

2025

BRANDING

ABOUT US

OUR MISSION

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

Connecting ingredients to the food.



COLOR PALETTE

#DFD1B4 #E0B276 #D6DCD8 #969E75



FONTS

MAIN FONT - BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SECONDARY FONT - ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

INSPIRATION



2025

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

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.



SECONDARY LOGO



SUBMARK



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



ABOUT US

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



OUR PRESS



[Dallas Morning News](#)
Why pasta lovers are trekking to this humble Italian restaurant in Denton



[Dallas Morning News](#)
Hot List: 17 great restaurants to visit now in Dallas-Fort Worth



[Dallas Observer](#)
Osteria il Muro Puts Italy on Denton's Map



[Voyage Dallas](#)
Meet Scott Girling of Osteria il Muro



[Denton County Magazine](#)
Osteria il Muro

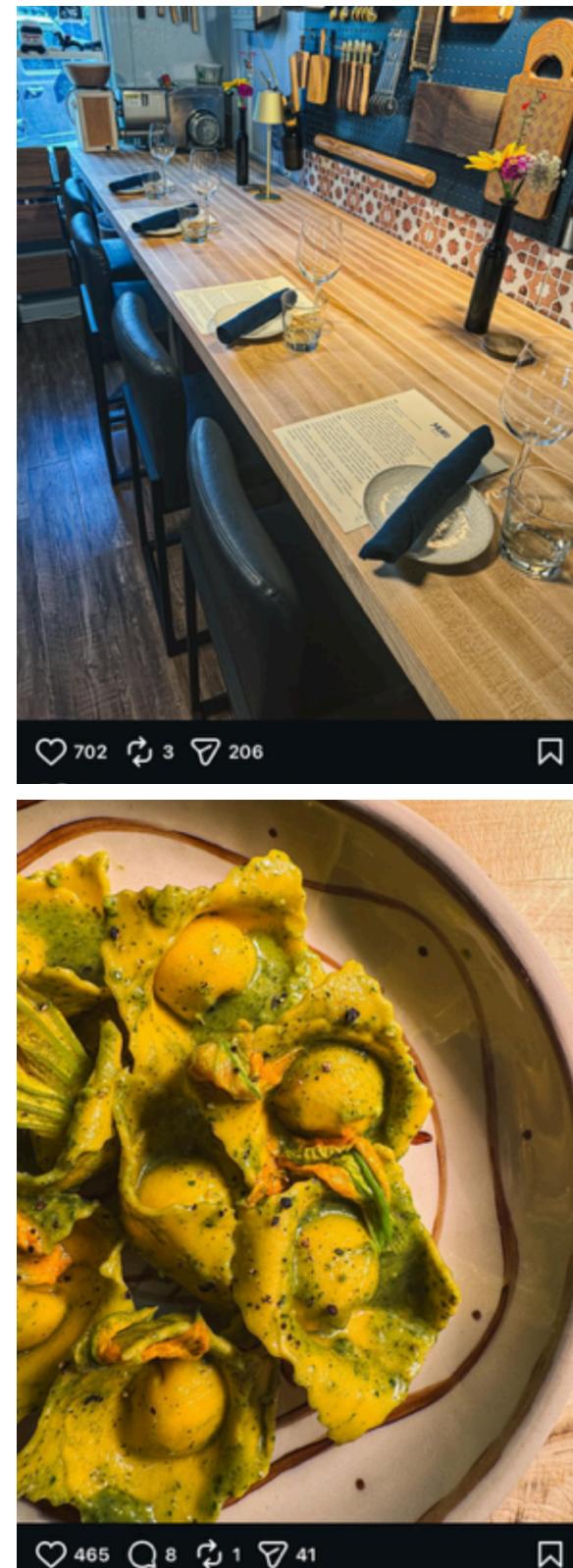
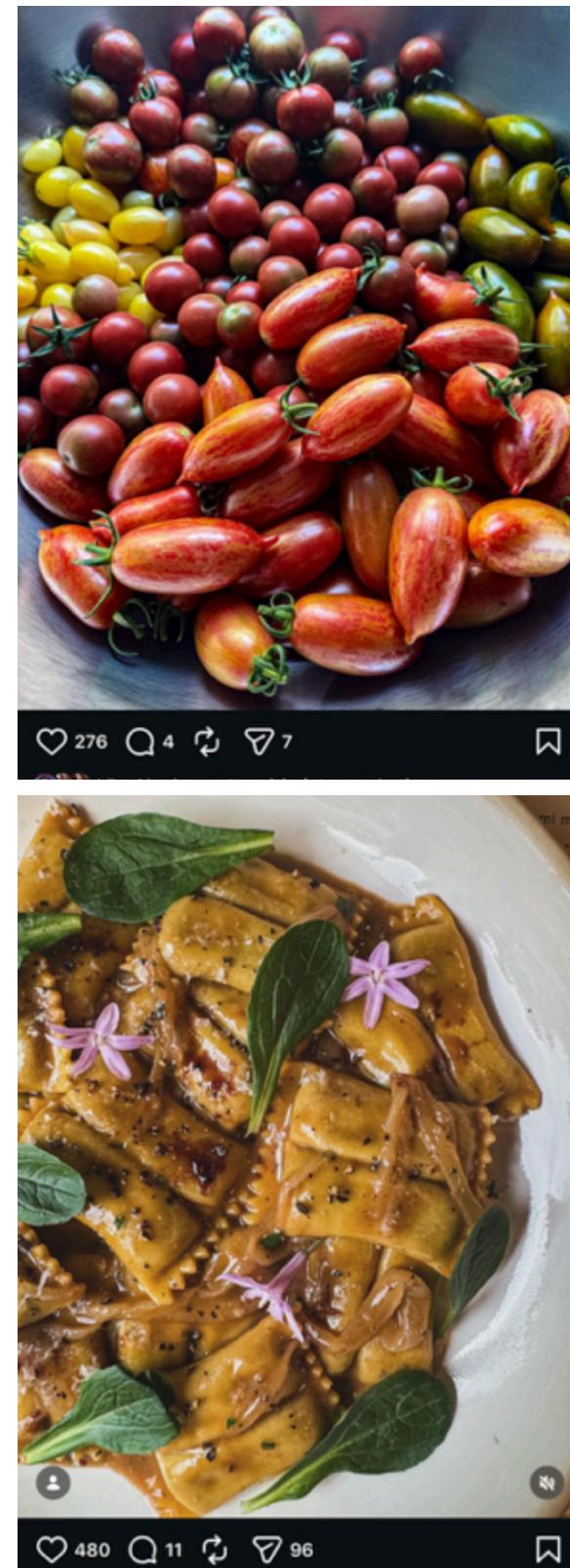
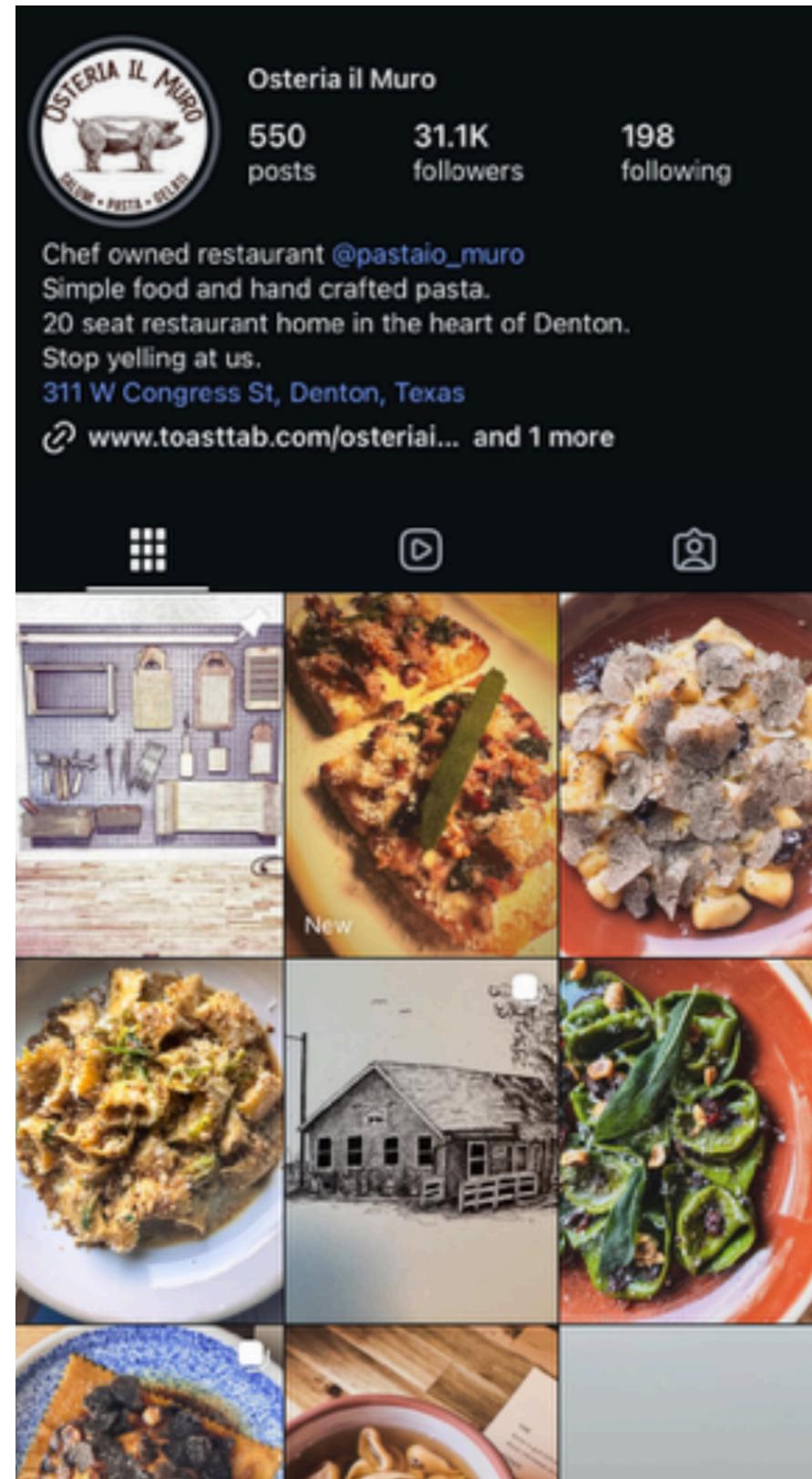


[Denton Record Chronicle](#)
New regional Italian eatery makes Denton home



[Denton Record Chronicle](#)
What's open, what's closed: New Italian food, breakfast options coming to

2025



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.