

NEVER
UNDERESTIMATE
THE POWER
OF PIZZA



cozze®
DESIGN GUIDE 2022

INTRODUCTION

WELCOME TO THE DESIGN GUIDE FOR COZZE

Please greet the arrival of the most interesting brand in the outdoor business right now, cozze®.

This document will take you on a tour de force into the new world of pizza, a trend that will emerge in the years to come, and you are now part of the journey. cozze is a lifestyle brand that aim to gather friends and families around the fun of making pizzas in their backyard, the balcony, or the patio. And we have big ambitions of building the world's most attractive brand, so let's get started.

This document will tell you all about the brand, the story, how to work with the content we provide and what not to do, to help us preserve the image and style we aim to build for the brand.

**Greetings,
Team cozze**



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THE STORY OF COZZE

IS THE STORY OF ONE MAN'S DETERMINATION

We can do better - and with way more fun as the result...

Those were the words by Lars Christian Bærentsen when he decided to revolutionize the outdoor business by creating the cozze® brand.

We are in Aarhus, Denmark on a dark evening in a meeting, and we are talking the year of 2020. After more than 30 years of successful business in the hardware industry, Lars knew that something new needed to happen.

A brand that could bring the mother company Millarco further into an area of business they knew so well, the outdoor business. After years of selling barbecues, they saw a new trend, pizza.

So they started the development process of a new pizza oven. Fueled by gas and with a heat-up time of just 20 minutes and a cooking time of 2 minutes per pizza.

The brand cozze was born, and the name comes from the italian word "mussel". We see some reminiscences to a mussel in the design.

The rest is history, and right now cozze are in thousands and thousands of homes across the world, delivering fun and great food!





COLORS

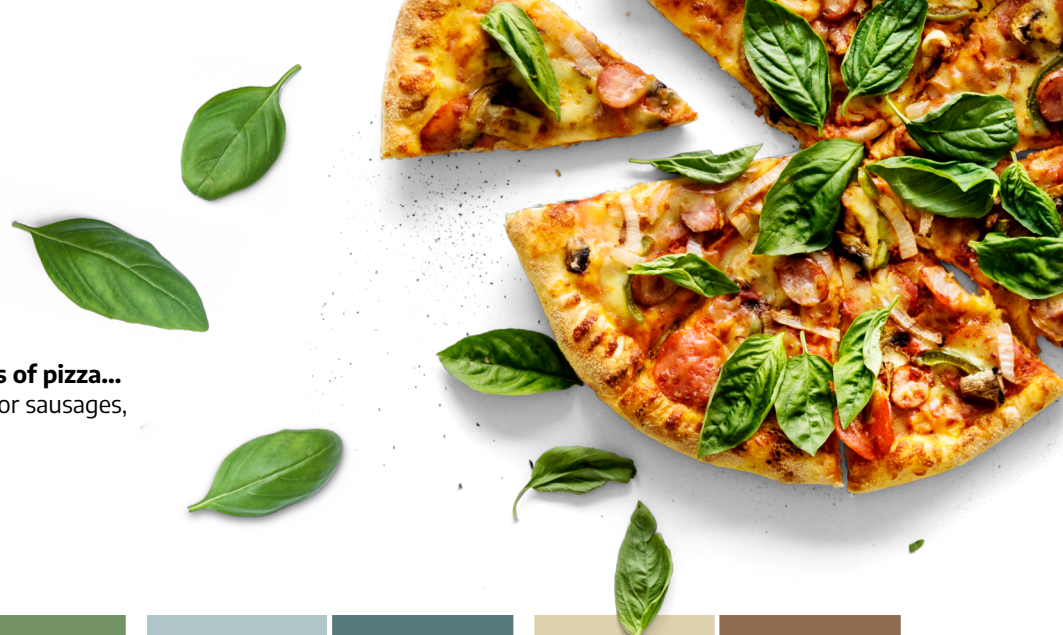
THE ULTIMATE RANGE OF PIZZA COLORS

We selected a range of colors that you find in the colors of pizza...

The cheddar cheese, tomato sauce, basil or the crisp dough or sausages, all give us a beautiful color palette to work with.

Add black and white to the color palette.

