

Brand Guidelines

Ciao
Down

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About The Company

Ciao Down is a small, independent pizza restaurant located in the heart of downtown Toronto. The brand blends traditional Italian influences with a modern, urban attitude reflected in both its menu and its identity.

Focused on high-quality, locally sourced ingredients and bold flavor combinations, Ciao Down offers wood-fired pizzas in a space that feels warm, moody, and intimate. The name is a playful take on the Italian greeting “ciao” and the phrase “chow down”, encapsulating the brand’s personality: inviting, clever, and unapologetically fun.

We believe pizza should bring people together, whether it’s a quick slice after work, a night out with friends, or sharing a box at home. Our brand celebrates warmth, community, and a love of good food made simple.

Ciao Down’s identity reflects this spirit: approachable yet stylish, rooted in tradition but always open to new flavors. Every detail tells the story of a neighborhood pizza place with personality, heart, and a little edge.

The Tagline

“Come eat with us”

The Logo



Logo Misuse

Do not distort or stretch the logo



Do not use any colour for the logo that is not part of the approved colours



Do not cut off any portion of the logo



Clear Space

Ensure there is enough clear space around the logo on all sides to make it clear. Use the capitol “C” from the logo as a guide for how much space to leave around the edges.



Typography

H1
Kobenhavn CS - Heavy (24 pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
~!@#\$%^&*()_+?

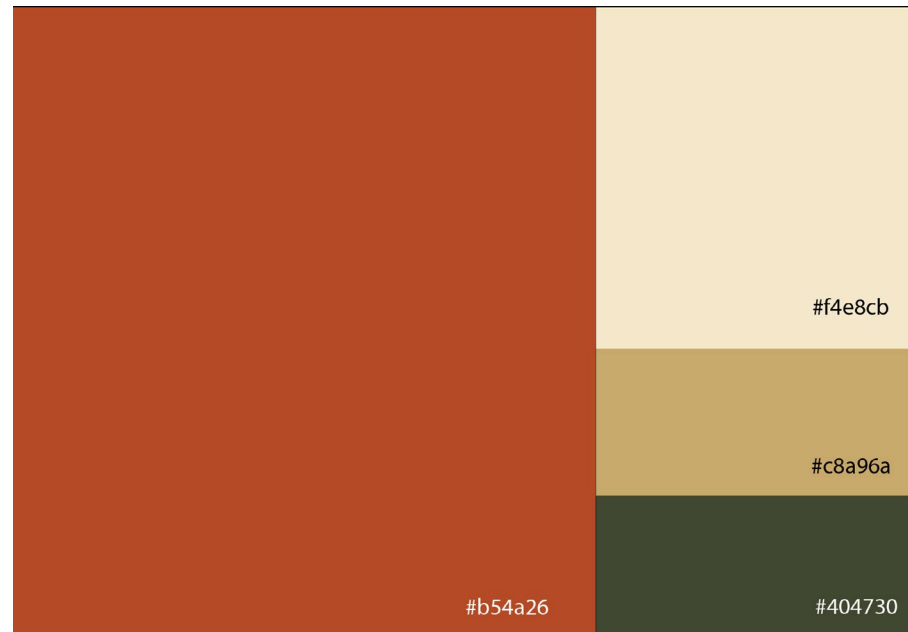
H2
Kobenhavn CS - Semibold (24pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
~!@#\$%^&*()_+?

Body
New Zen - Medium (12pt)

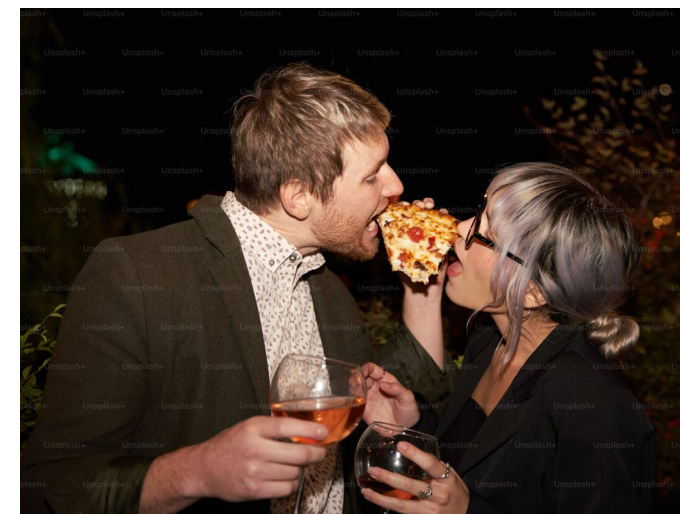
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
~!@#\$%^&*()_+?

Colours



Photography

Our photography captures the spirit of Ciao Down: welcoming, flavorful, and full of youthful energy. Images should feel natural and inviting, never overly staged. The goal is to showcase not just our pizza, but the experience of enjoying it with emphasis on community, togetherness, and playful moments.



Mockups



Ciao
Down