

HOLY RAVIOLI

IDENTITY DOCUMENTATION

MATT
LEEMBRUGGEN

RATIONALE

The concept for Holy Ravioli stems from a deeply personal connection to my heritage and childhood memories. Growing up, one of the most vivid and cherished traditions was visiting my Nan and Granddad's home and watching them hand-make Maltese ravioli from scratch. It was through these moments that I learned about my Maltese roots, through stories, flavour, tradition, and togetherness.

I chose to centre my brand around this memory because it represents something bigger than just a meal—it symbolises legacy, family, and identity. Holy Ravioli is a high-end restaurant that honours these values by bringing the richness of Maltese cuisine to the forefront. While ravioli is the hero dish, the restaurant also offers a wide variety of traditional Maltese meals, creating a refined and immersive cultural experience for diners. The brand identity reflects this fusion of nostalgia and luxury, aiming to share a modern take on time-honoured recipes while staying true to the authenticity and warmth of Maltese hospitality.

01 RAV

02 RED + RICOTTA

03 HOLY RAVIOLI!

04 CRIMPED

05 SUNDAY SAUCE

06 RAVJUL

07 STUFFED

I chose the name 'Holy Ravioli!' as I enjoy the rhyme which the two words create. This gives a fun and friendly vibe to the brand which is something I would like to also replicate in my designs. Furthermore, being inspired by my Maltese Grandparents, Malta is a very religious country and tying the word 'holy' into the name works well to follow this theme, it also allows me to use graphics which relate to symbols such as the Maltese cross.



MALTESE DESIGN

This collection of Maltese visuals showcases a strong theme of cultural identity, with the Maltese Cross appearing as a key symbol across artwork, stamps, and patterns. Traditional tile designs and architectural illustrations reflect Malta’s rich heritage, using bold colors and symmetrical motifs. The cross ties everything together, representing pride, history, and a distinct Maltese design style.



PRECEDENTS

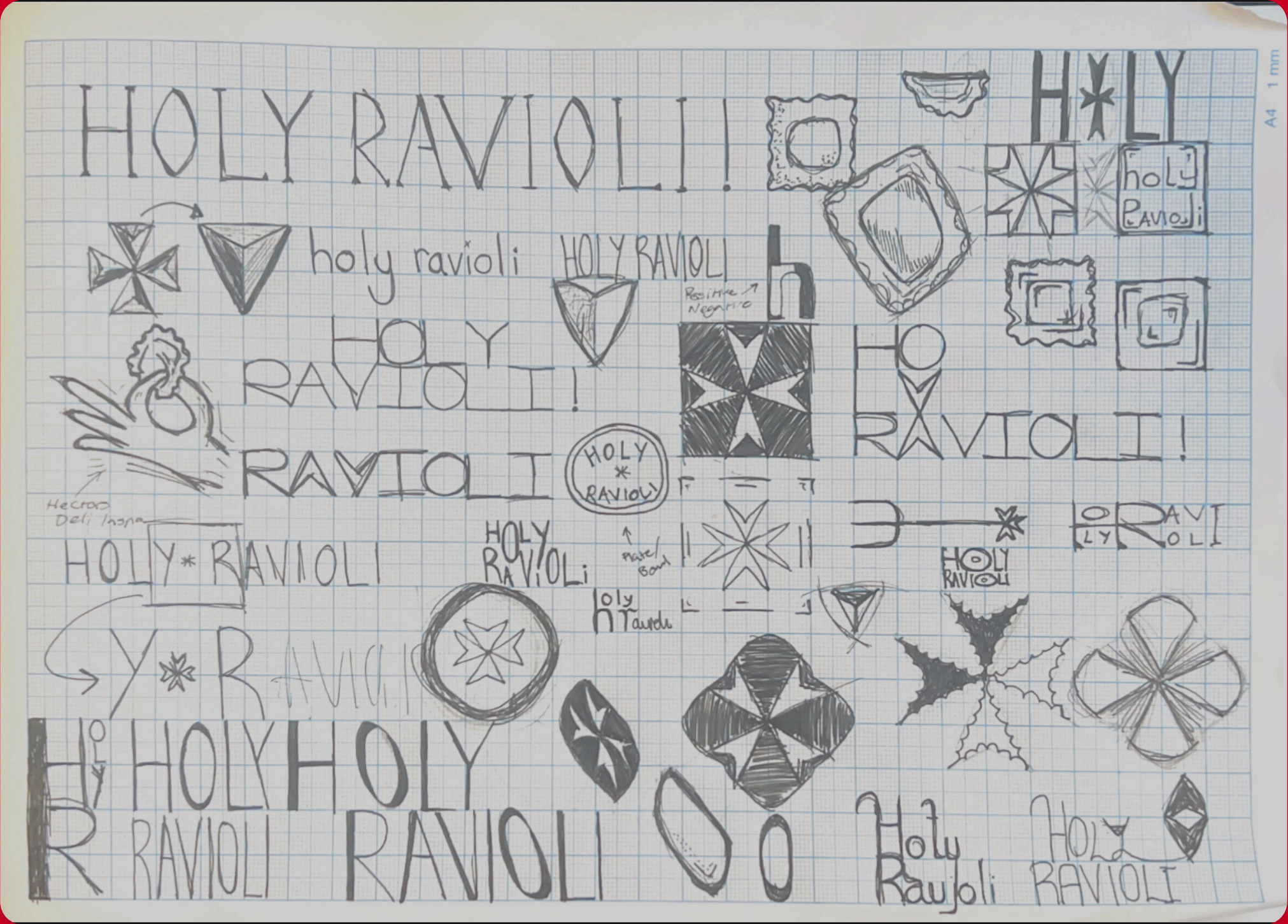
I was inspired by Hector’s Deli posters for its bold, stacked typography and strong colour palette, which feels both modern and nostalgic. The use of red and off-white ties in nicely with the look of Maltese ravioli. The logo is simple but confident, and I like how the overall identity feels playful while still being clean and refined.

