

**EVERY SQUARE
HAS FOUR
CORNERS.**



Detroit squares • 1701 Michigan Ave, Corktown

BRAND-KIT × FIGMA-MOTION

Everything the box printer, the sign shop, and the person posting needs.

01	THE ESSENCE	03	02	THE MARK	04
03	LOCKUPS	05	04	COLOR + THE SAUCE LAW	07
05	TYPOGRAPHY	10	06	VOICE + MESSAGING	11
07	MOTION + DIGITAL	13	08	IN THE WORLD	16

Why chapters: each ships alone. The box plant gets Color, the developer gets Motion, the counter crew gets Voice. Nobody reads a brand book cover to cover.

THE EDGE. WHERE CHEESE MEETS STEEL AND REFUSES TO APOLOGIZE.

Detroit pies were born in blue-steel automotive drip trays.
The pan is the brand: square, industrial, honest. We
engineered ours so every row bakes against steel, which
means more caramelized edge and no fighting over corners.
The identity behaves like the pan: hard edges, warm middle.

POSITIONING

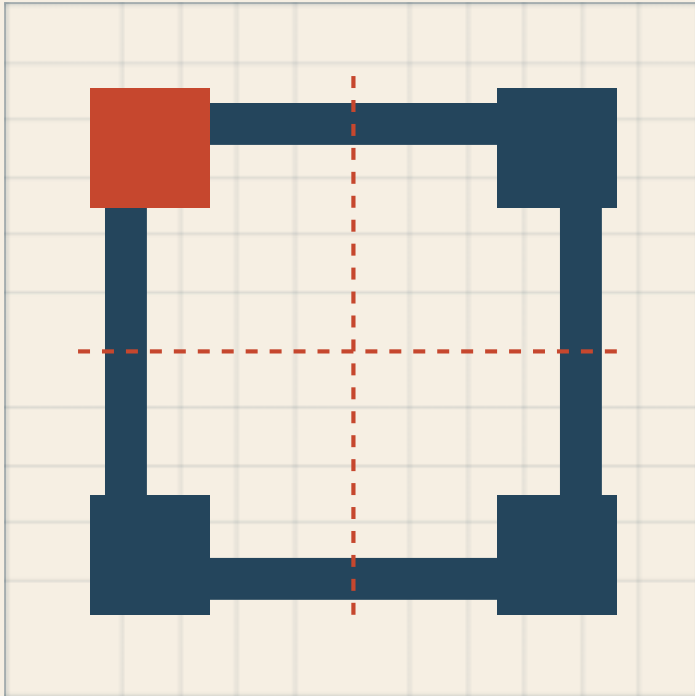
The shop that solved the corner problem.

PERSONALITY

Blunt. Warm. Workshop humor, dry delivery.
Proud of the engineering, casual about
everything else.

THE MARK • CONSTRUCTION, CLEAR SPACE, MINIMUM SIZE, MISUSE

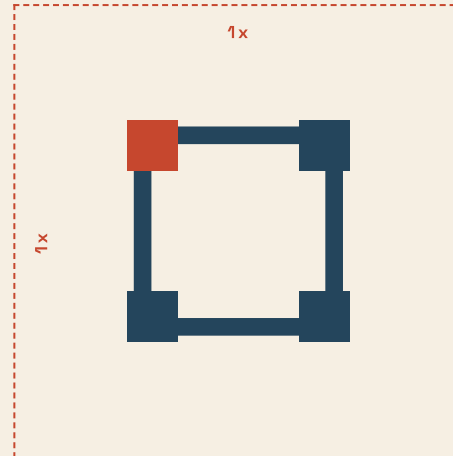
CONSTRUCTION



Unit x = one corner square (20u on a 96u grid). Pan outline 76u at 7u stroke; four corner squares overlap the frame by 6u, the way corner pieces overhang the pan.

