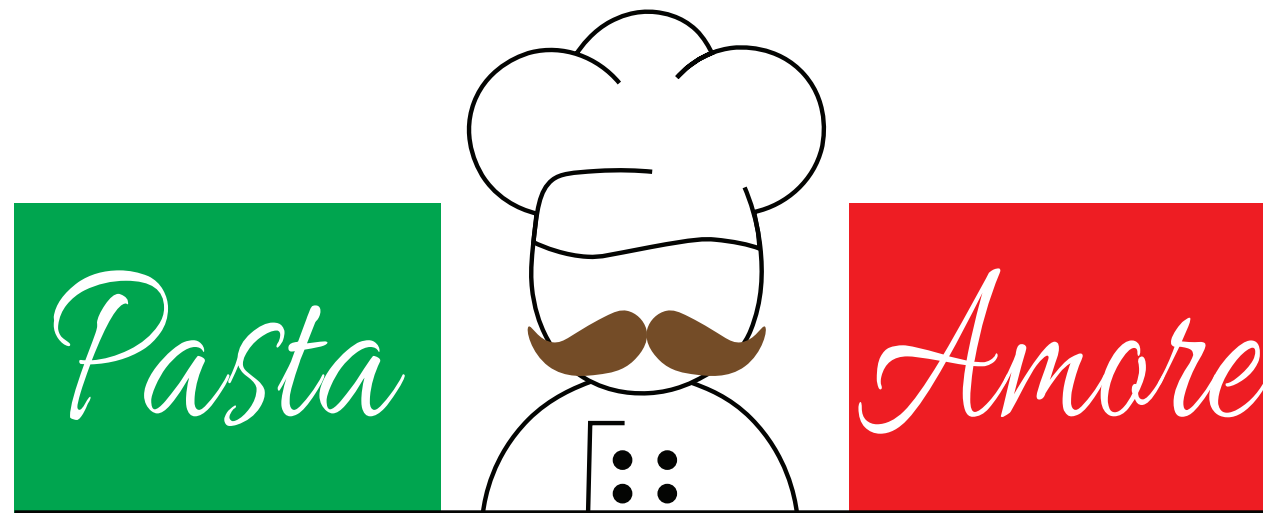




By: John Barca
MAY 24, 2016



Overview

Pasta Amore will be the leading gourmet pasta and brick oven pizza restaurant in Pittsburgh, PA with a rapidly developing consumer brand and growing customer base. The signature line of innovative, premium, pasta dishes include Baked Cheese Tortelloni, Fettuccine Chicken Milano, and the 16 layer Pasta Amore Classic Lasagna. Pasta Amore also serves distinctive fresh salads, appetizers, and beverages including the finest local craft beer.

Pasta Amore will reinvent the pasta and brick oven pizza experience for individuals, families, and take-away customers with discretionary income by selling high quality, innovative products at a reasonable price, designing tasteful, convenient locations, and providing industry benchmark customer service.

Pasta Amore's objective is to build brand awareness and customer service, while growing sales by opening new locations in the greater Pittsburgh area.

Table Tent Design





*Take a tour of Italy with our
2 for \$25 Entrees*



Cheese Bread



Lasagna



Pasta & Meatballs



Brick Oven Pizza

123 Main Street Pittsburgh, Pa 15237 • 412-555-1234 • www.pasta-amore.com

Table Tent Design

Annotated Sample



Logo clearly presented at the top of the design, that fits the color, style and personality of the brand.

Brick Oven photograph faded into the background, to present the one of the main features of food the company serves.

The two main font choices used throughout each design, Allura and Script MT Bold that pair with the quality, identity and style of the brand.

Some of the food choices you will find at Pasta Amore.

Made sure to keep the photographs of the featured dishes in an ordered and clean fashion to keep a simple but effective design.

Pasta dishes may be the obvious type of food served at Pasta Amore, but one big feature is the brick oven pizza, which separates the restaurant from all other local competitors. For this reason, it's the main attraction of the table tent design.

Vital company information like the address, phone number and website are isolated here so it does not detract too much attention away from the table tent purpose.

My main focus when creating the brand for the company was having a logo that was friendly, that gave off a sense of a family restaurant by using illustrating a chef into the logo.

Within the logo, I decided I needed to incorporate the Italian colors, and what better way to do so that have their flag used with the area of the logo. I had come up with 5-6 variations of the logo before landing on this one.

The font used has a smooth, cursive look that is readable, and consistent with the Italian theme, which is very important. The layout of table tent was taken from some ideas I've gather by observing other table tents I have come across before.

I wanted to show off some plates that are served, but also catering the idea of a deal of the "2 for 25" like seen at a typical family restaurant.

I kept the layout simple and clean, used some red and white colors (keep the color scheme consistent) with the text which was my ultimate goal with this table tent design.



Menu Design





Appetizers

Cheese Bread 7.99
Our housemade, pizza dough stuffed with mozzarella and fresh parmesan.

Hand-Breaded Calamari 7.99
Thinly cut and lightly fried. Served with spicy marinara sauce.