While the checkerboard icon layout isn’t part of Hector’s Deli branding, it influenced my thinking around building a flexible visual system—using icons like ravioli shapes, wheat, or kitchen tools to create patterns and textures across applications.

The Maltese cross is a key visual I’m exploring as a logo mark or supporting visual. It offers a strong, recognisable symbol with cultural meaning that could work well across applications.

INITIAL SKETCHES

I experimented with a variety of wordmakrs and brandmarks in these sketches, exploring the theme of the Maltese cross as a potential direction for the identity.



WORDMARK AND BRANDMARK

Building off the typography experiments, I started to incorporate the sketches which I developed as brandmarks.

The idea of the Maltese cross works well, however, I believe it is better suited in the wordmark.

The inspiration of Hector's Deli is seen with the bottom left brandmark, which follows that cartoon, line art style, incorporating the hand and the food item.



HOLY*RAVIOLI!



HOLY*RAVIOLI
M A L T E S E R E S T A U R A N T

WORDMARK - CONCEPT 1

The wordmark combines vintage elegance with bold character. The high-contrast serif font feels luxurious, while the Maltese cross adds a sacred touch. The exclamation mark brings playful energy, which adds to the personality.

Feedback notes:

- incorporate the cross in another way
- in the exclamation point
- words could be stacked
- the cross could be a secondary mark that exists on the outside
- drop the exclamation point for further luxury appeal

BRANDMARK - CONCEPT 2

This brandmark was inspired by Hector’s Deli and the small drawings they have in their branding, holding their items, such as sandwiches or drinks.

It fuses a classic European chef gesture (the “pinched fingers” hand sign) with a delicate ravioli, forming a playful and iconic symbol. The clean line-work gives it a modern, minimal twist while still feeling handmade and authentic

Feedback notes:

- fingers are a bit pointy
- experiment with different ravioli styles

CHOSEN WORDMARK

After presentations in class on the two concepts for both wordmark and logomark, it was determined that the concept which the wordmark featured was a stronger representation of the brand I was trying to portray.

The secondary text was added, with a contrasting sans-serif typeface, tracked out to sit nicely underneath, further enhancing the luxury appeal of the brand. Furthermore, the exclamation point was removed as per peer feedback.

Primary

THE SEASONS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The identity uses a refined pairing of serif and sans-serif to establish contrast, hierarchy, and tone.

