

ScroCchiarella®

Global Brand Guidelines



Contents



The WHY	4	Visual Language	15
		Colour Palette	16
About Scrocchiarella®	5	Typography	17
The Market	6	Typography Example	18
The Brand	7	Identity In Action	19
Target Customers	8		
		Tone of Voice	23
Our Identity	9		
Overview	10	Contacts	25
Wordmark Lock-up	11		
Sizing & Restrictions	12		
Identity Applications	13		
Do's & Don'ts	14		

Scrocchiarella®

The WHY



The WHY

These guidelines cover the basic elements that make up the Scrocchiarella® identity. Please read them carefully and be sure to refer to them regularly. This will help you get to know the brand better and ensure the way we present ourselves is professional, consistent and distinctive.

Professional

Each time we use our logo, we send a message about the quality of our products and services as well as the value we place on our organization and ourselves.

Consistent

Whenever and wherever people encounter AB Mauri and the Scrocchiarella® brand, we want to create a clear and coherent impression.

Distinctive

For maximum impact, our communications should convey a bold visual identity.

We're excited to roll out Scrocchiarella® globally and hope you enjoy the experience as well.



Scrocchiarella®

About Scrocchiarella®

The Market

The Brand

Target Customers



Questions? See our contacts on page 25

AB | MAURI



The Market

Scrocchiarella® is the frozen product that is really turning heads in the food service market. The revolutionary product is a unique combination of high-quality flour grains and sourdough—ideal for easy and quick preparation.

This flatbread and pizza product is light and crunchy as well as easily digestible. It is the perfect answer to meet global consumer demand for healthy, premium snacking and on-the-go food options.

The Brand

Refined, elegant and mouthwatering: Scrocchiarella® is the ready-to-go Made In Italy gourmet experience.

Scrocchiarella® derives from the Italian scrocchiare—used to describe something that’s very crispy.

This revolutionary product is a unique combination of high quality flour grains and sourdough—ideal for easy and quick preparation. With a diverse product range of five different doughs, Scrocchiarella® delivers creative flexibility for you and total satisfaction for your customers time and time again.

Crispy Deliciousness

Sourdough is the key ingredient for Scrocchiarella®, ensuring an eye-catching appearance, superior flavour and memorable aroma, combined with an open crumb structure and unique crispy crust. Made with the finest Italian artisanal flour and extra virgin Olio Coppini Arte Olearia di Parma olive oil, the memorable first crunch is followed by a melt in the mouth sensation that you only get with Scrocchiarella®.

Quick & Easy

Scrocchiarella® delivers the very best in freshly baked brilliance—with a minimum of fuss. While over 30 hours is spent preparing a single Scrocchiarella®, it takes less than 10 minutes to bake from frozen to perfect service at the table. What’s more, because each piece is handmade, you’ll never find two exactly the same. That’s authenticity guaranteed.

Convenient & Versatile

Scrocchiarella® is perfect for pizzerias, ready to go for restaurants, and brilliantly adaptable for pubs, bakery and pastry shops, ice-cream outlets and street food snack bars. Easily paired with any ingredient, both sweet and savoury, Scrocchiarella® transforms the ordinary into the extraordinary so the only limit to your culinary ideas is your gastronomic imagination.

Vegan Friendly

The growing demand for vegan alternatives isn’t limited to savoury options. There’s a sustained need for sweet and patisserie offerings to satisfy this growing market. The versatility of Scrocchiarella®—from stunning starters to perfect pizzas, magical mains and delicious desserts, lets you deliver across the board for your vegan consumers. Just one more way that Scrocchiarella® allows you to expect the unexpected!

Target Customers

Globally, AB Mauri targets a wide grouping of flatbread, focaccia bread, pizza, wrap and bread manufacturers.

Key targets for all regions should include:

- Foodservice operators and distributors
- Flatbread and pizza producers
- Quick service restaurant chains



Scrocchiarella®

Our Identity

Overview

Wordmark Lock-up

Sizing & Restrictions

Identity Applications

Do's & Don'ts



Questions? See our contacts on page 25

Overview

Scrocchiarella® is the frozen product that is really turning heads in the food service market.

