

MOLTE PIZZE

*because people
love pizza
in more ways
than one*

Molte Pizze, a concept by the owners of Wayback Burgers and Hubspoke Kitchen, started with a simple truth: people love pizza in more ways than one.

With three distinct styles of pizza, the brand needed a strategy-backed identity that celebrated variety without complication.

From an Italian-inspired wordmark (Molte meaning “many”) to custom shapes derived from each pie’s slice geometry, every element of the system reinforces that idea: many pizzas, one cohesive brand.

These three simple shapes became the foundation for the entire graphic system.

We created patterns by multiplying those shapes into bold, condensed compositions that flex across brand materials. Each shape also functions independently as a style badge, descriptor label, or content container, bringing simplicity and functionality to the forefront of the brand.

A punchy, unexpected color palette brings a playfulness that is balanced by structured layout and a supporting script mark that feels familiar and warm. A supporting neon-inspired typeface nods to the glow of classic local pizza joints.

The result is a bold and versatile visual identity strong enough to stand on its own, and scalable enough to support future expansion.



THIN. CRISPY. LIGHTWEIGHT.

DOUGHY. CLASSIC. FOLDABLE.

RECTANGULAR. THICK. CRUNCHY.

Coming Soon!

MOLTE PIZZE

A MULTI-STYLE PIZZA JOINT

by HUBSPOKE ✱ KITCHEN

Detroit

*New
York*

Tavern

BECAUSE PEOPLE LOVE PIZZA
IN MORE WAYS THAN ONE

**MOLTE
PIZZE**

New York
STYLE

SINCE

M

2022

Detroit STYLE

CHEESE SM 11 / LG 16
blended cheese topped with pizza sauce

PEPPERONI SM 12 / LG 17
blended cheese, pepperoni, topped with
pizza sauce

THE FIG SM 12 / LG 17
blended cheese, fig jam, topped with
prosciutto, arugula, and balsamic glaze

BROCCOLI RABE SM 12 / LG 17
blended cheese, broccoli rabe, sausage, and
white beans topped with whipped ricotta

BUFFALO CHICKEN SM 13 / LG 18
blended cheese, oven-roasted chicken,
gorgonzola, jalapenos, ranch and buffalo sauce

DRUNKEN CHICKEN SM 13 / LG 18
blended cheese, diced chicken cutlet,
pancetta, topped with alla vodka sauce
and scallions

SHROOMS SM 13 / LG 18
roasted mushrooms, topped with truffle
whipped ricotta and truffle oil

*please inform us of any allergies

RECTANGULAR.
THICK. CRUNCHY.

New York STYLE

CHEESE SM 11 / LG 15
pizza sauce, mozzarella, grated parmesan

PEP SM 12 / LG 17
pizza sauce, mozzarella, pepperoni,
grated parmesan

BACON & ONION SM 13 / LG 18
pizza sauce, mozzarella, bacon, onion,
grated parmesan

MEAT LOVERS SM 14 / LG 19
pizza sauce, mozzarella, pepperoni,
sausage, bacon

CLAM SM 15 / LG 20
garlic oil, grated parmesan, mozzarella,
chopped clams, oregano

PEPPERS, ONIONS, & SAUSAGE SM 13 / LG 18
pizza sauce, mozzarella, onion, sausage,
green bell peppers

THE ROCKET SM 13 / LG 18
garlic oil, grated parmesan, mozzarella,
prosciutto, arugula

CHICKEN BACON RANCH SM 13 / LG 18
garlic oil, grated parmesan, mozzarella,
chicken cutlet, bacon, ranch

SPINACH & RICOTTA SM 13 / LG 18
garlic oil, grated parmesan, spinach,
mozzarella, charred tomatoes,
whipped ricotta

BBQ CHICKEN SM 13 / LG 18
garlic oil, mozzarella, oven roasted
chicken, fried onions, BBQ sauce

TRUFFLE SM 15 / LG 20
garlic oil, grated parmesan, truffle
whipped ricotta, broccoli rabe,
mozzarella, charred tomatoes,
pancetta, truffle oil

DOUGHY.
CLASSIC.
FOLDABLE.

Tavern STYLE

MIKE'S PEP / 18
pizza sauce, mozzarella, pepperoni,
parmesan cheese

SAUSAGE & PEPPER / 18
pizza sauce, mozzarella, sausage, roasted red
peppers, parmesan cheese

SPINACH & TOMATO / 19
garlic oil, mozzarella, spinach, charred
tomatoes, parmesan cheese

CHICKEN & RABE / 20
pesto, mozzarella, oven-roasted chicken,
broccoli rabe

FOUR CHEESES / 17
garlic oil, mozzarella, provolone, cheddar
and gorgonzola

KING STREET / 18
pizza sauce, mozzarella, mushrooms, sausage,
parmesan cheese

THIN. CRISPY.
LIGHTWEIGHT.

because people
love pizza in
more ways than one

MOLTE PIZZE
by HUBSPOKE * KITCHEN

Tavern
STYLE

THIN. CRISPY.
LIGHTWEIGHT.



