



Brand Strategy

The Strength of the Pizza Hut® Brand

Brands are important assets that create value for organisations. A strong brand can shape the way consumers think and act and can create preference in the market place. By aligning with a shared set of principles and behaviours, organisations can strengthen their brands by consistently delivering on their brand promise and making powerful connections with consumers.

Pizza Hut is a global Brand that touches millions of people in over 100 countries. Whether it is small-town comfort in northern Canada or upscale elegance in downtown Hong Kong, we offer our customers the experiences they crave. While each Market will maintain flexibility to respond to the needs of its consumers, we will benefit from a globally consistent look and feel for every restaurant — one that reinforces Pizza Hut as a major international brand.



[Pizza Hut Dine-in: Brand Manifesto](#)

The Pizza Hut Symbol

The Red Roof icon has been a part of Pizza Hut for decades. Its usage has evolved from a literal roof-like rendering to the energetic icon of the 1980s. Today we are continuing the Red Roof icon in our logo and restaurant signage, but the treatment of it has changed to a more contemporary, streamlined, and elegant design. The updated look of our classic, proprietary symbol communicates an elevated casual dining experience.

As we continue to use the Red Roof icon in Pizza Hut restaurants, from signage to menus to uniforms, it will become instantly recognisable and synonymous with hospitality, comfort, and togetherness.

The ™ symbol must always be adjacent to the Red Roof icon when it is used as a graphic element.



[Pizza Hut Dine-in: Brand Identity Standards](#)

Always reference the Pizza Hut Dine-in: Brand Identity Standards (BIS) to assure proper use of the logo — PIZZA HUT wordmark and Red Roof icon.



The Pizza Hut Personality

Comfortable, energetic, and honest, Pizza Hut is like your best friend. You are on the same wavelength — you both feel equally young, you share the same sense of humour, and a visit to Pizza Hut always makes you smile. Pizza Hut is where you head when you just need to unwind and recharge. There is a reason Pizza Hut is like your best friend: When you are at Pizza Hut, you always feel comfortable being who you truly are.

The Pizza Hut Experience

Pizza Hut has always been a place to relax, grab a seat, and share moments of togetherness with friends and family. The always-friendly yet never-invasive service and colourful, comfortable atmosphere bring back old memories while creating new ones. The ambience of Pizza Hut makes kids feel like grown-ups and grown-ups feel like kids. First restaurant meals, visits with grandmother, and gatherings with friends young and old all happen within the welcoming walls of Pizza Hut restaurants. Every aspect of the Pizza Hut experience plays a vital role in our goal of providing customers a relaxed environment where they can sit back and enjoy exceptional food in good company.

Affordable Casual Dining

We know memories do not just happen on birthdays and special occasions. They happen every day. So we have priced our menu to be family-friendly and affordable so customers can visit as often as possible. Affordability is extremely important for both large and small families. Our customers can expect to pay more than they would at a fast-food establishment. However, they should feel that they can enjoy the Pizza Hut experience frequently because the prices fall directly between a fast-food meal and a meal at a higher-end casual dining restaurant.

The Pizza Hut Destination

While the Pizza Hut Brand is no longer exclusively represented by the traditional Red Roof restaurants, the spirit of providing casual comfort remains intact. The warm lighting and home-baked aromas inside every Pizza Hut are combined with new welcoming Entry Zones, providing a contemporary dining experience unlike any other. As we continue to evolve our restaurant design, we hold true to the spirit that has long made Pizza Hut a place where customers can gather and savour food and companionship.

The new contemporary exterior features a stand-alone Red Roof icon prominently placed on a Deep Red-coloured Beacon. The entrance is wide and welcoming, with the floor surface extending out to the walkway. The warm glow of multiple lamps in the dining room is visible to pedestrians passing by. Just one glance from the outside welcomes customers to Pizza Hut and suggests we are an up-to-date restaurant.