The revolutionary product is a unique combination of high-quality flour grains and sourdough—ideal for easy and quick preparation.

This flatbread and pizza product is light and crunchy as well as easily digestible.

It is the perfect answer to meet global consumer demand for healthy, premium snacking and on-the-go food options.

Wordmark Lock-up

The Scrocchiarella® identity comprises of the handwritten wordmark and registration mark featured in Scrocchiarella® Brown with the second C featured in Scrocchiarella® Orange.

The identity lock-up should always be scaled together—these components are never to be broken or separated.

The identity lock-up should always be reproduced in colors as specified in these guidelines.



Sizing & Restrictions

An exclusion zone prohibiting the introduction of inappropriate graphic elements is indicated by the cyan key-line around the identity lock-up, and can be determined by the relative height of the dot (diacritical tittle) in the lowercase “i” within the handwritten wordmark.

The minimum size for reproduction is also shown at 30mm.



Identity Applications

While the preferred identity option is the full-color logo over white (or very light) backgrounds, we provide a version for use over dark colors, which includes the full-color logo with a white outline. Only use the provided reversed logo; do not add a white stroke to the full color logo.

We also have a single-color logo. This should only ever be used when printing techniques will only allow for single-colour.

When printing with one colour, Pantone 161 is preferred, otherwise black is acceptable.



Full-colour logo



Reversed full-colour logo



Pantone 161 - 1colour logo



Black - 1colour logo



Reversed white - 1colour logo

Do's & Don'ts

Our logo is a valuable asset and you must ensure proper usage of it.

Shown on this page are examples of how not to use our Scrocchiarella® identity lock-up.

Here are a few reminders:



Scrocchiarella®

DO use the correct digital master artwork



Scrocchiarella®

DO use the logo on clean, unobtrusive backgrounds.

Pantone 161 - 1colour logo

Scrocchiarella®

DO NOT use the identity lock-up without the registration mark.

Scrocchiarella®

DO NOT change the colour of the wordmark to an unspecified colour.

Scrocchiarella®

DO NOT crop any part of the identity.

Scrocchiarella®

DO NOT use any font or type arrangement to represent the brand other than the provided digital master artwork.

Scrocchiarella®

DO NOT alter the proportions of the identity lock-up.

Scrocchiarella®

DO NOT use the full-color identity over any dark or vibrant background colour.

Scrocchiarella®

DO NOT alter the orientation of the identity lock-up.



ScroCchiarella®

Visual Language

Colour Palette

Typography

Typography Example

Identity in Action



Questions? See our contacts on page 25

AB | MAURI



Colour Palette

The Scrocchiarella® logo is simple and is made up of two primary colors. This is the version you should always aim to use.

While the preferred identity option is the full-color logo over white (or very light) backgrounds, we provide a version for use over dark colors, which includes the full-color logo with a white outline. Only use the provided reversed logo; do not add a white stroke to the full color logo.

	Scrocchiarella® Brown CMYK 48/54/68/26 RGB 120/98/73 HEX #786249 Pantone 161U		Scrocchiarella® Orange CMYK 0/49/86/0 RGB 247/155/47 HEX #f79b2e Pantone 130U
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We also have a single-color logo. This should only ever be used when printing techniques will only allow for single-colour. When printing with one colour, Scrocchiarella® Brown (Pantone 161) is preferred, otherwise black is acceptable.



Typography

The Scrocchiarella® identity lock-up is a custom designed graphic. Only use the logo master files as provided. Do not rebuild the Scrocchiarella® identity lock-up. This will ensure brand continuity and integrity.

Our brand communications font family is Formata.

- Use Formata Bold set as ALL CAPS for headlines.
- Use Formata Bold Italic for subheads.
- Use Formata Regular for all body copy.

For office applications, such as correspondence, PowerPoint presentations and online use where the Formata font family may not be available, the Calibri font family may be used.

Headline

Formata Bold - ALL CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.:;'"(!?)+-*/=

Body copy

Formata Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.:;'"(!?)+-*/=

Subhead

Formata Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.:;'"(!?)+-*/=

Office application

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.:;'"(!?)+-*/=

Typography Example

Shown beneath is an example of how our typefaces should be used. No other typefaces should be used on any Scrocchiarella®-branded material.

