



Exterior Image

Introduction

After identifying the key elements of the site and interior planning, it is time to apply Brand imagery to the shopfront exterior.

This *Exterior Image* section presents the required elements for developing the exterior Pizza Hut® image. These exterior design standards and guidelines are to be used with the new interior design standards for both new builds and image enhancements. They are critical to presenting a consistent Brand image.

Key elements involving the exterior image include:

- Brand Positioning — Enhanced Dine-in
- Our Image Approach
- 5 Exterior Design Tenets
- 4 Critical Design Elements
- Regional Needs
- Global vs. Local Market Flexibility
- Signature Entryway Options

The new design helps to communicate that Pizza Huts are causal dining restaurants (CDRs) ... differentiating them from the more brightly coloured QSRs (quick service restaurants). The redesign includes several aesthetic and structural changes, beginning with the use of deeper, richer colours and a sleeker, elevated appearance.

The new design includes changes to the PIZZA HUT wordmark and its presentation:

- No more gold underline.
- The dot over the “i” has turned from green to white.
- Cloth awnings that complemented the 1999 image of the façade have been removed to open up the views. (Although there is a recommendation for canopy design in Markets where sun causing heat gain is an issue.)
- The waiter/waitress character icon (an image used on the older design to indicate table service) also has been removed.

Greater emphasis has been placed on the Red Roof icon to carry the Brand identity, as seen through its placement on a deep red-coloured “Beacon” — a new architectural design feature. The PIZZA HUT wordmark and Red Roof icon appear alongside each other as before, but their placement might change slightly based on the position and style of the entryway element selected.



The casual dining look extends to all aspects of the exterior. Instead of wood doors and stucco walls with glass, the design employs a floor-to-ceiling glass look with fins to add depth and offset mullions to elevate the restaurant's appearance from a QSR image.

This section presents the tools and guidelines to help develop the exterior image design that is right for your Market and focuses on keeping it directly in line with the Pizza Hut Dine-in: Brand Manifesto. Market Teams are encouraged to study the Pizza Hut Dine-in: Brand Manifesto tools and guidelines (issued by YRI Marketing) to ensure that their designers are well informed about the specific criteria and new changes involved in meeting and maintaining the Pizza Hut Global Brand Strategy.



[Pizza Hut Dine-in: Brand Manifesto](#)

The Pizza Hut Dine-in: Brand Manifesto presents the Brand's position in the market place and strategies for success.



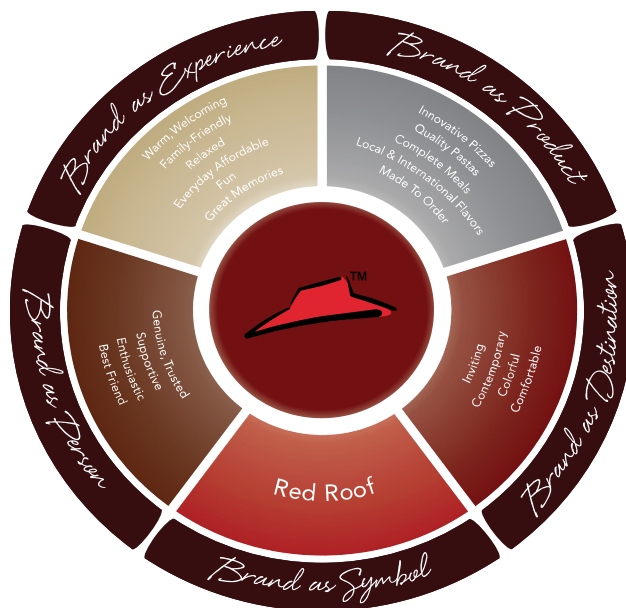
[Pizza Hut Dine-in: Brand Identity Standards](#)

Always reference the Pizza Hut Dine-in: Brand Identity Standards (BIS) to assure proper use of the logo — PIZZA HUT wordmark and Red Roof icon.

Brand Positioning — Enhanced Dine-in (EDI)

Customers all over the world grow increasingly more sophisticated every day. They know and appreciate good quality when they see it, in everything from product to packaging to restaurant image. They value the dining experience as much as the food.

As a world-renowned maker of innovative pizzas, Pizza Hut is embracing the "dine-in" business and re-imaging itself as an Enhanced Dine-in (EDI) restaurant, with more features that parallel the casual dining category in general. Pizza Hut's new look and feel is intended to elevate it from QSR status, help it compete with CDRs, and separate it from the competition. The exterior image should demonstrate pride in the Brand and attract customers.



With the implementation of the new Pizza Hut look, the restaurant shopfronts should communicate the Brand ...

- **As a Product**
With truly innovative products in a variety of flavours and sizes perfect for sharing, Pizza Hut offers delicious and affordably priced pizzas, pastas, appetisers, desserts, and beverages for families and friends to enjoy.
- **As an Experience**
Pizza Hut's warm and inclusive family friendly atmosphere invites fun times and fond memories for casual dining patrons. Simply gazing inside the restaurant attracts families and friends to appreciate the unique Pizza Hut experience.
- **As a Symbol**
The Red Roof icon is the Pizza Hut core global icon and a symbol of quality casual dining that families can trust and appreciate. By choosing one of the new entryway design options, each Pizza Hut restaurant clearly stands out from its competitors as a quality industry leader in the area of casual dining.
- **As a Person**
Pizza Hut is warm and welcoming with an atmosphere that is genuine, honest, and grounded in everything that matters. Groups of friends and families trust Pizza Hut implicitly and can have creative and exciting dining options any time they want. Pizza Hut is the ideal location for those spontaneous, unscripted moments.



- As a Destination

From the elevated yet approachable exterior to the comfortable contemporary seating and the enjoyable signature Deep Red colours, Pizza Hut moves with the times to make casual dining at Pizza Hut the welcoming and colourful destination to be shared across generations.

Our Image Approach

From ideal Brand image to physical structure, Pizza Hut uses a logical approach for its global image standards that is grounded in the Brand strategy and positioning. The principles set forth in the Pizza Hut EDI Brand Identity Model filter down to become physical design features that reinforce the Brand message. The information in this section includes both descriptions and requirements on how this is done.



[Pizza Hut Dine-in: Brand Manifesto](#)



YRI requires Pizza Hut developers to adhere to strategic image standards to maintain consistency and promote Brand recognition across different Markets.

To maintain consistent Brand recognition, YRI requires:

- Consistent execution of the Enhanced Dine-in (EDI) concept and Brand Identity Model.
- Adherence to the 5 Exterior Design Tenets.
- Strict, mandatory adherence to the 4 Critical Design Elements.

There is flexibility regarding the implementation of the 5 Exterior Design Tenets. For example, Markets may incorporate alternative building materials such as stonework or masonry intrinsic to that Market's geography and culture. Adhering to local culture as well as aligning with local municipality requirements help the new shopfront adapt and blend in to the surroundings within a Market.

For the most part, all Pizza Hut exteriors must maintain consistency and adhere to the standards presented in the Brand Identity Model and this release of Market Development Volume 4: *Pizza Hut Restaurant Planning*.

5 Exterior Design Tenets

The 5 Pizza Hut Exterior Design Tenets are the foundation that defines Pizza Hut's new global image. These tenets are required on all new building projects and image enhancement projects, unless prohibited by local municipality. Using all of the tenets for every project is vital in executing a globally consistent Pizza Hut image.