What can a pizza box say before it opens?

An identity that carries the warmth of the oven.



A flame with room to breathe.

The design puts the flame inside three fine rings. The rings give an uneven, flickering shape a steady outline that works beside or above the name.

ORIGINAL UPRIGHT LOGO ARTWORK



EMBERS

Oven red and muted gold.

The red and gold treatment in the collateral artwork keeps the palette warm. The light lockup reverses the same pair for paper and other pale surfaces.



Oven red

#70231D

Muted gold

#D3CAAE

COLOURS SAMPLED FROM EMBERS LOGO AND COLLATERAL

Foil brings out the fine lines.

In the foil mockup, light helps separate the flame from the rings. The same treatment catches the spaces between the letters.

ORIGINAL FOIL-PRESSED LOGO MOCKUP



Same flame, two arrangements.

The stacked version suits a compact surface. The horizontal version gives the name more room on a long, shallow surface.

STACKED LOCKUP



HORIZONTAL LOCKUP



Let the slice set the shape.

The carton follows the shape of a slice. Its broad lid holds a small centred mark, leaving the surrounding red uninterrupted.

ORIGINAL RED CARTON FROM THE COLLATERAL ARTWORK



A little heat on paper.

The flame, red and foil carry the same idea from the logo sheet to the takeout carton.

EMBERS

Connect the unconnected.



Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

+880 1611878701

hello@onindoahmed.com

onindoahmed.com