



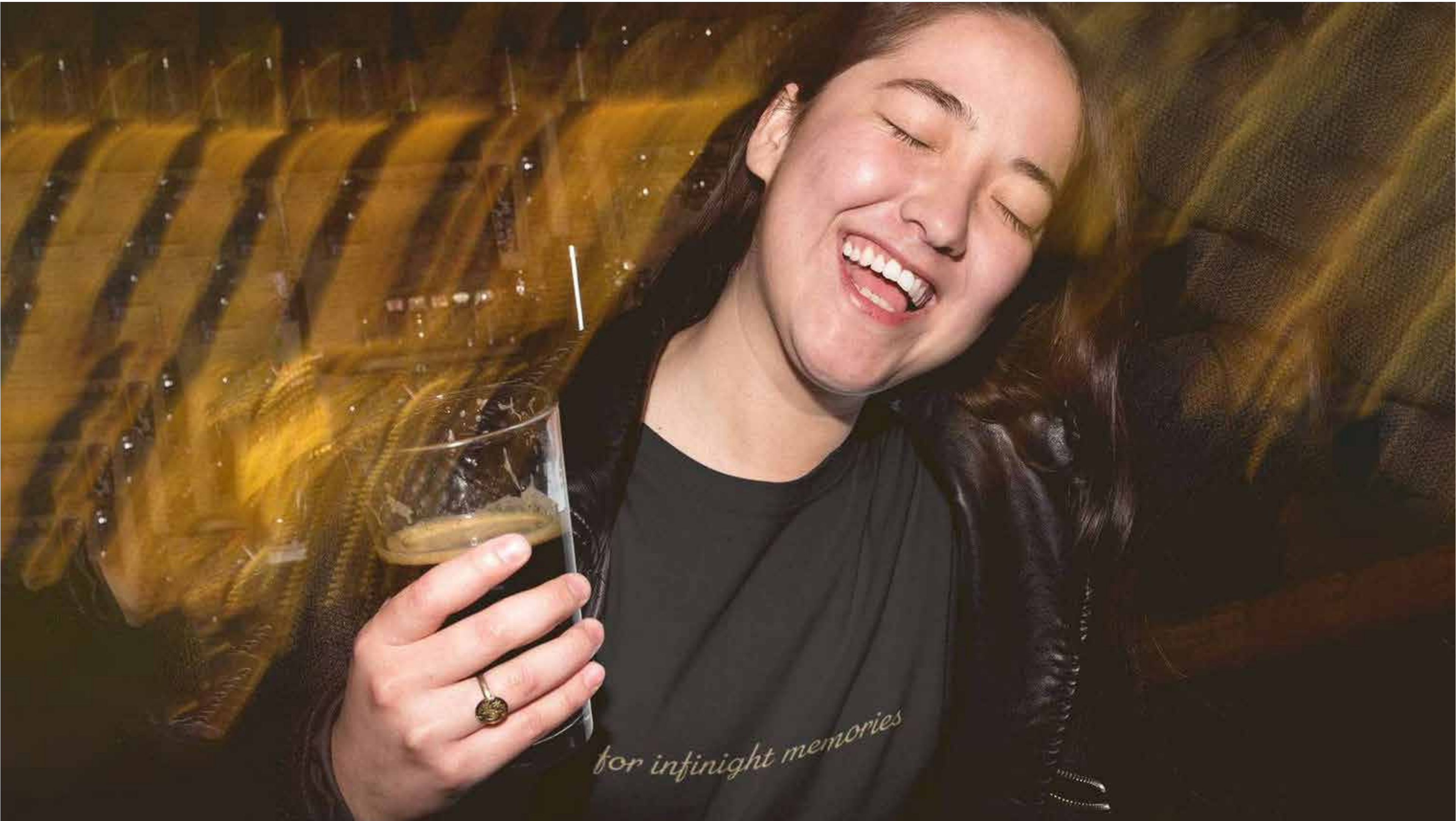
THE LANZA

for infinight memories

| About

The Lanza, a vibrant club, specializes in providing an unparalleled experience for friends to come together and enjoy their weekends. Recognizing the importance of standing out in a crowded market, Lanza aimed to develop a unique identity that would enhance its brand recognition and establish itself as a go-to destination for memorable nights out.





for infiniight memories

| Problem

The Lanza, a brand in the market, faced the challenge of blending in with other clubs and lacking a distinctive identity that would set them apart as a premier destination for friends to gather and create memorable experiences.





