



LOGO

Primary Logo  
Color

**B LI'S®**

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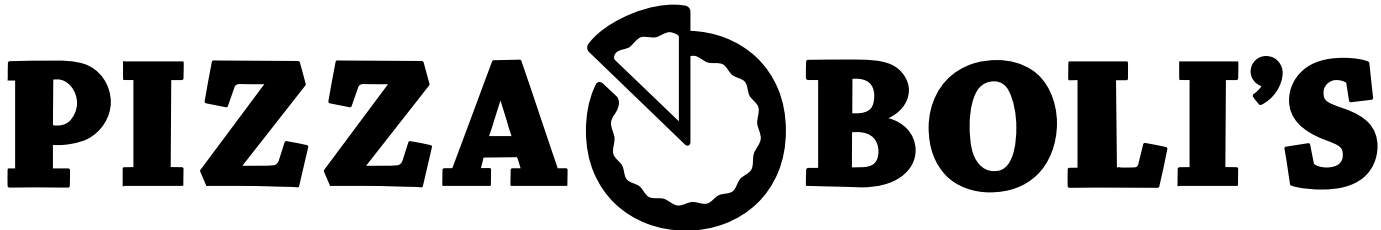
**PIZZA BOLI'S®**

Horizontal Logo  
Color



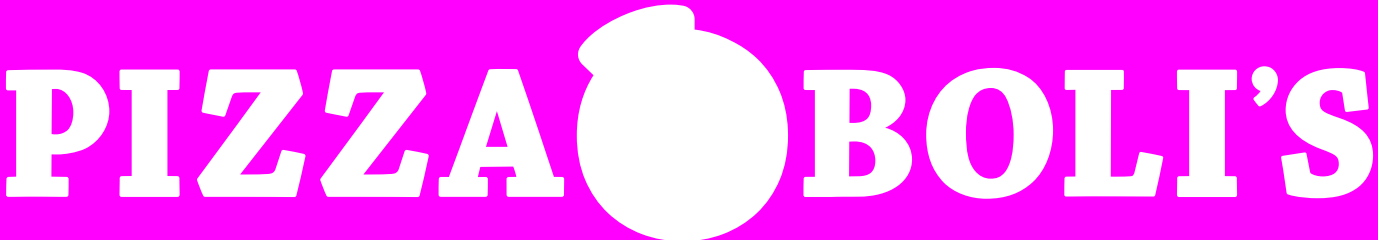
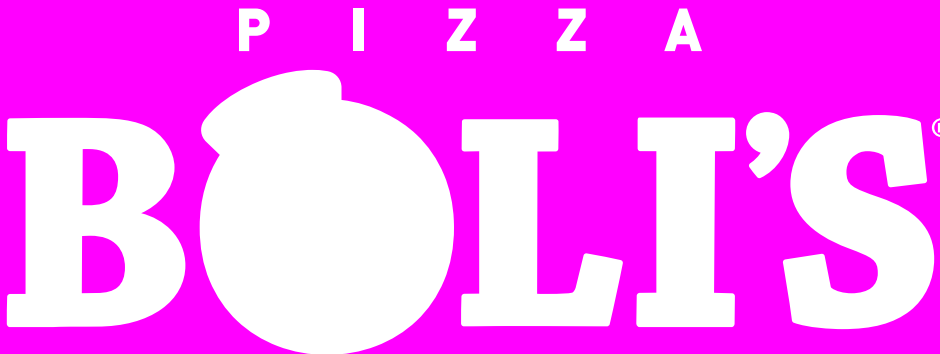


Primary Logo  
Black



Horizontal Logo  
Black

Primary Logo  
Green Background



Horizontal Logo  
Green Background

Primary Logo + Main Tagline

**B LI'S<sup>®</sup>**  
WE DELIVER MORE *taste!*<sup>™</sup>

Primary Logo + 30th Anniversary Tagline

**B LI'S<sup>®</sup>**  
MAKING PIES *since* EIGHTY-FIVE<sup>™</sup>

Horizontal Logo + Main Tagline

PIZZA BOLI'S®  
WE DELIVER MORE *taste!*™

---

PIZZA BOLI'S®  
MAKING PIES *since* EIGHTY-FIVE™

Horizontal Logo + 30th Anniversary Tagline

Primary Logo + Regular Tagline  
Minimum sizes



Primary logo should be no smaller than 2.5" wide with tagline.



If logo is smaller than 3" wide, drop tagline. Primary logo should be no smaller than 2" wide. Use small file (thicker ripples)



Use for between 3" and 1.5."  
Use smallest file (no ripples)



.75"



.5"



.25"

If logo is smaller than 1.5" wide, use only pizza icon.

