

### Logo Design Option 3

**Company:** Pizza Patch

**Color Scheme:** Limited

**Region:** Kinross, MI USA

**Demographic:** Family

**Tagline:** None

#### Requirements:

- "Pizza Patch" text must be a prominent feature of the overall design.
- You may use **Black, White**, and up to **Three Solid** colors. You may include patterns to create the illusion of different colors. Color costs money.  
( You cannot use gradients or different shades of a color and expect it to count as 1 color. *Example:* light green and a slightly lighter green = 2 different colors )
- The design must incorporate the colors of the Italian Flag, as well as any additional colors.
- Try to incorporate a U.P. theme into the design, or a visual that plays on the words "Pizza Patch".
- The overall drawing must be clean and crisp, reflecting professionalism. Poorly created pizza imagery does not stimulate appetite.

#### Overview:

The Pizza Patch is a small but successful family owned business located in Michigan's Upper Peninsula. The owners of the restaurant want to update their image with a bold logo that conveys an appealing and appetizing look to the public, yet reflects their local roots to the area and their Italian heritage.



The illusion of different reds are created above through the creative use of small patterns applied