Brand Guidelines

This guide includes instructions for usage to keep Filippi's brand elements and materials consistent across all marketing channels.

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Filippi's
PIZZA GROTTO

Brand History

La Nostra Storia Familiare

The story of Filippi's Pizza Grotto began with Vincent DePhillippis. "Papa" Vincent was born in New York, but raised in Naples, Italy. He returned to New York when he was 18 and there he met Madeleine Manfredi. They married in 1925 and settled in West Chester, Pennsylvania. It was 22 years later that they opened an Italian market on India Street in San Diego. Back then "Mamma" Madeleine made sandwiches for the local fishermen but it wasn't long before they expanded into the first Filippi's Pizza Grotto restaurant behind the Italian market that still operates today in this exact location on India Street.

Today when you visit any of the 14 locations of Filippi's Pizza Grotto you will notice that they are all slightly different. The dining rooms all have empty Chianti bottles hanging from the ceilings, red booths and rustic decor. This is part of their charm. Filippi's is not run by a large corporation, in fact, all the locations are owned and operated by the children and grandchildren of Papa and Mamma DePhillippis.

Logo Clear Space

When placing this logo, please observe the clear space is the height of the small “s” at the end of the name, “Filippi’s” and the width of the clear space is the same. Use this approximate ratio no matter the size of the logo.

PIZZA GROTTO is used in a semi circle beneath the logo, in brand red, caps and in the typeface **Gill Sans Semibold.** It should be centered beneath the two p’s in Filippi’s. Logo can be used in all black or all white depending upon the product background.

Color Palette

The predominant color of Filippi's restaurants is red. The color is rich and vibrant and well suited for Italian cuisine. Red is passionate and excited and activates the appetite.

Black is sophisticated. It elevates the elegance of this brand.

Deep Cyan is defined as a dark turquoise that has a greater degree of blue than green when mixed together. Its depth exudes sophistication, yet can also create a cozy effect.

White excudes a feeling of cleanliness. It complements red. Used to create contrast and draw attention to other elements.

Grandma's Red Sauce
#C12121 Hex
CMYK C17, M99, Y100, K7
R193, G33, B33

Midnight Black
#000000 Hex
CMYK C75, M68, Y67, K90
R0, G0, B0

Tuscan Summer
#1C484E Hex
CMYK C88, M56, Y55, K39
R255, G211, B71
Pantone 316

Bright White
#FFFFFF Hex
CMYK C0, M0, Y0, K0
R255, G255, B255

Typography

Gelato Luxe

For use in the Filippi's menu, as subheadings that will have customers hungry for more.

Brown Pro Regular

Brown Pro Regular is the typeface for blocks of text.

Brown Pro Extra Bold

Brown Pro Extra Bold may also be used in a consistent manner as an additional sub heading option. It can be used in any of the 4 brand colors, depending on background color is it used against. For use in a consistent manner for the piece being designed.

"Family is important to us. We want to take care of your family too!"

Icons

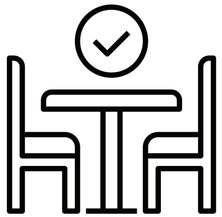
Icons from The Noun Project

Contact Us

Locations

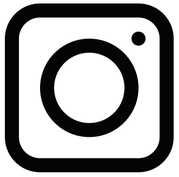
Meta

Reservations



Yelp!

Instagram



To Go