



UNISON PARTNERS WITH
WORKED GGC TO BRING
GLOBAL RENOWNED BRANDS
LIKE CUCINA PARADISO, GBK,
YO! SUSHI, MORELLI'S AND
CALIFORNIA PIZZA KITCHEN (CPK)
TO THE MIDDLE EAST

CHALLENGE

Gourmet Gulf Company controls major international restaurant franchises throughout the Gulf region. Unison was asked to position the parent company's brand, as well as direct an initiative to craft and promote the identity of a new high-end pizzeria, Pizzeria Cucina. Gourmet Gulf Company also owns and operates Morelli's Gelato, Yo! Sushi, and Gourmet Burger Kitchen - London's award-winning burger concept.

SOLUTION

The branding designed for Pizzeria Cucina evokes a clean, hip feel. The proposed logo, striking and precise in a vibrant red, reflects the atmosphere of the popular new restaurant. Unison's inspired designs for the restaurant signage, print collateral and packaging included menus, place cards, coasters, matches, napkins, carryout packaging, souvenir items, business forms and stationery. Unison's solution further cultivated the tasteful identity of the restaurant.



RESULT

Through Pizzeria Cucina, enhanced by Unisons creative assistance, Gulf Gourmet Company continues to gain recognition for its standout role in the Gulfs vigorous restaurant industry.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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