Why one red corner: the sauce goes on top, and someone always claims the first corner. Top-left, always. Example: on the site header, the red corner is the top-left of every card's sauce stripe.

CLEAR SPACE + MINIMUM SIZE

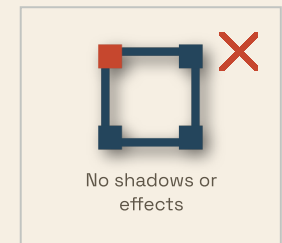
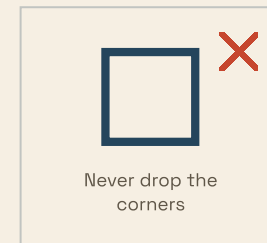
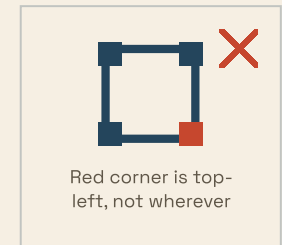
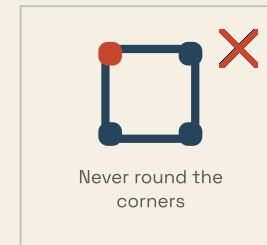
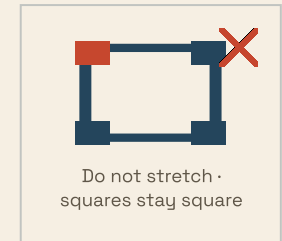
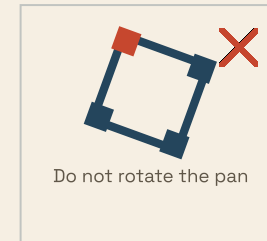


Clear space: one corner square on all sides. Nothing crowds the pan.



Minimum: 16px on screen, 8mm printed.

MISUSE • NEVER DO THESE





FOUR CORNERS

PRIMARY • ON FLOUR



FOUR CORNERS

ON STEEL • THE SHOP SIGN



FOUR CORNERS

ONE COLOR • STAMPS AND KRAFT

The one color lockup drops the red corner: stamped on kraft there is only the pan. If a layout only works with the red corner present, rework the layout.