The Seasons (Primary) is a contemporary serif with high contrast and elegant curves. It evokes sophistication and emotion, ideal for creating presence in headlines and logo treatments.

Forma DJR Light (Secondary) is a clean, geometric sans-serif that brings clarity and restraint to the system. Its minimalist character allows it to support without competing, making it perfect for body copy and detailed information.

Secondary

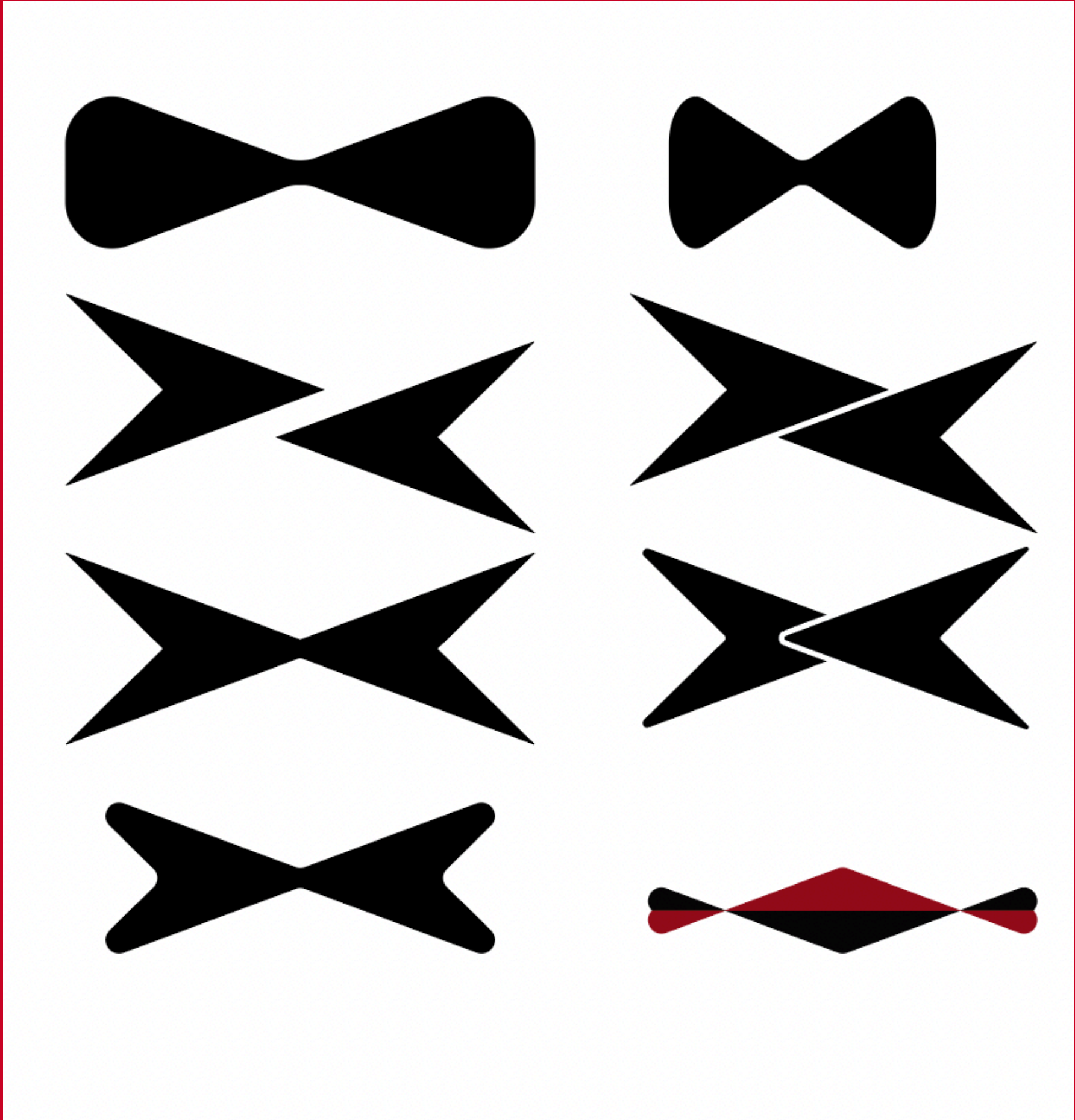
Forma DJR Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BRANDMARK DEVELOPMENT

These brandmark concepts were developed based of the chosen wordmark for Holy Ravioli.