PANTONE 2011 C	PANTONE 485 C	PANTONE 2289 C	PANTONE 2264 C	PANTONE 5513 C	PANTONE 7475 C	PANTONE 7500 C	PANTONE 2468 C
C: 03 M: 46 Y: 89 K: 00	C: 09 M: 92 Y: 83 K: 01	C: 30 M: 10 Y: 70 K: 00	C: 68 M: 30 Y: 76 K: 12	C: 37 M: 00 Y: 19 K: 09	C: 56 M: 00 Y: 19 K: 57	C: 15 M: 15 Y: 35 K: 00	C: 30 M: 55 Y: 70 K: 25
R: 219 G: 153 B: 55	R: 185 G: 51 B: 50	R: 197 G: 200 B: 110	R: 105 G: 131 B: 87	R: 174 G: 203 B: 201	R: 82 G: 111 B: 117	R: 220 G: 211 B: 178	R: 142 G: 105 B: 74



COZZE FONTS

Encode Sans

Sans Serif - Google Font - Reading/Consultative text

It includes 5 widths from Condensed to Expanded, each with 9 weights from Light to Black. To simplify the use of smallcaps in word processors, there are also small-cap versions of each family.

A

A

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

0123456789
!"#€%&/()=?

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

**0123456789
!"#€%&/()=?**

AMATIC SC

HAND DRAWN - GOOGLE FONT - DISPLAY TEXT - BOLD & REGULAR

A

A

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

0123456789
!"#€%&/()=?

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

0123456789
!"#€%&/()=?



Balboa

Adobe Font - Display text - Extra Condensed

A

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

0123456789
!"#€%&/()=?

THE LOGO

RESPECT THE LOGO – IT RESPECTS YOU!

The cozze® logo should always be kept as it is.

Never twist or distort it, or set it on fire.

We would love to tell the consumers the story of a high-end, yet affordable brand, so we encourage you to help staying away from making the brand look discounted or cheap.

The product has a high quality and value, and the perception should be kept that way.

Writing cozze should always have a ® the first time you use it on a page, and cozze should always be written in lowercase.

The logo can be enlarged as large as needed.

The minimum size is 25 mm wide so you can read the text.



 **cozze®**

The Logo should never be distorted.

 ***cozze®***

The Logo should never be twisted.

 **cozze®**

The Logo should never be pixelated.

 **cozze®**

The Logo should never be set on fire.

Isolation zone.

The isolation zone on all borders to the logo must always be respected, The zone is defined as the width of the letter **Z** in "cozze".

The Logo should always be used in all white or black. This is to make it simple, when it is used on a colored background.





THE ICONS

PURPOSES OR BELIEFS THAT DRIVES THE CONSUMER

We have created a series of fun icons and statements to be used with cozze®.

Use them as breakers on your postings and materials to bring the joyful and fun experience to your audience.



IT'S SLICE
TO MEET
YOU !

LOVE
AT FIRST
BITE ♥

IN
PIZZA WE
CRUST ♥



THE GRID

SOMETIMES YOU NEED A STRONG GRID TO BREAK OUT!

As you probably already experienced, we have created a fun and lively grid for cozze® that we use to build our materials.

The grid always consists of a product image, a lifestyle image, lively colors, and a fun quote, as well as the logo.

The grid itself is never static but can be recreated depending on how you use it, but never make it cluttered, messy or with so many objects that it isn't easy to absorb.

The grid mostly consist of a huge product image, a strong statement, some food and a graphic that show the fun side of cozze.

We are not afraid of large product images - we want people to see the coolness of the pizza oven up, close and beautiful.



GRID EXAMPLE #1



GRID EXAMPLE #2

OUTDOOR TABLE FOR PIZZA OVEN BY COZZE

Item no. 90151
Zinc-plated and powder-coated matt black.
Dimensions 60x40x80,5 cm.
Fitted with 2 stainless steel kitchen stools.
plus 4 accompanying stainless steel 5 kg
flat & smooth-riveting stainless-steel wheels with brake.
Fitted with pull-out table/cutting board.
42x15 cm on pull-out rails.
Max load 60 kg.

Zinkbelagt og pulverlakeret mattsort.
Mål: 60x40x80,5 cm.
Hverken med 2 stk. rustfri køkkenstøtter
med vægtsikre 5 kg. rustfri 5-krings
jule, letlåsede, der fjernes på gulvet m. bremse.
Hverken med udtræksbord/skærbord
42x15 cm på udtræksbaner.
Max belastning 60kg.



Item no. 90169
Cover for pizza oven and table.
The cover is UV-resistant, and
can withstand rain and sunlight.
Colour: black.
100 x 73 x 61,5 cm.

Item no. 90130
Cover for 10 kg gas bottle. Make your gas bottle
more discreet with this attractive cover.
Made from UV-resistant waterproof Oxford material.
With full-length zip.
Dimensions 53x40 cm.

Overtræk til gasflaske på 10 kg.
Gør din gasflaske mere diskret med dette
smukke overtræk. Låst med UV-beständig
regntæt Oxford-materiale.
Med lynlås fra bund til top.
Mål: 53x40 cm.