THE CORNER IS THE WHOLE POINT

COLOR • THE PAN, THE PIE, AND THE SAUCE LAW

CHEESE

THE GROUND • GOLDEN AND
GENEROUS

HEX #E9B44C

RGB 233 • 180 • 76

CMYK 0 • 23 • 67 • 9

BLUE STEEL

THE PAN • INDUSTRIAL,
HONEST

HEX #24455C

RGB 36 • 69 • 92

CMYK 61 • 25 • 0 • 64

FLOUR

THE PAPER • CARDS, BOXES,
MENUS

HEX #F6EFE3

RGB 246 • 239 • 227

CMYK 0 • 3 • 8 • 4

SAUCE

TOP EDGES ONLY • NEVER FILL,
NEVER TEXT

HEX #C6472E

RGB 198 • 71 • 46

CMYK 0 • 64 • 77 • 22

PROPORTIONS OF USE • 45 / 30 / 20 / 5

CHEESE 45

STEEL 30

FLOUR

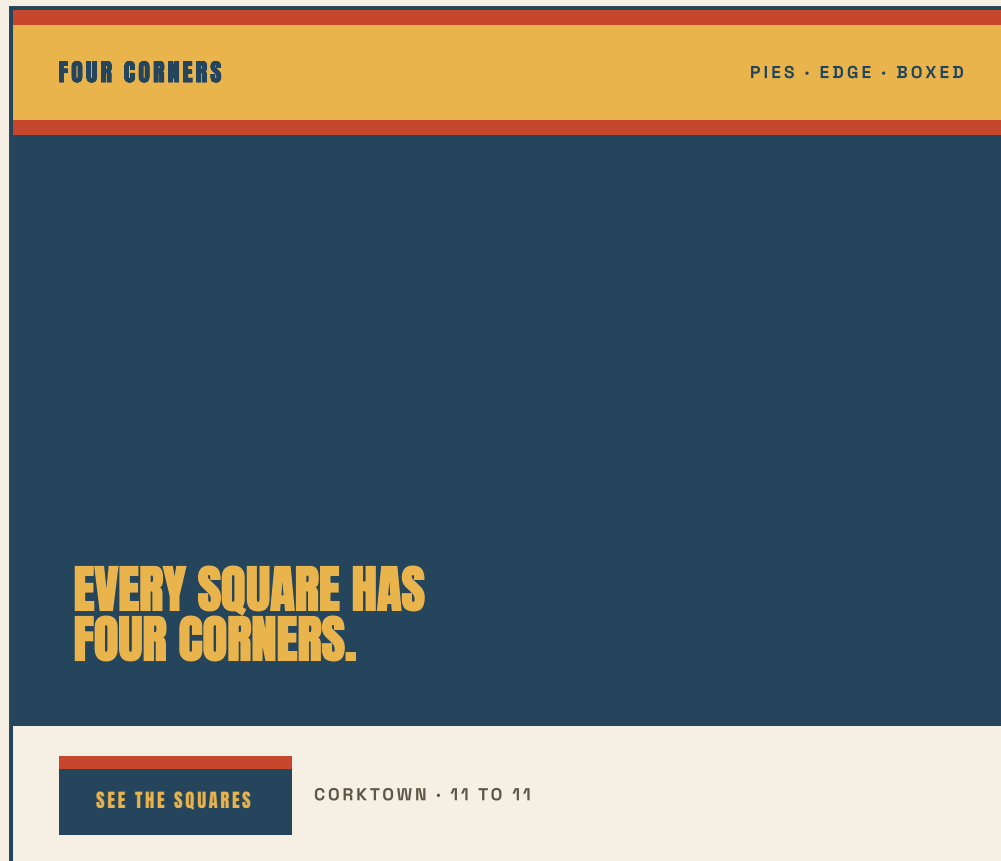
THE SAUCE LAW

A Detroit pie is sauced on top, after the bake. So the red only ever sits ON TOP of things: top borders, top stripes, the cup lid, the first pixel row. Never a background, never a fill, never a word.

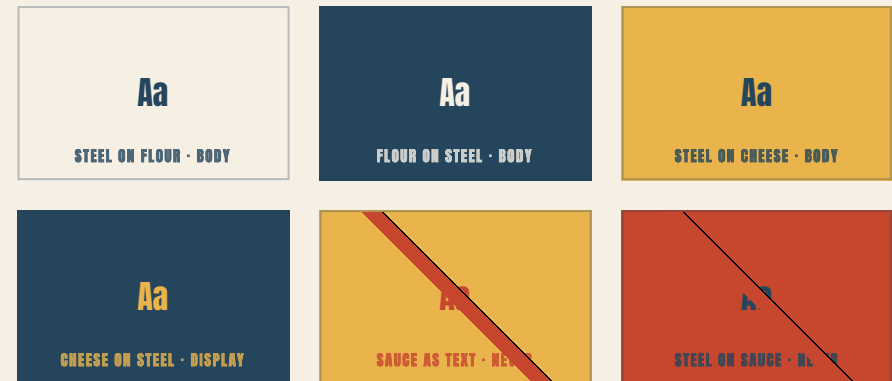
Why gold as the ground: pizza brands reflexively go red. Ours is the color of the thing we actually sell more of than anyone: caramelized cheese edge. Example: the site body, the box interior, the cup band.

COLOR IN CONTEXT • ONE LAYOUT, AND THE PAIRINGS

ALL FOUR AT WORK



PAIRINGS • WHAT PASSES, WHAT IS FORBIDDEN



Why the kills: sauce-as-text spends the law for a sentence, and steel on sauce reads muddy below 4.5:1. The red works because it is scarce and always on top. Example: on the site, red is borders and stripes only.

