

2025

# BRANDING

## ABOUT US

### OUR MISSION

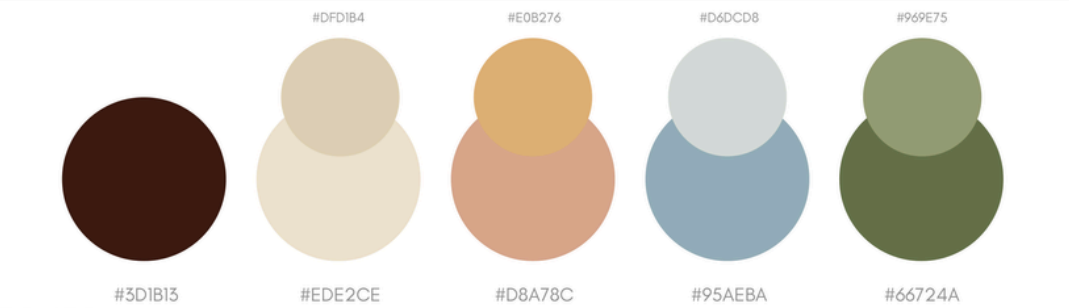
At Osteria il Muro, we believe that feeding others is about connection.

Connecting ingredients to the food

LOGOS



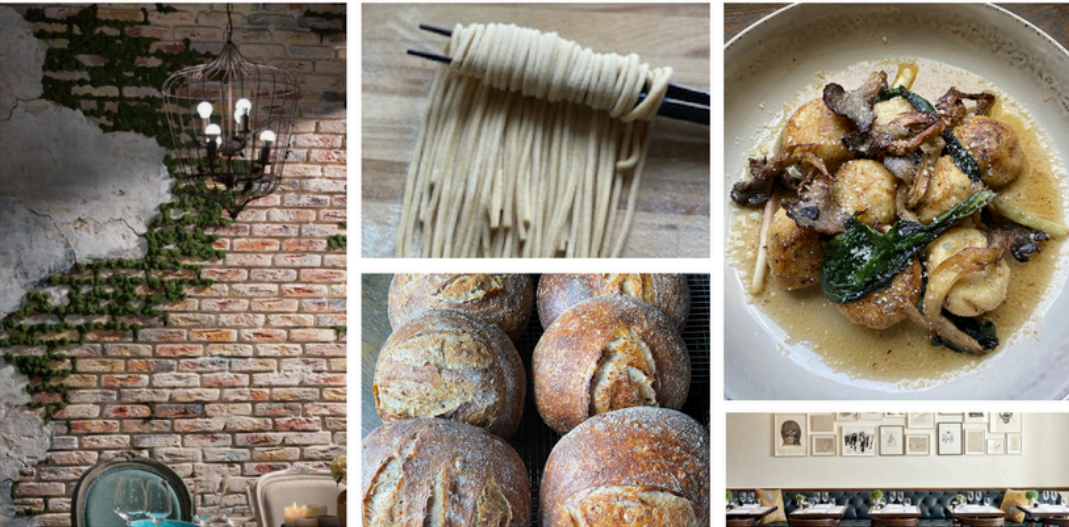
COLOR PALETTE



FONTS



INSPIRATION



Osteria il Muro is a chef-owned restaurant in Denton, Texas with an emphasis on regional Italian cuisine featuring hand-crafted pasta, bread, and sulum.

I developed Muro’s brand identity based on their desire to build a restaurant that feels like a dinner party in a loved-ones home.

The fonts and earthy color palate are meant to highlight the approachable nature of the menu.



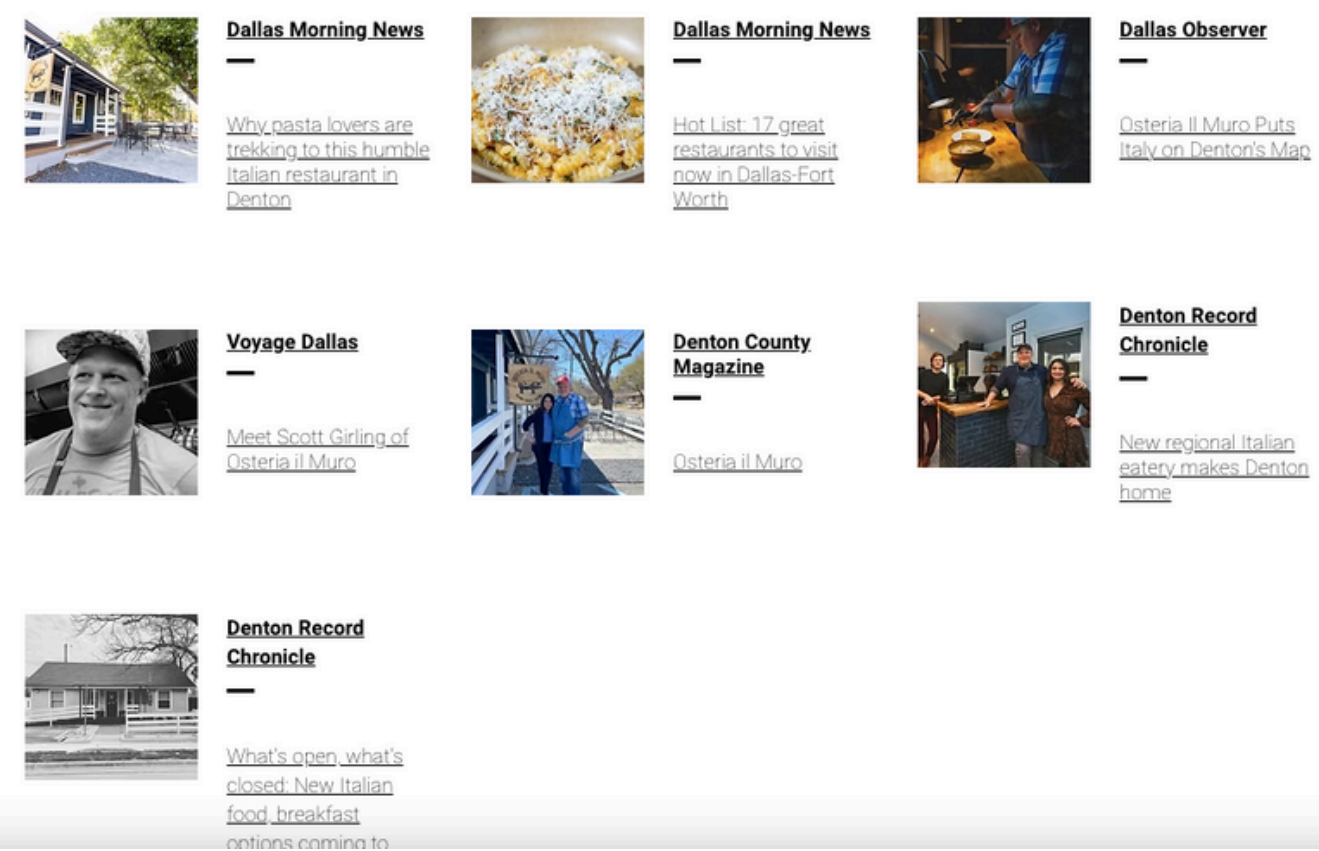
The restaurant’s website was built to focus on the owner’s mission and the desire to be part of the community.



