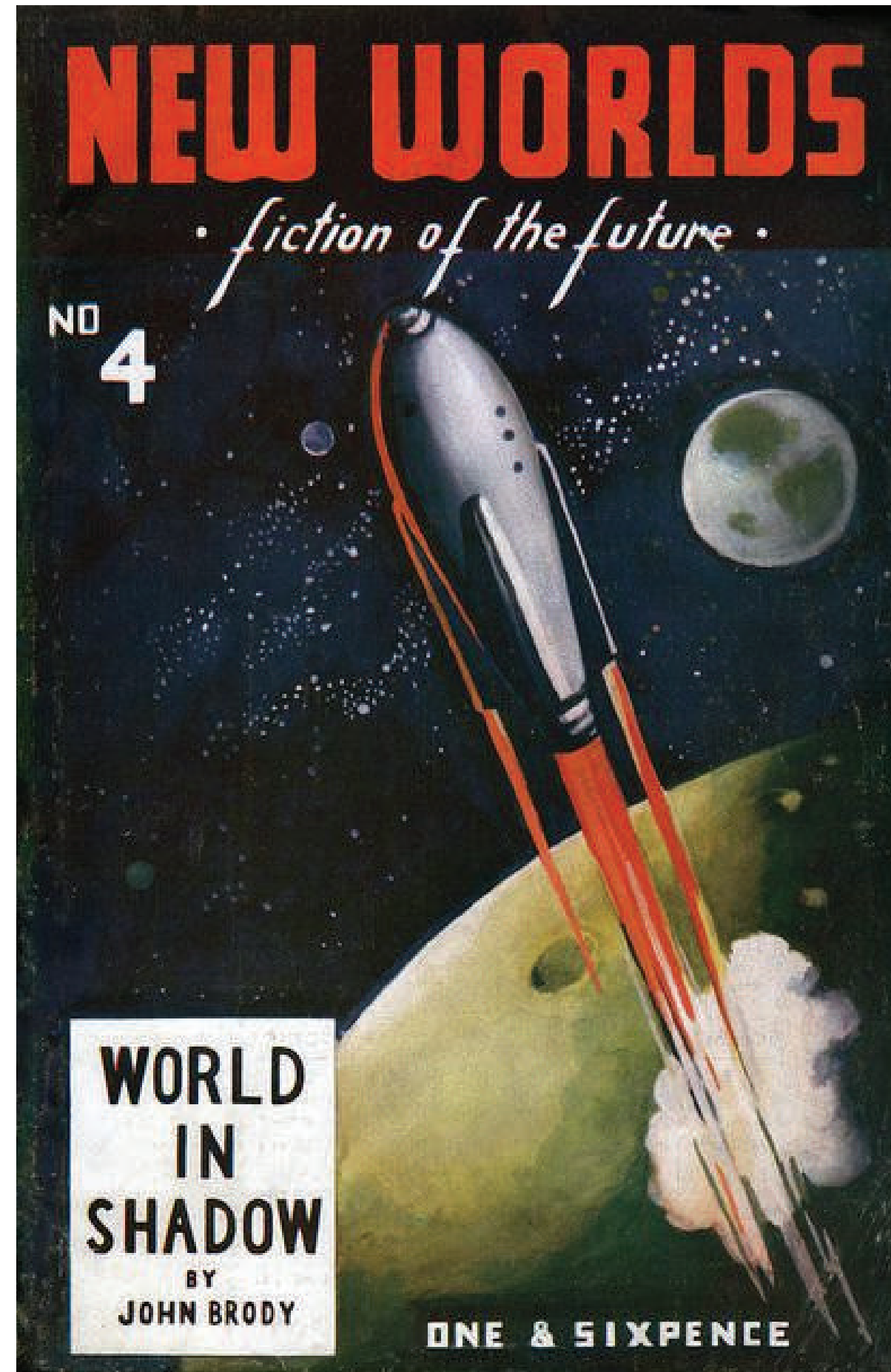
I appreciate Sizzle Pie's no frills personality and just how bold their aesthetic is.

Atlas has this quirky vibe which I would like to incorporate into Pinky's brand. What Atlas Pizza does very well is allow their weirdness to shine through which I think could be a massive benefit to Pinky's if done within its brand.

While I do believe Life of Pie's branding could use some improvement, I think the refinement and craft feel that they display would visually convey Pinky's as a artisanal pizzeria.

Rebrand Goals:

- 1 Improve cohesiveness & present a common theme
- 2 Cleaner logo
- 3 Secondary marks
- 4 Professionalism
- 5 Ability to compete with other pizzerias



Having already been to Pinky's multiple times, I now felt confident selecting the aesthetic that I thought would fit the brand the best. The interior is a mix of western barrels, paper cut-out banners, retro cat art, chalkboard signs, car parts, string lights, leather seats, and metal tables. It was important to me to keep this funkiness that was unique to the brand, but to boil it down into a cohesive appearance.

After multiple rounds of brain-storming, moodboarding, and revision, I landed on retro futurism with touches of the atomic age. This kept the brand within the 1950's look they currently had, but improved it by providing a cohesive appearance with funk and unique personality. Retro futurism allowed for Pinky's to remain strange, but gave it structure.

New Aesthetic