Primary Logo + 30<sup>th</sup> Anniversary Tagline  
Minimum sizes



Primary logo should be no smaller than 3" wide with tagline.



If logo is smaller than 3" wide, drop tagline. Primary logo should be no smaller than 2" wide. Use small file (thicker ripples)



Use for between 3" and 1.5."  
Use smallest file (no ripples)



.75"



.5"



.25"

If logo is smaller than 1.5" wide, use only pizza icon.

Horizontal Logo + Regular Tagline  
Minimum sizes



Horizontal logo should be no smaller than 4" wide with tagline.



If logo is smaller than 4.5" wide, drop tagline. Use small file (thicker ripples)



Use for between 3" and 1.5."  
Use smallest file (no ripples)



.75"



.5"



.25"

If logo is smaller than 1.5" wide, use only pizza icon.

Horizontal Logo + 30<sup>th</sup> Anniversary Tagline  
Minimum sizes



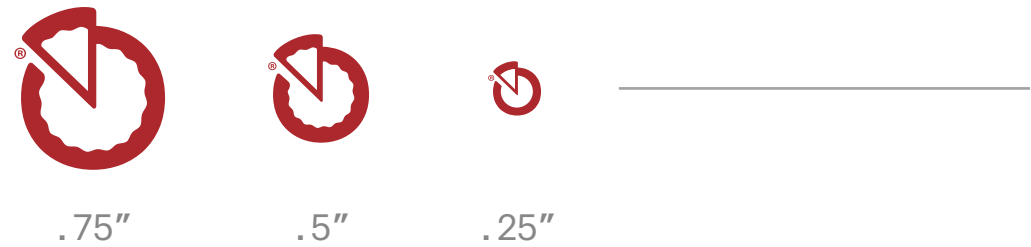
Horizontal logo should be no smaller than 4.5" wide with tagline.



If logo is smaller than 4.5" wide, drop tagline. Use small file (thicker ripples)



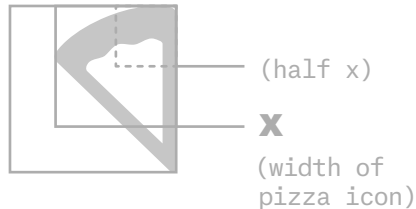
Use for between 3" and 1.5."  
Use smallest file (no ripples)



If logo is smaller than 1.5" wide, use only pizza icon.



Logo Clearspace



x		x
	B LI'S®	
	MAKING PIES <i>since</i> EIGHTY-FIVE™	
x		x



x		x
	PIZZA BOLI'S®	
x		x
	MAKING PIES <i>since</i> EIGHTY-FIVE™	
x		x

## Logo Dont's



Boli's 0 and "Pizza" text should always be red in primary application. Boli text should stay green.

**PIZZA B LI'S®**

Avoid using the Boli 0 in the horizontal application this way. The 0 should stay in-between the two words to keep the logo balanced.

**B LI'S®**

Do not adjust scale of the letters or elements.

30th Anniversary Logo Mark

**COLOR & TYPOGRAPHY**

Colors

CMYK

20/97/90/12

HEX

#b3272d

Pantone

1805c

37/93/82/58

12/57/46/0

CMYK

78/25/100/10

HEX

#41873e

Pantone

7741c

80/28/93/60

47/13/57/0

CMYK

97/77/14/2

HEX

#1d4e8f

Pantone

7686c

100/91/38/37

75/32/2/0

CMYK

69/63/62/58

HEX

#333333

Pantone

80% K

100% k

30% k

Darker shades and tints of each color are used when necessary to add emphasis and variation.  
Only use shades/tints with same primary color (monotone).

## Typography

### DIN Condensed Bold

Used for headlines. Always all caps  
and with 100+ tracking

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

### DIN

Regular, Bold, Black and Italic  
Used for most description copy  
(regular) and some headlines  
(black/all caps/350+ tracking)

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

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

### Chaparral Pro

Regular, Bold, Black and Italic  
Only appears in Logo Type

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

### Cortado Script

Use sparingly for filler words  
(and, or, since etc.)

*AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Typography/Color Example on Poster



# SUB COMBO



8" SUB, FRIES *and* 20 OZ. SODA

**\$9.99**



COME ON INSIDE *or* VISIT US ONLINE  
@ PIZZABOLIS.COM

## Typography/Color Example on Menu

# PIZZAS

*build your own*

SELECT YOUR SIZE	CHEESE	WHITE
10" Small .....	\$7.99	\$9.99
12" Medium .....	\$9.99	\$10.99
14" Large .....	\$11.99	\$13.99
16" XLarge .....	\$13.99	\$14.99

**Cheese** Our unique blend of 100% natural cheeses and Boli's Special Sauce  
**White** Our Fresh, Never Frozen Dough basted with a touch of Oil, sprinkled lightly with Garlic, and topped with an extra amount of Our Special Blend of 100% Natural Cheesesour unique 2-cheese blend

CHOOSE YOUR CRUST **Vegan, Crispy Thin Crust** (lg only) or **Hearty Whole Grain** (+\$3 lg only)

PICK YOUR SAUCE **Pizza Boli's Secret Recipe Pizza Sauce (Vegan), Pizza Boli's Marinara Sauce (Veg-an), Garlic Herb Sauce, Alfredo +\$1, Tzatziki Sauce +\$1, BBQ +\$1, No sauce**

---ADD TOPPINGS --- +\$1.25 (SM) +\$1.50 (MD) +\$1.75 (LG) +\$2.25(XLG) EACH---

**VEGETARIAN** Fresh Mushrooms, Fresh Onions, Fresh Tomatoes, Green Peppers, Banana Peppers, Broccoli, Fresh Garlic, Green Olives, Black Olives, Jalapeno Peppers, Pineapple, Spinach, Extra Cheese, Feta Cheese **PROTEINS** Pepperoni, Grilled Chicken, Ground Beef, Ham, Italian Salami, Italian Sausage, Bacon, Anchovies **PREMIUM PROTEINS (+\$3)** Gyro Meat, Shrimp, Chicken Steak Meat, Sirloin Steak Meat, Meatballs

SIGNATURE PIZZAS

10" Small .....	\$12.99	14" Large .....	\$16.99
12" Medium .....	\$14.99	16" XLarge .....	\$18.99

# SUBS

*overstuffed*



HALF 8" - \$5.49      WHOLE 12" - \$9.99

**HOT** Steak, Cheesesteak, Chicken, Chicken Cheesesteak, Italian Cheese Steak, Shrimp Cheesesteak, Italian Meatball, Italian Hot Cut, Hamburger, Cheeseburger, Pizza Burger,

Chicken Filet, Chicken Parmesan, Pizza Sub, Pepperoni Pizza Sub, Fish Filet, Veggie Sub, Garden Burger, Gyro, Chicken Gyro

**COLD** Ham & Cheese, Sliced Turkey Breast, Tuna Salad, American Cold Cut, Italian Cold Cut

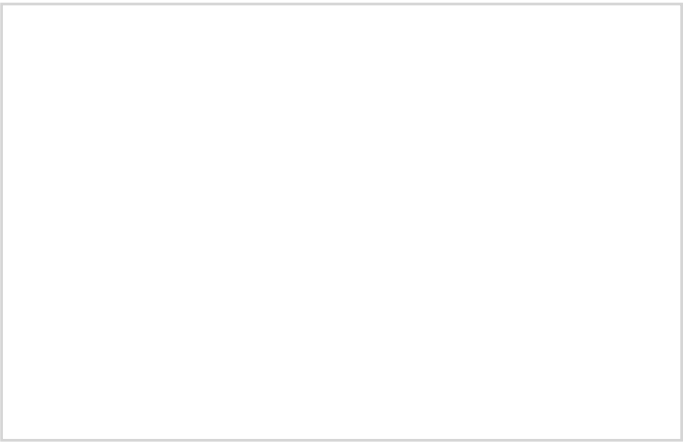
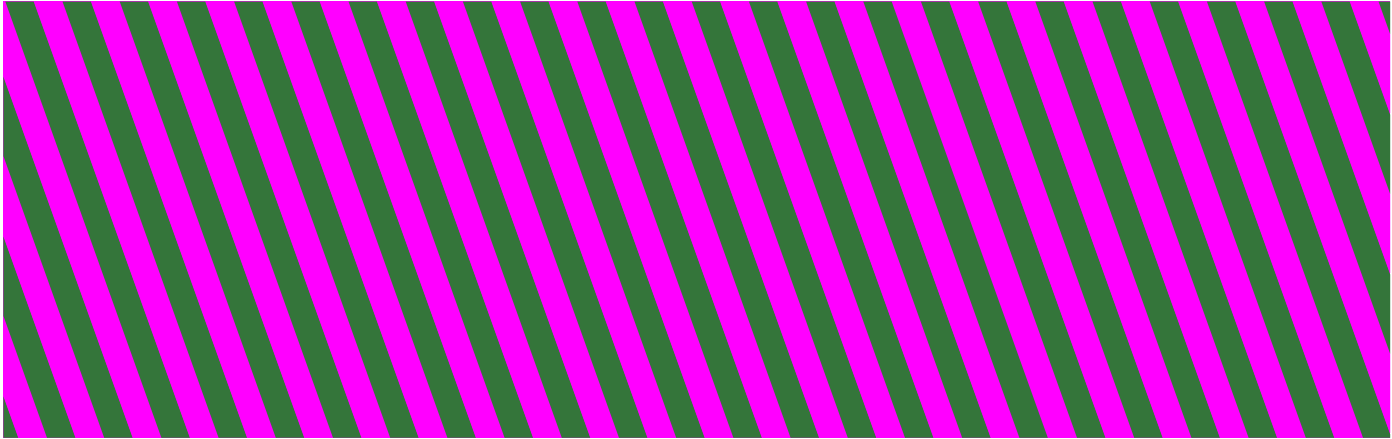
ALL SUBS COME WITH YOUR CHOICE OF THESE *free* FIXINS