**RED ON TOP.
EDGES ALL AROUND.**

Aa

ANTON • THE SHOUT
CONDENSED LIKE A STACKED PIE BOX WALL

DISPLAY • ANTON

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

TEXT • SPACE GROTESK

The menu is read standing up, hungry, in a line. It gets one job: name the pie, state the price, crack one dry joke maximum.

Hero 72+

Head 40

Sub 24

THE EDGE

THE EDGE

THE EDGE

Why Anton: it is poster type for a shop that is basically a poster with an oven. Substitutes when unavailable: Impact or Arial Black for display, Arial for text. Never a script font, never a "rustic" font: that is the checkered-tablecloth sticker pack, and it is banned.

SAY IT LIKE THIS

We do not do round pies. Please stop asking.

BLUNT, DRY, A LITTLE PROUD

Democracy in a pan.

THE JOKE WORKS BECAUSE THE PRODUCT IS SERIOUS

Last pan out at 10:40.

PRECISION INSTEAD OF MARKETING

NEVER LIKE THIS

~~**Mamma mia, that's a spioy slice!**~~

~~THE STICKER-BACK, IN WORDS~~

~~**Articanal hand-crafted pizza experience.**~~

~~WE ARE A SHOP, NOT AN EXPERIENCE~~

~~**Order now!!! Limited time!!!**~~

~~URGENCY IS FOR PEOPLE WITHOUT CORNERS~~

Why dry: Detroit does not oversell. The engineering is the pitch; the voice just points at it.

POSITIONING

The shop that solved the corner problem.

TAGLINE

Every square has four corners. We sell all of them.

THE STORY IN THREE SENTENCES

Detroit pies were born in blue-steel automotive trays, and the caramelized corner was always the piece worth fighting for. We engineered our pans so every row bakes against steel. More edge, more corners, no arguments.

THE ELEVATOR PITCH

Four Corners is a Detroit-style square pizza shop in Corktown: 72 hour dough, blue steel pans, sauce striped on top after the bake, six pies, slices till 3, whole pies till close.

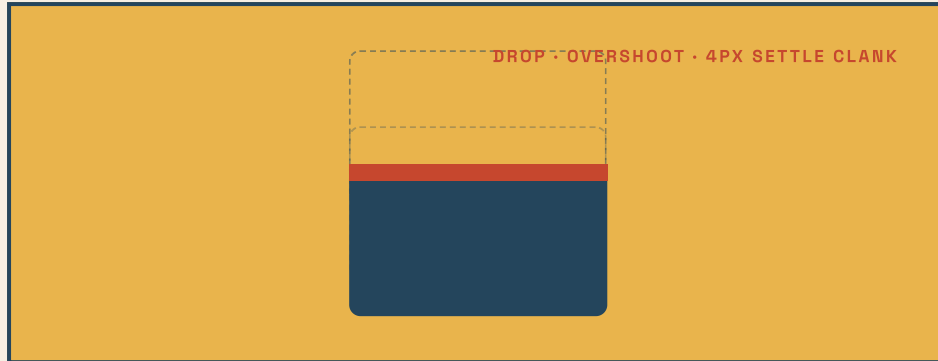
MESSAGE HIERARCHY

1. The edge (why we are different) · 2. The pies (what to order) · 3. The counter (how to get it). Engineering before menu before logistics.

Why this page: the person writing the food-blog pitch gets one page and needs nothing else. Strategy travels further than visuals.

MOTION • THE PAN DROP, BY FIGMA-MOTION, ON BRAND-KIT TOKENS

THE SIGNATURE • THE PAN DROP



Why the drop: pans land on steel counters, heavy with one small bounce. Every entrance in the identity lands that way: the hero pan, the title words, the pie cards, the kit blocks. Grids drop in staggered rows like pans coming out of the oven.

