

PIZZA SCHMIZZA



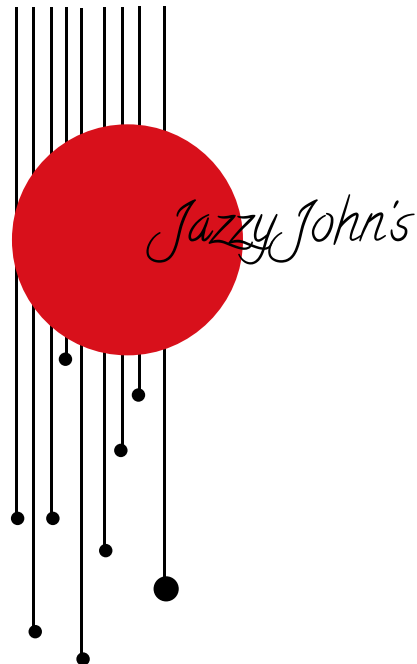
Use rules, dingbats, directionals, etc.



Use a visual that resonates with the restaurant



Use a really, really simple visual with the type



Contrast the structure