Baked Stuffed Mushrooms 8.99
Spinach, parmesan and garlic topped with lemon basil cream sauce, roma tomatoes and basil.

Mozzarella With Marinara 6.99
Breaded in special seasonings. Served with spicy marinara sauce.

Fresh Salads

Classic Caesar 9.99
Fresh romaine, tomatoes, black olives, red onions, parmesan and croutons in a caesar dressing.

Wedge Salad 9.99
Crisp iceberg wedge topped with bacon, roma tomatoes, gorgonzola crumbles and pecans.

Pecan Crusted Chicken 10.99
Spinach, gorgonzola, tomatoes, bacon and crispy onion straws tossed in a warm vinaigrette.

Signature Pastas

Spaghetti & Handmade Meatballs 13.99
Spaghetti with handmade meatballs and our fresh, housemade tomato sauce.

Baked Cheese Tortelloni 12.99
Cheese stuffed tortelloni with a creamy meat sauce. Baked with mozzarella and parmesan.

Fettuccine Chicken Milano 13.99
Sautéed chicken with mushrooms and alfredo sauce layered with ham, basil and provolone.

Spicy Shrimp & Chicken 14.99
Shrimp, sliced chicken, romano cream sauce, mushrooms, sun-dried tomatoes and onions.

Pasta Amore Classic Lasagna 16.99
16-layer lasagna, homemade chicken parmesan and spaghetti with spicy marinara sauce.

Brick Oven Pizzas

All pizzas are hand tossed on house made dough. Offered on whole wheat or gluten friendly crust.

Pepperoni 14.99
Pepperoni, mozzarella and provolone blend and our signature red sauce.

Margherita 14.99
House made fresh mozzarella and our signature red sauce with fresh basil and seasoned oil.

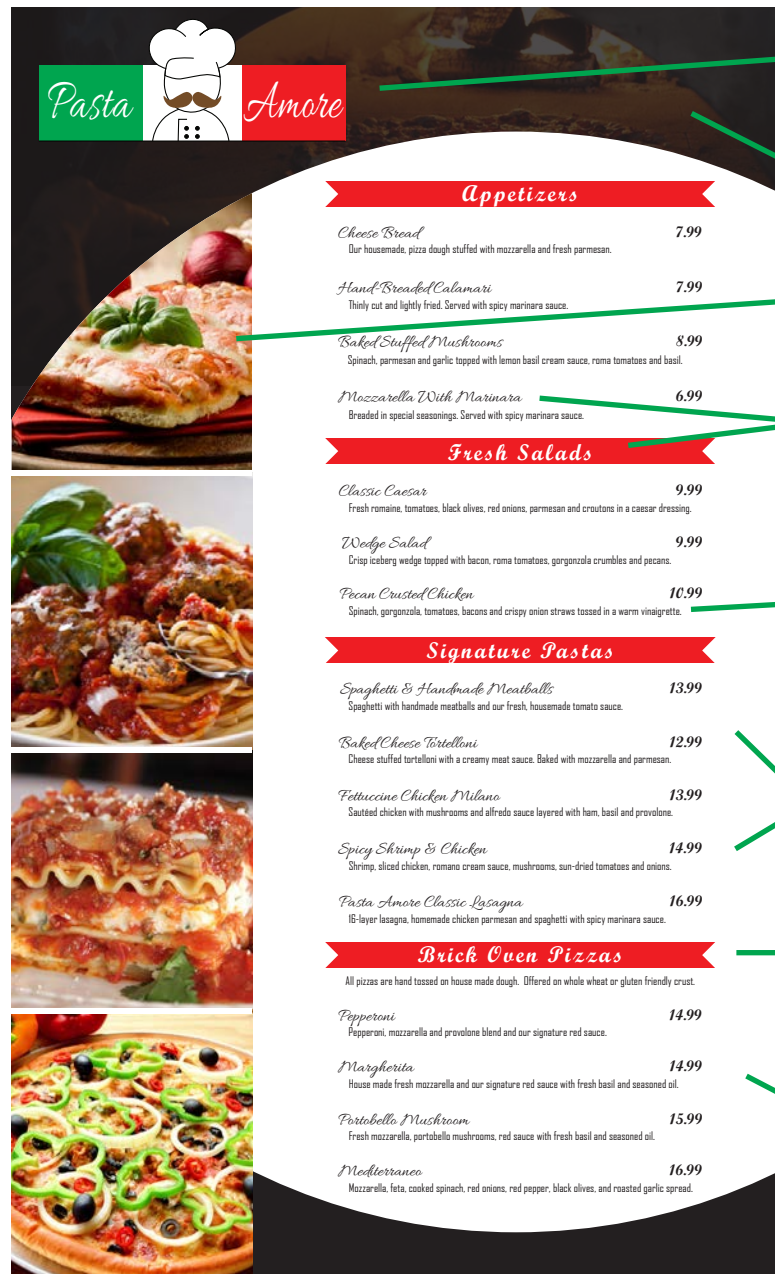
Portobello Mushroom 15.99
Fresh mozzarella, portobello mushrooms, red sauce with fresh basil and seasoned oil.