New York
STYLE

**DOUGHY. CLASSIC.
FOLDABLE.**



MOLTE PIZZE

BACON & ONION SM 13 / LG 18
pizza sauce, mozzarella, bacon,
onion, grated parmesan

MEAT LOVERS SM 14 / LG 19
pizza sauce, mozzarella,
pepperoni, bacon,
sausage

DOUGHY.
CLASSIC.
FOLDABLE.

sausage, green bell peppers

**CHICKEN
BACON RANCH** SM 13 / LG 18
garlic oil, grated parmesan,
mozzarella, chicken cutlet,
bacon, ranch

BBQ CHICKEN SM 13 / LG 18
garlic oil, mozzarella, oven-
roasted chicken, fried onions,
BBQ sauce

tomatoes, whipped ricotta

TRUFFLE SM 15 / LG 20
garlic oil, grated parmesan,
truffle whipped ricotta, broccoli
rabe, mozzarella, charred
tomatoes, pancetta, truffle oil

New York
STYLE

Tavern
STYLE

MIKE'S PEP / 18
pizza sauce, mozzarella, pepperoni,
parmesan cheese

SAUSAGE & PEPPER / 18
pizza sauce, mozzarella, sausage, roasted
red peppers, parmesan cheese

SPINACH & TOMATO / 19
garlic oil, mozzarella, spinach, charred tomatoes,
parmesan cheese

CHICKEN & RABE / 20
pesto, mozzarella, oven-roasted chicken, broccoli rabe

FOUR CHEESES / 17
garlic oil, mozzarella, provolone, cheddar
and gorgonzola

KING STREET / 18
pizza sauce, mozzarella, mushrooms, sausage,
parmesan cheese

THIN. CRISPY.
LIGHTWEIGHT.

Detroit
STYLE

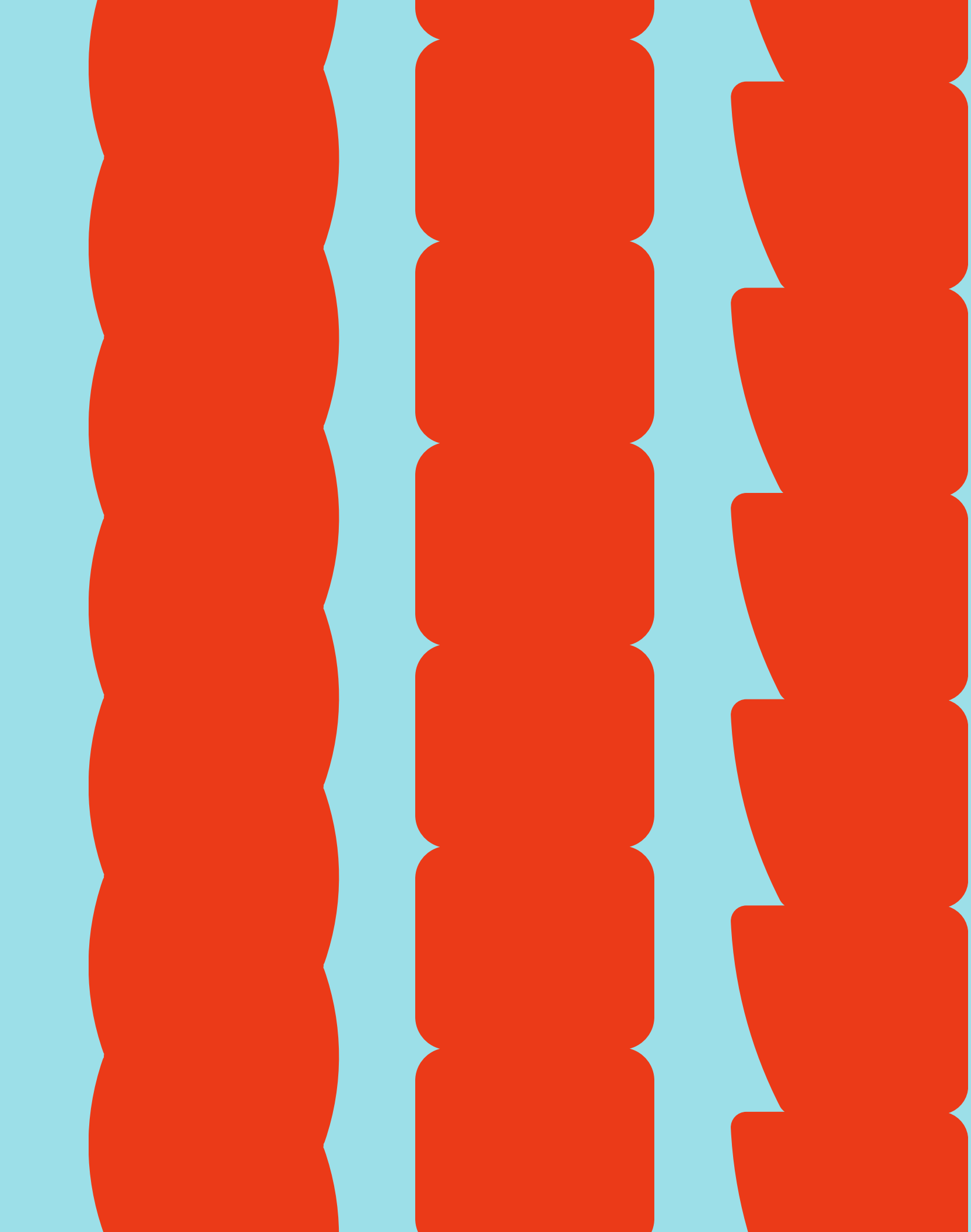
CHEESE SM 11 / LG 16
blended cheese topped with pizza sauce

PEPPERONI

BROCCOLI RABE SM 12 / LG 17
blended cheese, broccoli rabe, sausage, and white beans
topped with whipped ricotta

BUFFALO CHICKEN SM 13 / LG 18
blended cheese, oven-roasted chicken, gorgonzola,
jalapeños, ranch and buffalo sauce

DRUNKEN CHICKEN SM 13 / LG 18



How it Began

IT STARTED WITH A SIMPLE TRUTH:

PEOPLE LOVE PIZZA IN MORE WAYS THAN ONE

After years of hopping between foldable New York slices, crunchy Detroit squares, and crispy Tavern-style pies, we wondered why choosing great pizza always meant choosing just one style.

[READ MORE](#)