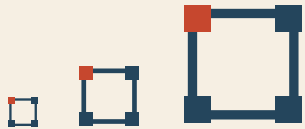
EASING + DURATION SCALE

drop: cubic-bezier(.34, 1.3, .42, 1) /* back.out(1.35) */

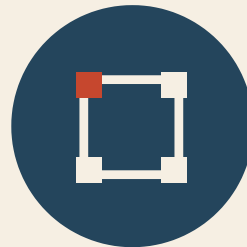
Heavy arrival, small overshoot, stillness. Continuous motion is allowed exactly once: the ticker.

120MS		MICRO • HOVER LIFT, COPY TICK
400MS		MOVE • REVEALS, ROWS, COUNTERS
850MS		SIGNATURE • THE PAN DROP + CLANK

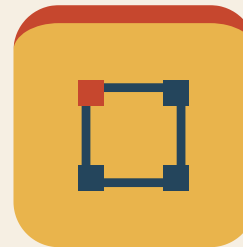
Reduced motion: everything collapses to fades, the ticker stops. Credit where due: motion language authored by the figma-motion floppy, running entirely on brand-kit's exported tokens — the combo working as designed.



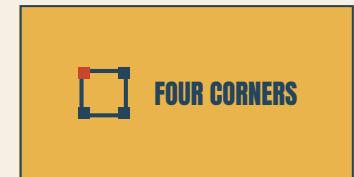
FAVICON • 16, 32, 64



AVATAR • FLOUR PAN ON STEEL



APP ICON • SAUCE STRIPE ON TOP



SOCIAL BANNER CROP • SAFE ZONE

Why this page exists: the mark is four squares and a frame, drawn to survive 16 pixels. Below 16px, use the red corner square alone.

ACCESSIBILITY • MEASURED, NOT ASSUMED

PAIRING	SAMPLE	CONTRAST	VERDICT
Steel on Flour	Aa	8.6 : 1	AAA • body text anywhere
Flour on Steel	Aa	8.6 : 1	AAA • body text anywhere
Steel on Cheese	Aa	5.6 : 1	AA • body text
Cheese on Steel	Aa	5.6 : 1	AA • body, shines as display
Sauce on Flour	Aa	4.6 : 1	Passes AA, still banned as text by the sauce law
Steel on Sauce	Aa	1.9 : 1	Forbidden • fails and muddy

Why row five matters: the sauce would pass the math as text, and the identity still forbids it. Accessibility is the floor; the sauce law sits above it.

Why paper first: the brand is met in a line, at a counter, holding a slice. Everything is designed to be read one-handed.

THE SQUARES

01 The Red Top	16
02 Motor Oil	19
03 The Foreman	18



THE COUNTER MENU • ONE HAND, ONE GLANCE



THE WINDOW SIGN • STEEL, GOLD, SAUCE ON TOP



THE LOYALTY CARD • FOUR CORNERS, THEN A FREE PIE

BOXED, BAGGED, STAMPED • FOUR VESSELS



01 • THE BOX



02 • THE SLICE SLEEVE



03 • THE CUP



04 • THE DELIVERY BAG

Why stamped: box plants charge for full-bleed printing and Detroit respects a budget. One stamp, one color, red stripe on the top edge only.

```
:root{
  --color-primary: #24455C; /* blue steel */
  --color-surface: #E9B44C; /* cheese gold */
  --color-neutral: #F6EFE3; /* flour */
  --color-sauce: #C6472E; /* TOP EDGES ONLY */
  --font-display: "Anton";
  --font-text: "Space Grotesk";
  --ease-drop: cubic-bezier(.34,1.3,.42,1);
  --dur-drop: 850ms;
}
```

brand.css · brand.tokens.json
fourcorners-mark.svg · packaging
menu template · deck · messaging
email signature · social kit
all ship beside this book.

THE SHOP

FOUR CORNERS PIZZA CO. 1701 Michigan Ave, Corktown

313 555 0142 · 11 TO 11 DAILY · SLICES TILL 3



RED ON TOP.