Item no. 90133 **Item no. 90134**
Cover for pizza oven.
Made from UV-resistant material.
Colour: black.
90133 for 13" Cozze
90134 for 17" Cozze

Overtræk til pizzeriaen og bord.
Coveret er UV-beständig, tåler regn og sollys.
Farve: sort.
111,90 x 17,5 x 66,5 cm.

Cover til pizzeria.
Fremstillet i UV-beständig materiale.
Farve: sort.
90133 til 13" Cozze
90134 til 17" Cozze

COZZE COVERS

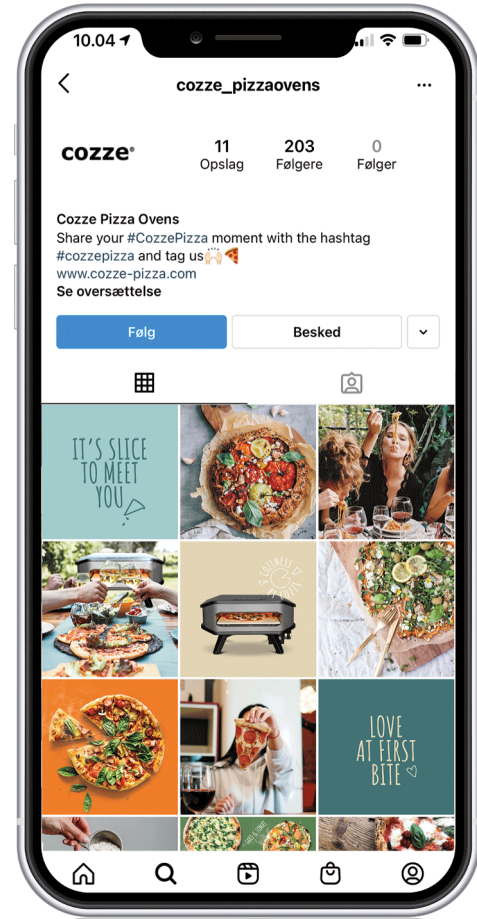
SOCIAL MEDIA

CAN HELP YOU TO BUILD BRAND TRUST AND RECOGNITION

cozze® should always be perceived as the fun and friendly brand that want to engage with the audience, so never post boring, dull, or foolish images on social media.

Use the color scheme, the icons, the quotes, and the amazing images to build a brand that screams FUN!

When postings remember to engage with the audience, ask them questions, create fun competitions and remember that growing your fanbase is a matter of quality content. Quality over quantity.



TONE OF VOICE

ENGAGE, HAVE FUN AND BE INSPIRING!

Let's make cozze® the fun and lively brand.

We like cozze to be the brand that never are experienced snobbish, arrogant or out of reach. Instead we have a tone of voice that are humorous, appealing, fun, creative and engaging. Use the time you get with the consumers to attract them into the cozze universe, and let them have fun. Show them that cooking with cozze is the fun way to spend the evenings and the amazing way to spend the weekend.

We love promoting cozze at eye-level.



VIDEOS & TVCs

BRINGING THE COZINESS OF COZZE TO LIFE

The videos we have created are intended for use on TV as either advertising or in-store in your dedicated cozze® floor space.

Before using on TV or other public paid channels, always seek approval from the cozze team. The buy-out rights limit you from editing or tweaking the video or cutting it down. So please always use it exactly as it has been provided.

The current video can be downloaded from this address on *FRAME.IO*:

<https://f.io/ibtc89t0>

Password: Glee21



LIFESTYLE IMAGES

SHOWCASING A PARTY YOU WANT TO BE PART OF...

Our image library is intended for displaying the right emotions and image of cozze®.

Use them with the same love as you give your spouse, kids or your favorite pet.

Never twist them, change the colors or crop them in ways they aren't intended to be cropped in.

All images have the complete buy-out rights for Europe and the US and we would love for you to send us a note on where you use them so we can retract them in case something comes up concerning usage rights, that requires action to be taken.

Never distribute to third party without prior approval from us. Be aware that the images of the pizza ovens can be found both with and without thermometer. Please make sure that you use the right edition you have available in your stores.

Download the images here:

<https://we.tl/t-rnBYnouxri>







PRODUCT IMAGES

SHOWCASE THE COZZE PRODUCTS IN A BEAUTIFUL WAY!

Use product images of quality, that drives sales.

We have put a lot of effort into providing you with nice product images in a high quality.

Please use them for your display of cozze® products on both web, SoMe and printed advertising.





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For further information on how to use the cozze® brand
please contact cozze info@cozze-pizza.com

cozze®