

On the corner since 1963.

Pizza House has been for the locals for over 60 years. However, over that time, historic charm and a clear visual identity had been lost. When new ownership reached out to Box 8 for a brand refresh, we knew we needed to research every decade Pizza House has served New Haven. Pulling from original signage and window neon, we developed a modern retro identity fitting the Pizza House of the 60s as much as the Pizza House of today. The main logo is a modernized version of their slab serif type, now in title case to give a more approachable modern charm. Half-tone illustrations of the restaurant's elevation along with a stylized map of New Haven mark Pizza House's place in the Elm City's rich pizza history. Overall, this brand refresh aims to give Pizza House the identity a restaurant 60 years running deserves, with modern touches to appeal to new audiences.