Formata Bold ALL CAPS

EXAMPLE HEADLINE

Formata Bold Italics

Example Subhead

Formata Light - Normal

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. Ut wisienim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem veleum iriure dolorin hendrerit.

Identity in Action

All product materials will position the Scrocchiarella® brand as the hero, but as appropriate and where space allows, the AB Mauri mark should be subtly included in a secondary space as well. This includes a wide variety of materials from print and digital advertising, product information sheets, display graphics, such as banners and stand-up banners, packaging and merchandise.

The following contains examples of the Scrocchiarella® identity in print, digital, packaging and promotional formats.

Key Advertising Rules

Our approach to advertising gives you creative freedom to best communicate your message. There are no fixed grids or layouts to comply with; however, key rules must be followed to ensure brand compliance.

When promoting the Scrocchiarella® brand and services, ensure your advertisements consider the following:

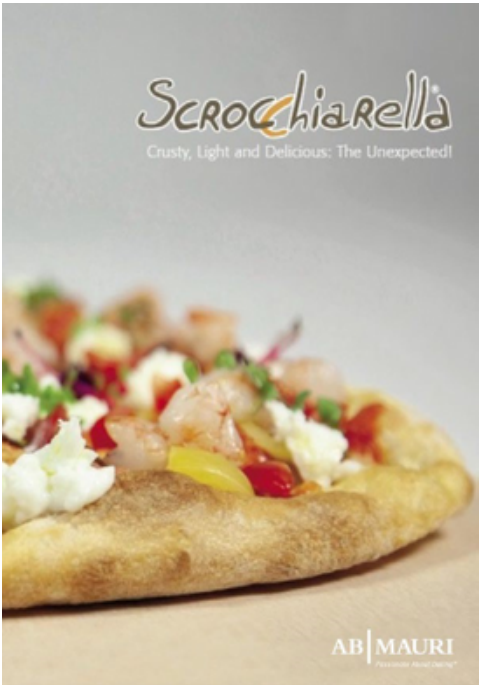
- Always use approved logo masters and adhere to guidelines for usage and exclusion zones.
- Use brand fonts and colours to reinforce the brand.
- Clear, concise and intriguing headlines should be used to draw attention.
- Simple, succinct language that presents AB Mauri as a baking authority and trusted advisor.
- Deliver a focused message that will not overwhelm or confuse the audience.
- Imagery should be sophisticated and evocative of appetizing pizzas.
- Illustrations must be clean, fresh and contemporary using brand colouring.
- Utilize a clear hierarchy of messaging.
- Ensure an aesthetic balance of clear space.
- Drive engagement with a clear call to action.

Identity in Action - Examples

Print, digital and display examples



Full page Print Advertising



Product Catalogue



Pop-up Display Graphics

Identity in Action - Examples

Package and label examples



Identity in Action - Examples

Merchandising

The Scrocchiarella® brand logo is ideally suited for multiple applications for a variety of merchandise, including dress shirts, t-shirts, hats, tortilla holders, tortilla cutters, pens, flashlights and more.

The same logo and colour restrictions apply to merchandise just as other printed and digital materials.

The logo should be placed prominently and appropriately. For example, with apparel such as dress shirts and jackets, the front left chest areas or left shoulder areas are typically preferred versus other areas.

Below are examples of allowable placements:



Scrocchiarella®

Tone of voice



Tone of voice

Outlined here are key personality traits and key points of our tone of voice.

Personality

- Knowledgeable
- Reliable
- Helpful
- Inclusive

Voice

- A respected mentor
- With a traditional view
- Appreciative of heritage
- Established yet innovative
- Non-gender with ageless energy

Copy Advice

- Be specific about benefits to convince readers
- Appeal to sense of custom and tradition
- Address directly with 'you' to create a direct relationship
- Suggest an 'in the know' attitude to allow the reader to join in
- Talk in normal terms and everyday structures to remain human and equal to readers

ScroCchiarella®

Contacts

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