PASTA AMORE

Mission Statement:

To provide a warm atmosphere for your family where we can share the traditional cuisines of Italy. Our food will always be fun, fresh and filled with love.

PASTA AMORE

Vision

Pasta Amore combines the cooking traditions and ingredients of Italy with creativity, providing a modern twist on timeless classics.

Our vision for the future is to grow and learn along with our customers. In doing so, we aim to provide an atmosphere that enables this growth and fuels the passion that lives within the essence of the brand.

The approach of Pasta Amore is to develop our brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality.

Logo and Usage

Logo

Our logo is at the heart of our brand. In understanding how to represent the logo you will effectively understand the brand mission and personality.

Since our ingredients come first, we have integrated the tomato to have the dual meaning as the heart of our brand. It translates well as a strong and recognizable branding mark that can also be used on other applications. The logo supports the brand's emphasis on family and establishes a look representative of the company's current consumers while understanding its future vision.

Alternate logo for horizontal usage preferences.

Logo Size

When using the logo the proper spacing is vital to ensure clarity and keep the logo free from interruption.
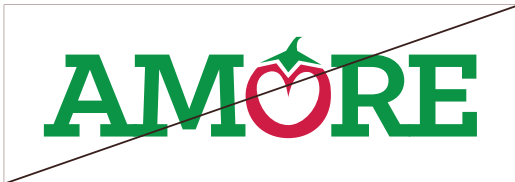
Grid Guides

Sizing Guidelines

Logo Usage

Do not alter logo color.

Do not substitute logo symbol.

Do not omit logo elements.

Do not distort logo.

Do not place over distracting backgrounds.

Logo Color Options

The primary color palette consists of Marinara Red and Leafy Green.

Marinara Red

Leafy Green

Black and White logo options

Black and white variations can be used
as either standard or inversed.

Color Palette

Full Color Palette

The primary color palette consists of Marinara Red and Leafy Green.

The secondary color palette is made up of Wine, Espresso, Cafe, Cannoli

Marinara Red

Pantone: 7449C

CMYK: 50 75 70 70

RGB: 60 31 28

Hex triplet: 3C1F1C

Wine

Pantone: 1815C

CMYK: 35 95 90 55

RGB: 95 19 18

Hex triplet: 5e1211

Espresso

Pantone: Black 5C

CMYK: 50 75 60 50

RGB: 85 50 55

Hex triplet: 543136

Leafy Green

Pantone: 5185C

CMYK: 45 80 70 60

RGB: 78 36 36

Hex triplet: 4E2424

Cafe

Pantone: 4705C

CMYK: 40 60 75 30

RGB: 124 87 63

Hex triplet: 7b573e

Cannoli

Pantone: 7535C

CMYK: 15 20 25 0

RGB: 216 198 84

Hex triplet: d7c5b7

Primary Typography

Typography

Klinic Slab Book

Klinic Slab Medium

Klinic Slab Bold

Klinic Slab Bold Italic

Klinic Slab Book Italic

Klinic Slab Medium Italic

Goudy Old Style Regular

Goudy Old Style Italic

Goudy Old Style Bold

Klinic Slab can be downloaded for free personal use from
http://www.losttype.com/font/?name=klinic

Goudy Old Style is part of your personal computer collection.

Image Use

For images you can use in projects (but not manipulate as per their terms of use) we have access to several different resources through the library (ArtStor, etc.). http://libguides.snhu.edu/c.php?g=92439&p=1484545

Outside of the Creative Commons search (https://search.creativecommons.org/) there is a database from the University of Michigan that has been created for students/teachers to use to manipulate (http://quod.lib.umich.edu/a/aict)