Lettuce, Tomato, Pickles, Mayonnaise, Fried Onions, Raw Onions, Hot Peppers, Ketchup, Mustard, Oil and Vinegar, Extra Cheese +\$.75, Extra Meat 8" +\$2.50 / 12" +\$4



# BORDERS & PATTERNS

Borders



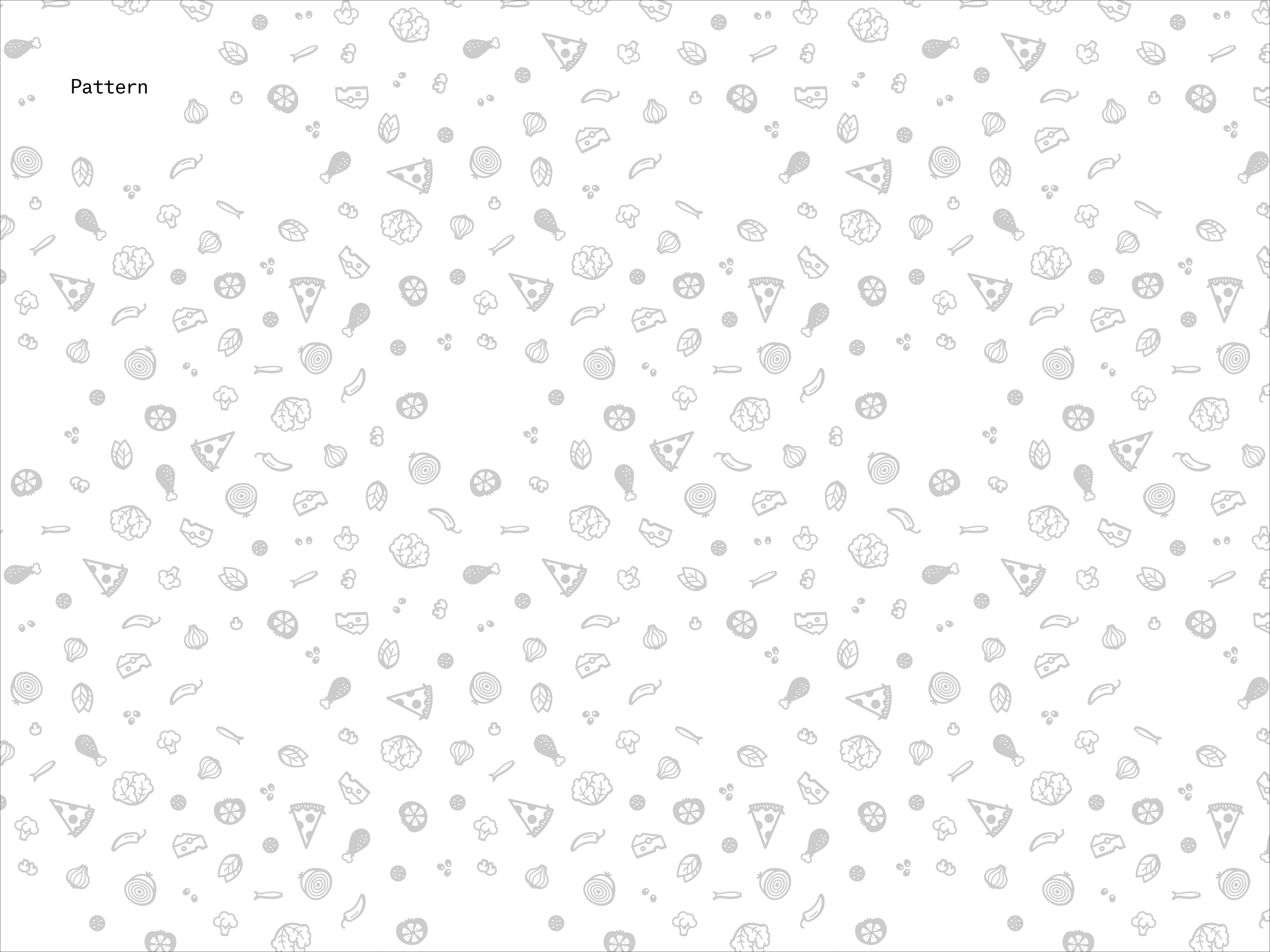
# PIZZAS, SALADS, SUBS, WINGS, & MORE.



