

POGGA

BRAND GUIDELINES

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POCCA is an Italian eatery, specialising in freshly rolled pasta dishes. Pocca aims to bring the authentic taste of Italy to it's London restaurant, ensuring ingredients are sourced from traditional Italian farms.

Bona fide Italian cuisine.

The logo is a core element of the brand and the **POCCA** identity.



POCCA

The brand icon can be used in the place of the logo when a more complex version is needed.





The brand pattern can be changed to any colour variation from the brand colour palette.



COLOUR PALETTE

SAGE

#68ba80

CMYK: C 62%, M 0%,
Y 62%, K 0%

COBALT

#243484

CMYK: C 100%, M 88%,
Y 3%, K 6%

MUSTARD

#ebc04b

CMYK: C 9%, M 24%,
Y 78%, K 1%

ROSE

#fde9e1

CMYK: C 0%, M 12%,
Y 11%, K 0%

BLACK

#000000

CMYK: C 0%, M 0%,
Y 0%, K 100%

The main fonts used in the POCCA branding are **Adobe Handwriting Ernie** for appropriate title and subtitle use and **Shree Devanagari 714** for main body text.

AaBbCcDdEeFfGgHhIiJjKk
ABCDEFGHIJKL
abcdefghijkl
123456@£\$%

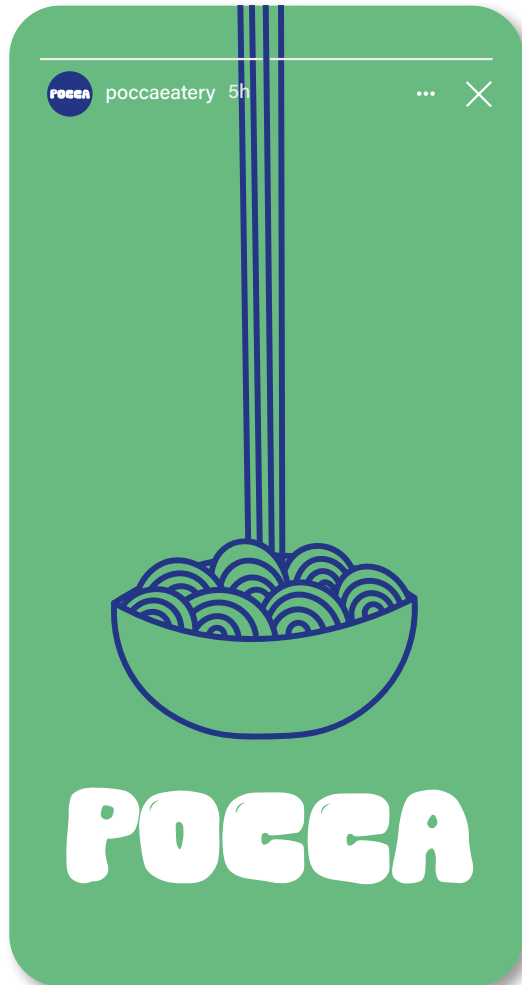
Font name: Adobe Handwritng
Font weight: Ernie

AaBbCcDdEeFfGgHhIiJjKk
ABCDEFGHIJKL
abcdefghijkl
123456@£\$%

Font name: Shree Devanagari 714
Font weight: Regular, Bold











These guidelines are provided to maintain the integrity of the POCCA brand across digital and printed media.



POCCA