



Via Roma

ITALIAN BAKERY & STREET FOOD



Brand Identity Presentation

Via Roma – Italian Bakery & Street Food

STRATEGY • STORY • DESIGN





Brand Essence



BRAND STORY

Inspired by the charm of Rome, Via Roma brings together artisan bakery traditions and vibrant Italian street food in one warm, modern destination.



MISSION

To serve authentic Italian flavors with freshness, craftsmanship, and everyday elegance.



VISION

To become a beloved neighborhood destination where bakery culture and street-food energy meet.



CORE VALUES

Authenticity, Craftsmanship, Warmth, Simplicity, Quality.



BRAND PERSONALITY

Elegant, Welcoming, Artisanal, Lively, Genuine.



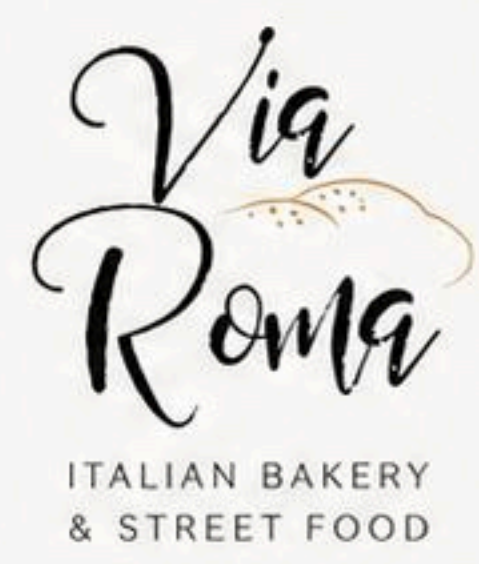
Logo System

A flexible system of logos designed to represent the heart of Via Roma across every touchpoint with clarity, elegance, and consistency.

PRIMARY LOGO



SECONDARY LOGO



MONOGRAM



ICON / SEAL



CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE



Maintain clear space around the logo equal to the height of the "V".

MINIMUM SIZE



Ensure legibility by using the logo at or above the minimum size.

DO / DON'T



Keep proper contrast and legibility



Maintain clear space and proportions



Don't stretch or distort



Don't rotate



Don't change colors randomly



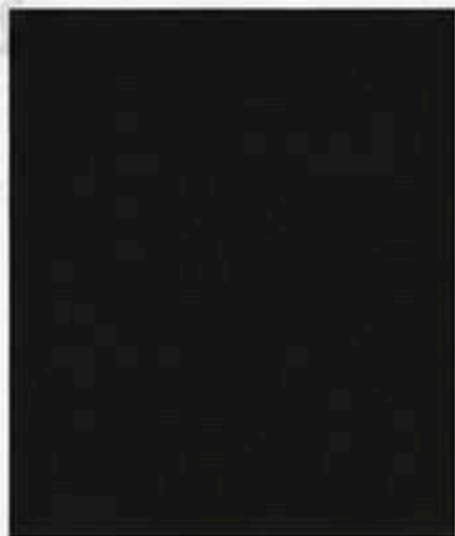
04



Color Palette



A curated palette that reflects the warmth, heritage, and artisanal soul of **Via Roma**.