LARGE DEAL	SUB COMBO	SWEETER DEAL
<b>\$11.99</b> <b>One Large 1-Topping Pizza and Two 20oz. Sodas</b>	<b>\$15.99</b> <b>Two 8" Sub, Two Orders of Fries and Two 12oz. Sodas</b>	<b>\$24.99</b> <b>One Large 2-Topping Pizza, 2-Liter Pepsi, CinnaBOLI Sticks and 9 Jumbo Wings</b>
<b>PIZZA BOLI'S</b> <small>Valid at participating stores only. Not valid with any other offer. Limited delivery area. Limited time offer. ©2015 Pizza Boli's</small>	<b>PIZZA BOLI'S</b> <small>Valid at participating stores only. Not valid with any other offer. Limited delivery area. Limited time offer. ©2015 Pizza Boli's</small>	<b>PIZZA BOLI'S</b> <small>Valid at participating stores only. Not valid with any other offer. Limited delivery area. Limited time offer. ©2015 Pizza Boli's</small>



Pattern



Pattern on sub wrap





## Alt Pattern in Context



# PIZZAS, SALADS, SUBS, WINGS, & MORE.

ORDER ONLINE™



PIZZABOLIS.COM

LARGE DEAL	SUB COMBO	SWEETER DEAL
<p><b>\$11.99</b></p> <p><b>One Large 1-Topping Pizza and Two 20oz. Sodas</b></p> <p><b>PIZZA BOLI'S™</b></p> <p><small>Valid at participating stores only. Not valid with any other offer. Limited delivery area. Limited time offer. ©2015 Pizza Boli's</small></p>	<p><b>\$15.99</b></p> <p><b>Two 8" Sub, Two Orders of Fries and Two 12oz. Sodas</b></p> <p><b>PIZZA BOLI'S™</b></p> <p><small>Valid at participating stores only. Not valid with any other offer. Limited delivery area. Limited time offer. ©2015 Pizza Boli's</small></p>	<p><b>\$24.99</b></p> <p><b>One Large 2-Topping Pizza, 2-Liter Pepsi, CinnaBOLI Sticks and 9 Jumbo Wings</b></p> <p><b>PIZZA BOLI'S™</b></p> <p><small>Valid at participating stores only. Not valid with any other offer. Limited delivery area. Limited time offer. ©2015 Pizza Boli's</small></p>



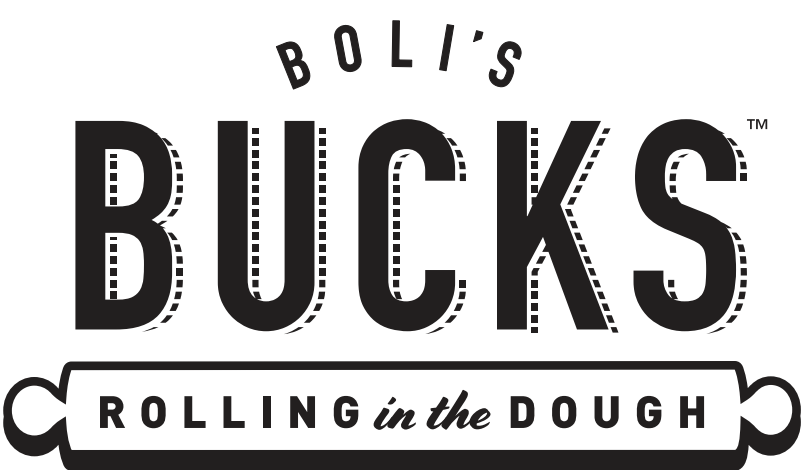
**BRAND MARKS**



Brand Marks



Brand Marks



Brand Marks



Brand Marks







Brand Marks



## Brand Marks



### Toppings

-  Anchovies, Bacon, Banana Peppers, Black Olives,  Broccoli, Cauliflower
-  Extra Cheese, Feta Cheese
-  Fresh Garlic, Fresh Herbs

Brand Marks



Brand Marks



Gift Certificate Stamp