THE LANZA

for in-flight memories

SOUP

ROASTED INYA SOUP

175

TOMATO BASIL SOUP

175

MANCHOW SOUP

175

TOM YUM SOUP

175

ADD

CHICKEN 45

PRAWN 50

SALAD

WATER MELON & FETA SALAD

Watermelon, Feta, Cucumber, Tomato, Mint, Lemon Juice, Olive Oil

175

GREEK SALAD

Cucumber, Tomato, Feta, Olive Oil, Lemon Juice

175

CLASSIC CAESAR SALAD

Romaine Lettuce, Parmesan, Croutons, Caesar Dressing

CHAKNA

MASALA FRIES

145

MASALA PANEER

145

CHANA AL DO CHAKNA

145

MOONG SPROUTS CHILLI

175

MASALA BHEL

145

CHAKLI WITH SOHEZYWAN

145

MASALA SEV KHICHRIYA PAPAD

145

SIGNATURE

CHEESE STUFFED IN CHICKLA NUGGETS

175

CHICKEN CHILI CORNED BEEF SALAD

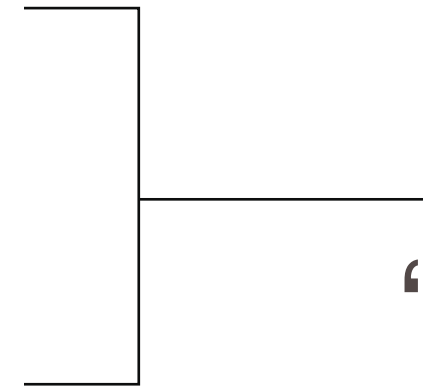
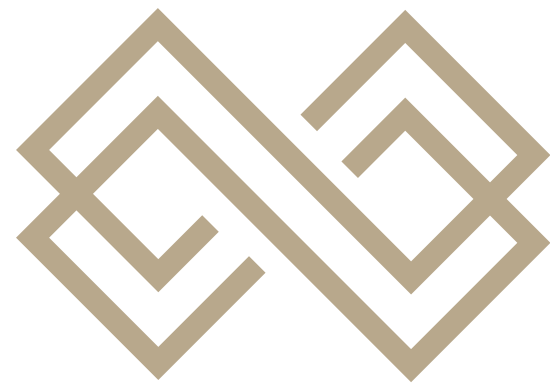


| Creative Solution

We devised a captivating concept for The Lanza: "Infinity at The Lanza." This concept revolves around the idea of making an infinite amount of fun and memories with your best friends. It highlights the significance of Friendship Day and encourages people to reminisce about the amazing moments shared at their favorite and most happening clubs.



| Logo Breakdown



Represents
“Infinity symbol”

THE LANZA



| Logo Construction



THE LANZA



| Typography

Aa

Heathergreen

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!#%&\$



| Brand Colors

Hex Code: #504746

R: 80

C: 61%

G: 71

M: 61%

B: 70

Y: 59%

K: 41%

Hex Code: #B7A78B

R: 183

C: 30%

G: 167

M: 30%

B: 139

Y: 47%

K: 0%





infinight music



| Impact

With the Infinity at The Lanza concept and a distinct brand identity, Lanza has the opportunity to position itself as a leading destination for unforgettable experiences with friends. By emphasizing the infinite amount of fun and memories that can be created at The Lanza, the brand can enhance its reputation, attract a larger audience, and establish itself as the ultimate choice for an extraordinary night out.