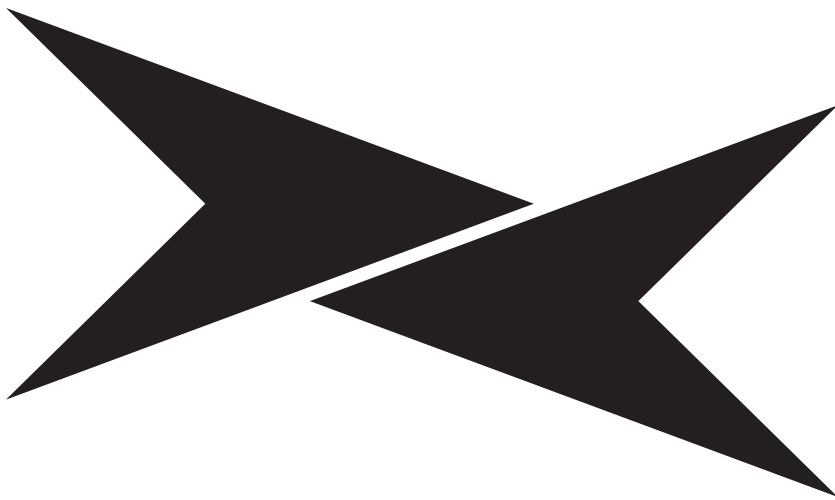
Inspired by the Maltese cross and the symmetrical aspects of traditional Maltese design, stylised into a bow-tie design, reinforcing the luxury aesthetic of Holy Ravioli.



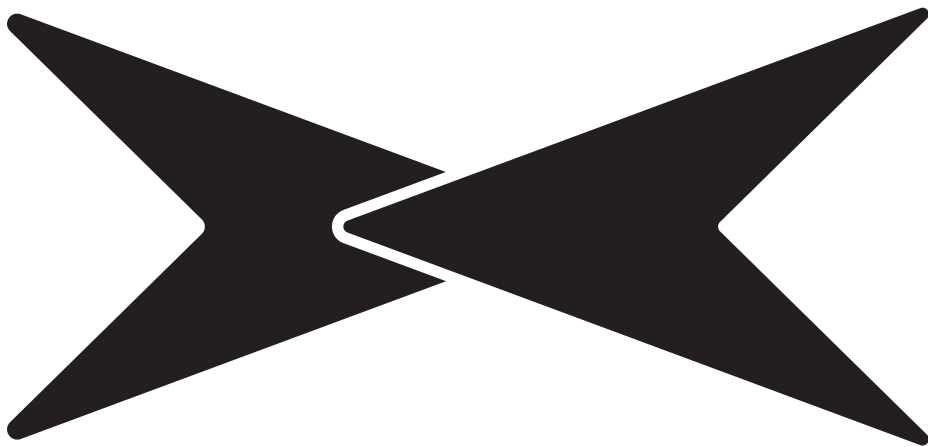
HOLY RAVIOLI
BRANDMARK
CONCEPT 1



HOLY RAVIOLI
BRANDMARK
CONCEPT 2
(CHOSEN)



HOLY RAVIOLI
BRANDMARK
CONCEPT 3



COLOUR

COLOUR PALETTE INSPIRATION

Using design books provided in class, I sifted through the pages, and drew inspiration from the red and blue colour schemes.



