

PIZZA HUT

BRAND EVALUATION

What is the Name of the brand
Pizza Hut

What is the tagline

Until early 2007 – “Gather ‘Round the Good Stuff”

2009-2012 – “Your Favorites. Your Pizza Hut.”

2017 – “No One OutPizzas the Hut”

Current - “We’re the pizza company that lives life unboxed.”



2018 Pizza Hut Logo

are now contained inside of a smear of tomato sauce. A simpler version of the logo works well in a single color without the gradients and multiple colors.

Show an image of the Logo — wordmark (initial, monogram, acronym, logotype) and/or Icon: (symbol brandmark— abstract or literal or figurative)

Pizza Hut’s new logo design is inspired by a swirl of tomato sauce on stretched pizza dough. The redesign is the work of the advertising agency, Deutsch LA. The main elements of the logo stay the same but

What typography is used for the brand

Typographically, Pizza Hut is getting a little adventurous and outside the common visual language of pizza brands with the use of an industrial-looking font family. The logo features hand-drawn, rounded typography that works well with the splatter of sauce.

What color palette (s) are used
“Pizza Hut Red”

Pantone: 485C/485U

CMYK: c0m95y100k0



“Pizza Hut Yellow”

Pantone: 123C/109U

CMYK: c0m24y94k0



“Pizza Hut Green”

Pantone: 347C/354U

CMYK: c100m0y86k3



“Pizza Hut Black”

Pantone: Process Black

CMYK: c0m0y0k100



What is the image style —photographic or illustrative

Pizza Hut’s advertisements contain photographic, illustrative, and typographic elements.

THE FLAVOR OF NOW™

Promotional Slogan for Flavored Crust Campaign

Describe the applications —

stationery, brochures and other collat-

eral, websites, advertisements, signage, uniforms, vehicles, clothing

Pizza Hut’s uniforms are modern and casual. Process Black and “Pizza Hut Red” are the primary uniform colors. Signage is consistent with brand colors and typography. The Pizza Hut logo is used as the imagery for exterior signage at Pizza Hut locations. Printed collateral contains mixtures of photographs, illustrations, and type — all consistent with the brand standards. The website is straightforward, user-friendly, and features on-line ordering. Online ordering and menu information are also available on the Pizza Hut app.

What impression is the company trying to create through its brand?

The Pizza Hut brand is trying to create an image of a diverse selection of quality fast food-style pizza for low prices

Who is the target audience?

Certain ads target young adults, others families. The target audience is anyone who enjoys quality pizza for a good price.

Do you consider the logo to be timeless?

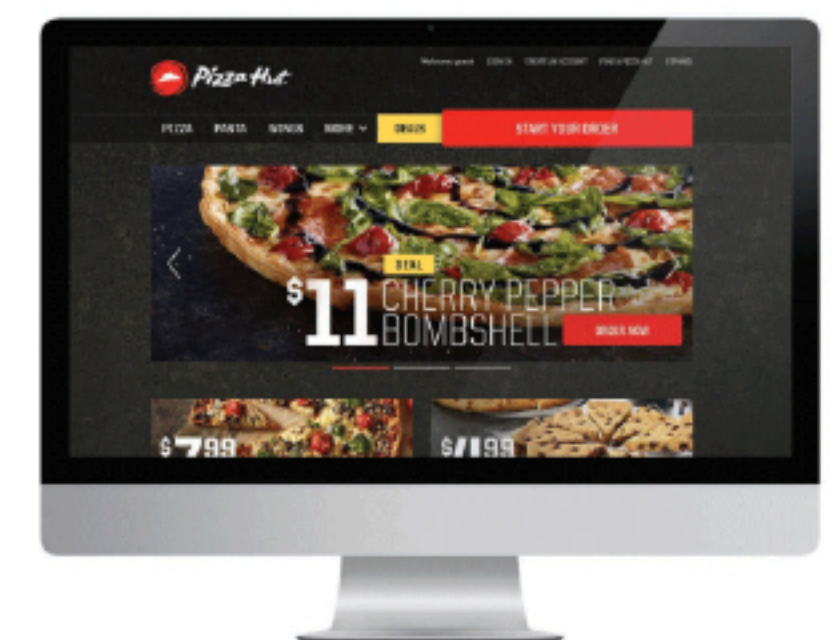
The concept of the logo is timeless. Since the start of Pizza Hut, there have been several iterations of the design. The logo has become more modern over time, however it has retained the same basic structure.

Does the logo communicate the service directly or in a level of abstraction?

The logo communicates the service through the text itself. The red roof points to the actual Pizza Hut locations, generating recognition through their building design.

Do the printed materials/website reflect the key message and the core visual identity of the brand?

Yes, Pizza Hut has done a great job with consistency within the brand throughout their imagery, copy, printed, and digital content.



Do you think the logo is successful? If yes, why is it successful? If no, in what areas did the brand fail to communicate their key message?

Pizza Hut is the most popular pizza service in the United States. Their branding is strong and it has proved to be very successful.

