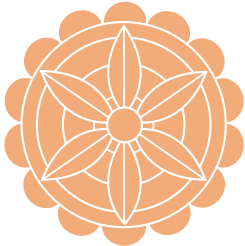


Logo & Attributes



W H  A!

ITALIAN SWEETS



Logo

About The Logo

The pizzelle symbol is fresh, creative and sophisticated. It represents our dedication to creating delicious, traditional Italian desserts and pastries with a modern twist, pleasing the young generation, while also maintaining classic Italian for the older generation.

The font is open, clean, and modern for precise readability. The distinctive letter 'A' has the crossbar extended on an curved angle to emphasize and express our fun and youthful approach to creating classic Italian sweets in an innovative and contemporary manner in this day and age.

In short, the creative and cleanliness of the composition reminds customers that we are bold and lively to create Italian sweets that will make them simply says "WHOA!"

WH  A!
ITALIAN SWEETS

WH  A!
ITALIAN SWEETS 

Logo Process



Whoa!
Italian
Sweets



Whoa!
Italian Sweets



Whoa!
Italian Sweets



Whoa!
Italian
Sweets



Whoa!
Italian
Sweets



WHOA!
ITALIAN SWEETS



Logo Process...cont'd



Attributes

Attributes

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