MIDNIGHT DOUGH
#30314B
C:36 M:35 Y:00 K:71
R:048 G:049 B: 075

HERITAGE STONE
#8D99AE
C:19 M:12 Y:0 K:32
R:141 G:153 B:174

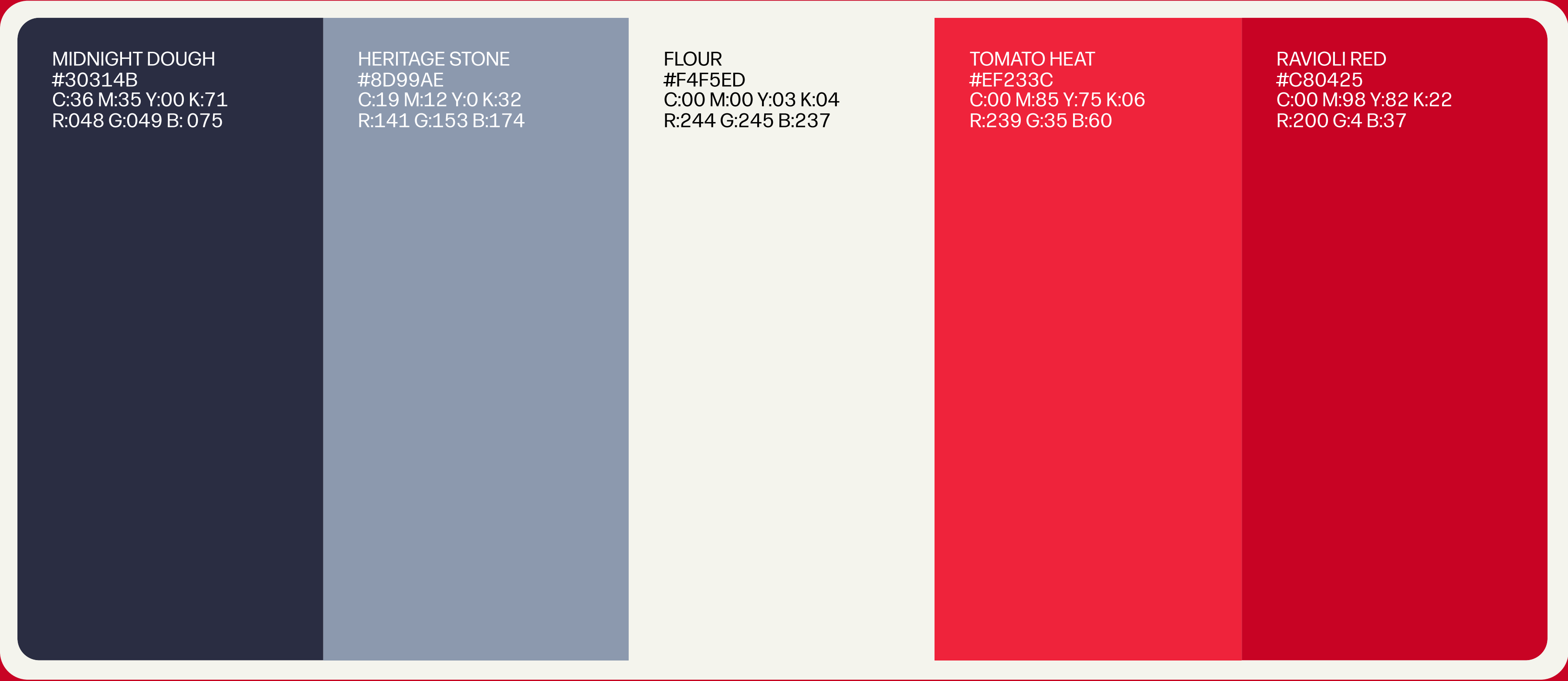
FLOUR
#F4F5ED
C:00 M:00 Y:03 K:04
R:244 G:245 B:237

