

upshift

Say hello to good design. We deliver gourmet ideas in the fast-casual restaurant category.



### challenge

How do you make a pizza parlor stand out in the town famous for deep dish? How do you get consumers driving by on a busy thoroughfare to take notice?

Pronto 'Za is a gourmet pizzeria in Chicago's Lincoln Park neighborhood that takes pizza to gourmet levels—menu items include crab cake, capicola, sun-dried tomatoes, Swiss Gruyere, Portobello mushrooms... it's a foodie's paradise.

### solution

The founders of Pronto 'Za know the difference between average pizza and gourmet. So UpShift created a brand image that's as fun, fresh and hip as their delicious recipes.

Say hello to good design. You only get one chance to make a good first impression—nowhere is that more critical than in the competitive restaurant segment. We built Pronto 'Za an identity that helps them stand apart from other Italian restaurants—who have thoroughly explored all interpretations of Italian red-green.

### results

People immediately recognize from the fresh, polished identity that this is not your usual pizza joint.

Our Pronto 'Za “running man” has jogged his way into the hearts and minds of Chicago consumers. He has also won many coveted design awards:

- Logo Lounge
- Communicator Awards
- Graphic Design USA
- Service Industry Advertising Awards
- Davey Advertising Awards.

#### industry

- restaurant

#### deliverables

- logo design
- brand identity
- signage
- web site design
- uniforms
- eNews and promos
- iPhone app