ESPRESSO BLACK

#1A1A1A

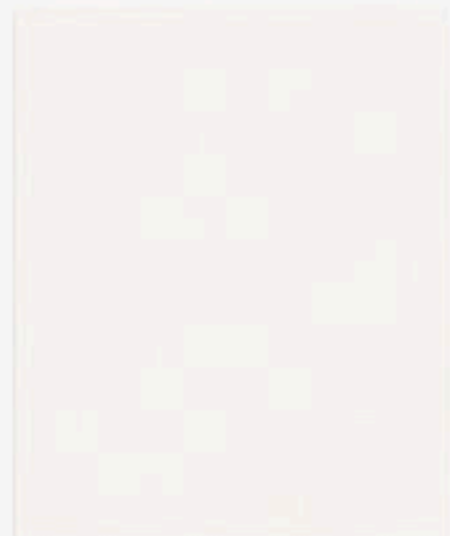
Primary
Text & Typography



ROMAN GOLD

#C89A4D

Accent
Highlights & Details



FLOUR WHITE

#FAF8F5

Background
Clean & Airy Base



STONE BEIGE

#E6DED3

Secondary
Subtle Surfaces



OLIVE GREEN

#5E6B3E

Accent
Fresh & Natural Notes



TERRACOTTA

#C8694B

Food Tone
Warmth & Richness



Color Mood

A balance of elegance, warmth, and rustic authenticity inspired by Italian bakery culture.

Typography

Our typography blends timeless elegance with modern clarity—reflecting the warmth, craftsmanship, and Italian soul behind Via Roma.

HEADLINES

Cormorant Garamond

Elegant. Timeless. Refined.

Cormorant Garamond brings sophistication and heritage to our headlines—evoking the beauty of classic Italian typography.

Buon Appetito

AUTHENTIC ITALIAN BAKERY & STREET FOOD

BODY COPY

Montserrat

Clean. Modern. Approachable.

Montserrat ensures clarity and readability across all touchpoints—from menus to packaging and digital experiences.

Made with time-honored recipes and the finest ingredients, our food is crafted to bring people together over unforgettable flavor and moments.

SIGNATURE SCRIPT

Via Roma

ITALIAN BAKERY & STREET FOOD

Expressive. Personal. Exclusive.

Our signature script is reserved for the logo and select brand moments to maintain impact and brand recognition.

FOR BRANDING & SIGNATURE USE ONLY

TYPE HIERARCHY

HEADING 1

Authentic Flavors, Timeless Moments

HEADING 2

Crafted with Passion. Served with Heart.

SUBHEADING

FROM OUR OVEN TO YOUR TABLE

CAPTION

Handcrafted daily using traditional Italian techniques.

MENU DESCRIPTOR

Slow-fermented dough, sea salt, extra virgin olive oil.

CORMORANT GARAMOND SEMIBOLD

48/52

CORMORANT GARAMOND MEDIUM

28/36

MONTERRAT SEMIBOLD ALL CAPS

14/20

MONTERRAT REGULAR

12/18

MONTERRAT REGULAR ITALIC

11/6

Brand Elements & Visual Language



Our brand is built on a balance of heritage, craftsmanship and simplicity. Each element works together to express the heart of Via Roma – Italian Bakery & Street Food.



BREAD-LINE MOTIF

Inspired by handcrafted loaves. Symbolizes warmth, tradition and Italian heritage.



DOTTED ACCENTS

Delicate details that add texture and a handcrafted, artisanal feel across touchpoints.

Via Roma

ITALIAN BAKERY & STREET FOOD



ITALIAN ARCHITECTURE

Evokes the charm of Italy's streets and old-world character.



FLOUR & CRUMB TEXTURES

Natural, imperfect textures that celebrate the craft of baking.

PHOTOGRAPHY STYLE



WARM LIGHT

Natural, inviting light that enhances warmth and authenticity.



ARTISANAL DETAILS

Close-up textures that highlight craftsmanship and care.



RUSTIC TEXTURES

Embrace flour, crumbs, wood and linen for a true artisanal feel.



AUTHENTIC INGREDIENTS

Fresh, simple ingredients that reflect quality and Italian roots.



PREMIUM MINIMAL

Clean compositions with space to breathe – elegant and refined.



Packaging & Brand Applications

A consistent brand experience across every touchpoint, crafted with Italian soul and artisanal care.

Via Roma
ITALIAN BAKERY & STREET FOOD



COFFEE CUP



BAKERY BOX



BREAD BAG



WRAPPING PAPER



SHOPPING BAG



BUSINESS / LOYALTY CARD



STORE FRONT SIGNAGE

Brand in Experience



Consistent, memorable, and crafted for every touchpoint.

- In-store presence
- Digital storytelling
- Packaging experience