TOMATO HEAT
#EF233C
C:00 M:85 Y:75 K:06
R:239 G:35 B:60

RAVIOLI RED
#C80425
C:00 M:98 Y:82 K:22
R:200 G:4 B:37

COLOUR PALETTE

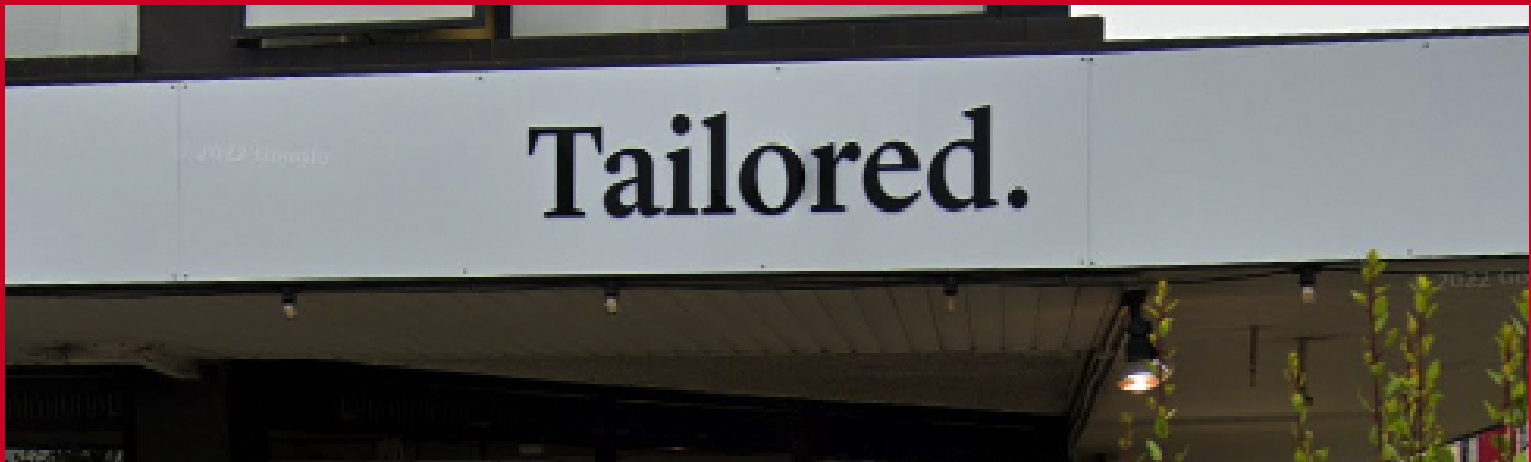
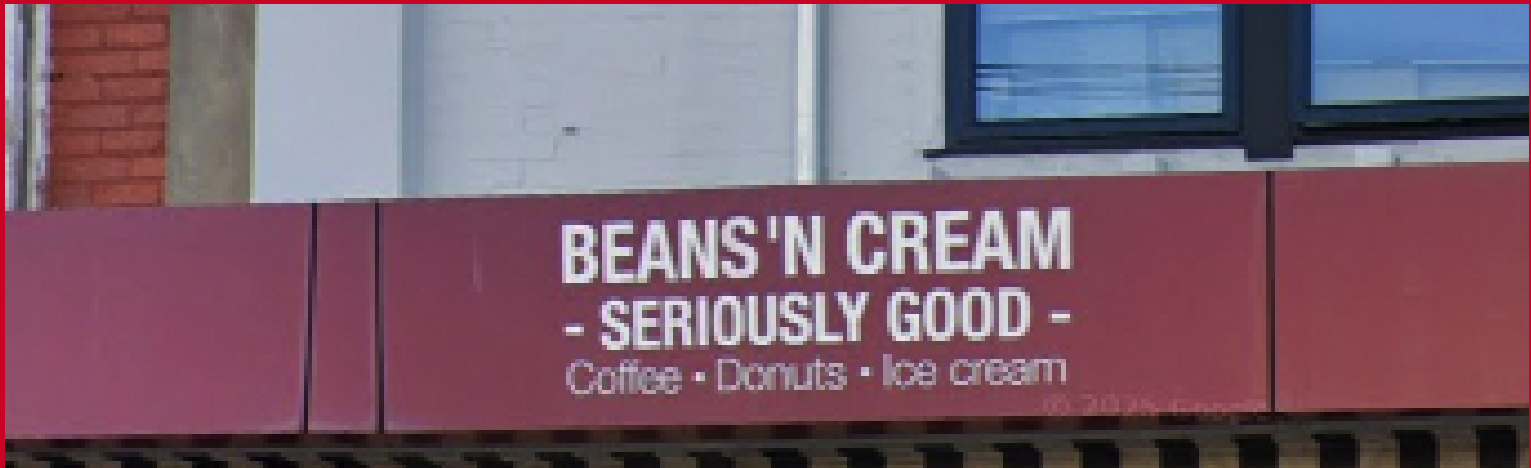
The palette balances sophistication and approachability, with the deep blue providing a sense of trust and luxury, while the warm reds connect to Maltese heritage. The soft grey and bone tones introduce calmness and neutrality, creating space for the bolder colours to stand out.