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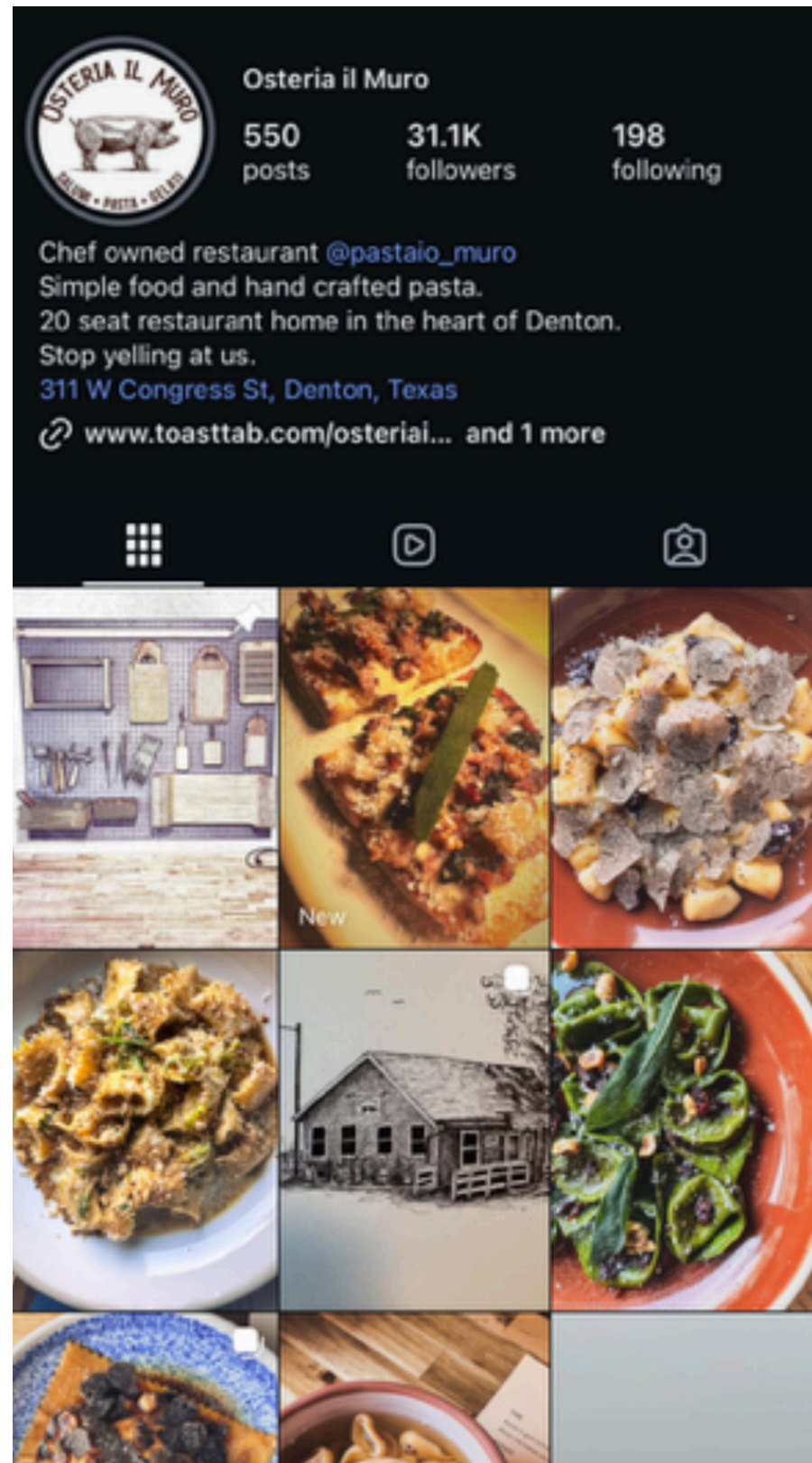


# OUR PRESS





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Muro's visual identity is meant to focus on the quality of the food and ingredients while offering a look behind the scenes. This strategy has organically grown their Instagram followers to more than 30,000.