STOREFRONT RESEARCH

Storefront research was conducted on Koornang Rd, Carnegie, 3163.

A focus on restaurant storefront's have helped me gain ideas and inspiration for the applications.

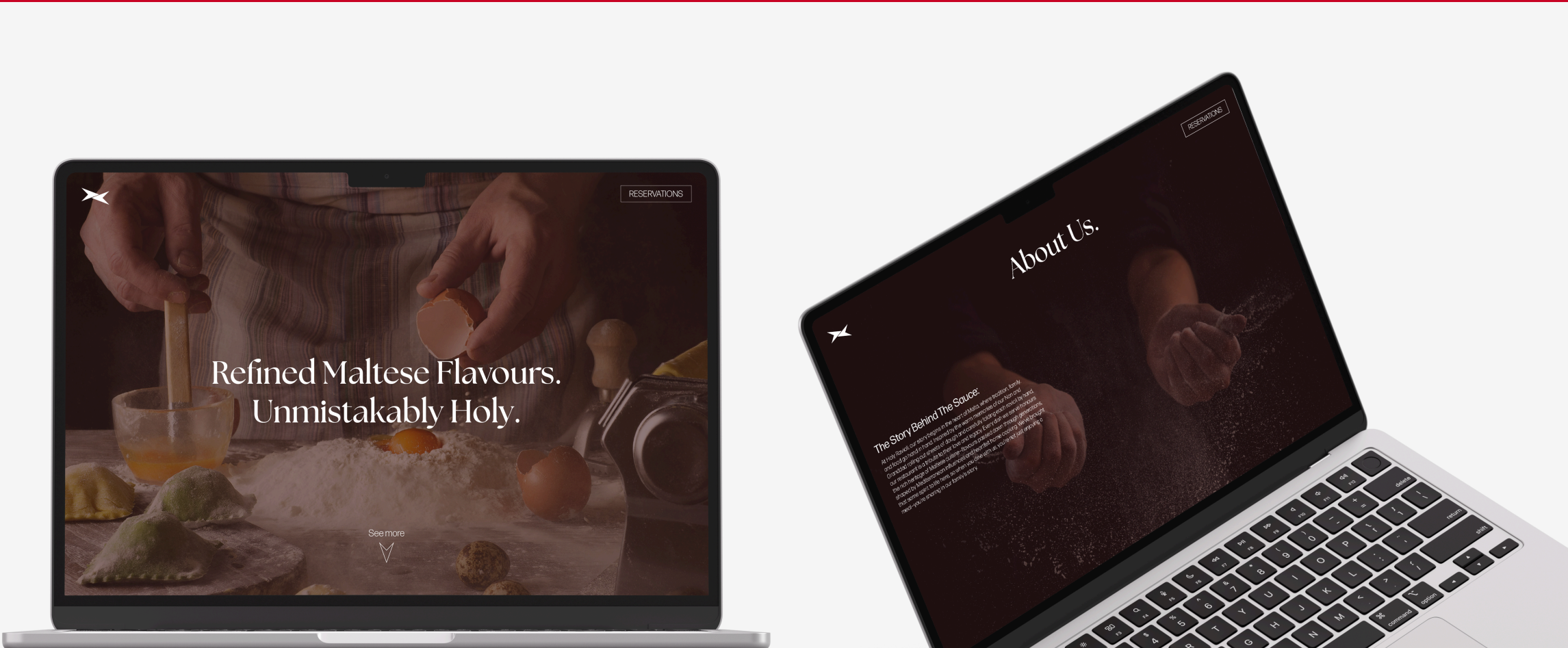


APPLICATIONS

APPLICATIONS

Applications include:

- Menu
- Website (2 pages)
- Exterior Signage
- Staff Uniform (Chef, Waiter, Dishwasher)
- Wine Bottle



Holy Ravioli

Identity Documentation

Home Grown

Matt Leembruggen 2025

Reference List.

Website Background Photos: [unsplash.com](#)
Paper Textures: [gfsmith.com](#)
Uniform Photos: [worktones.com](#)
Mockups: [mockup-design.com](#), [benditomockup.com](#)