Mediterraneo 16.99
Mozzarella, feta, cooked spinach, red onions, red pepper, black olives, and roasted garlic spread.



Menu Design

Annotated Sample



Logo clearly presented at the top of the design, that fits the color, style and personality of the brand.

Brick Oven photograph faded into the background, to present the one of the main features of food the company serves.

Highlighted food choices you will find at Pasta Amore.

The continued use of the main font choices with each design, Allura and Script MT Bold that pair with the quality, identity and style of the brand.

The third typeface selection, Agency FB, that can be easily read at a small font size to give descriptions of each menu item.

Proper spacing and alignment utilized by one of the many Adobe InDesign features.

Each type of food separated by headers that help the viewer navigate easily.

Simple, clean, and effective use of a white background to make the user experience optimal.

I kept the overall theme and design in the menu consistent in comparison to the table tent design. My goal is to unify each item to correctly capture the brand's theme of being a family & friendly Italian restaurant. The design choices used are clean, colorful, bold and simple. Typically with upscale restaurants, a white background is used with black text, and elegant fonts - when considering menu design. Like most middle class restaurants and chain restaurants alike, their presentation attributes are similar to what I have incorporated thus far with my designs.

While Pasta Amore is more focused on pasta dishes, I wanted to push the brick oven pizza in the menu design a little more. That's a feature not found in most Italian restaurants. I used the image of a pizza going into the oven behind the logo, as well as having the Pasta Amore signature pizza shown next to the selections to push this product for the client.

Keeping the fonts consistent is imperative when unifying the brand between design items. Allura font was used in the logo with the company name and it was also used for the food choices on the menu. The cursive font gives off the Italian vibe, while still being readable. The font used for each food section was bold enough to use in the banner-like headers that his similarities to the main Allura font.

Menus can have a lot of content, so keeping a consistent flow is essential. The guides helped accomplish that. Spacing is another area that is important when laying out the menu choices. The balance between each food item and section was kept equally distanced from each other with help again from the guides. This maximizes a user friendly menu design which is an optimal design choice.



Brochure Design





123 Main Street Pittsburgh, Pa 15237
412-555-1234
www.pasta-amore.com

Conveniently located off of McKnight Rd



Business Hours:

<i>Monday - Friday</i>	<i>11am-10pm</i>
<i>Saturday</i>	<i>11am-10pm</i>
<i>Sunday</i>	<i>11am-8pm</i>



"A Little Touch of Italy..."





Spaghetti & Meatballs

Fresh Salads

<i>Classic Caesar</i> Fresh romaine, tomatoes, olives, onions, parmesan and croutons in a caesar dressing.	9.99
<i>Wedge Salad</i> Crisp iceberg wedge topped with bacon, tomatoes, gorgonzola crumbles and pecans.	9.99
<i>Pecan Crusted Chicken</i> Spinach, gorgonzola, tomatoes, bacons and onion straws tossed in a warm vinaigrette.	10.99



Pasta Amore Classic

Appetizers

<i>Cheese Bread</i> Our housemade, pizza dough stuffed with mozzarella and fresh parmesan.	7.99
<i>Hand-Breaded Calamari</i> Thinly cut and lightly fried. Served with spicy marinara sauce.	7.99
<i>Baked Stuffed Mushrooms</i> Spinach, parmesan and garlic topped with cream sauce, roma tomatoes and basil.	8.99
<i>Mozzarella With Marinara</i> Breaded in special seasonings. Served with spicy marinara sauce.	6.99

Brick Oven Pizzas

All pizzas are hand tossed on house made dough. Whole wheat or gluten friendly crust.

<i>Pepperoni</i> Pepperoni, mozzarella and provolone blend and our signature red sauce.	14.99
<i>Margherita</i> House made fresh mozzarella and our signature red sauce with basil and seasoned oil.	14.99
<i>Portobello Mushroom</i> Fresh mozzarella, portobello mushrooms, red sauce with fresh basil and seasoned oil.	15.99
<i>Mediterraneo</i> Mozzarella, feta, spinach, onions, red pepper, black olives, and roasted garlic spread.	16.99

Signature Pastas

<i>Spaghetti & Handmade Meatballs</i> Spaghetti with handmade meatballs and our fresh, housemade tomato sauce.	13.99
<i>Baked Cheese Tortelloni</i> Cheese stuffed tortelloni with meat sauce. Baked with mozzarella and parmesan.	12.99
<i>Fettuccine Chicken Milano</i> Sautéed chicken with mushrooms and alfredo sauce layered with basil and provolone.	13.99
<i>Spicy Shrimp & Chicken</i> Shrimp, sliced chicken, romano cream sauce, mushrooms, tomatoes and onions.	14.99
<i>Pasta Amore Classic Lasagna</i> 16-layer lasagna, homemade chicken parmesan and spaghetti with marinara sauce.	16.99

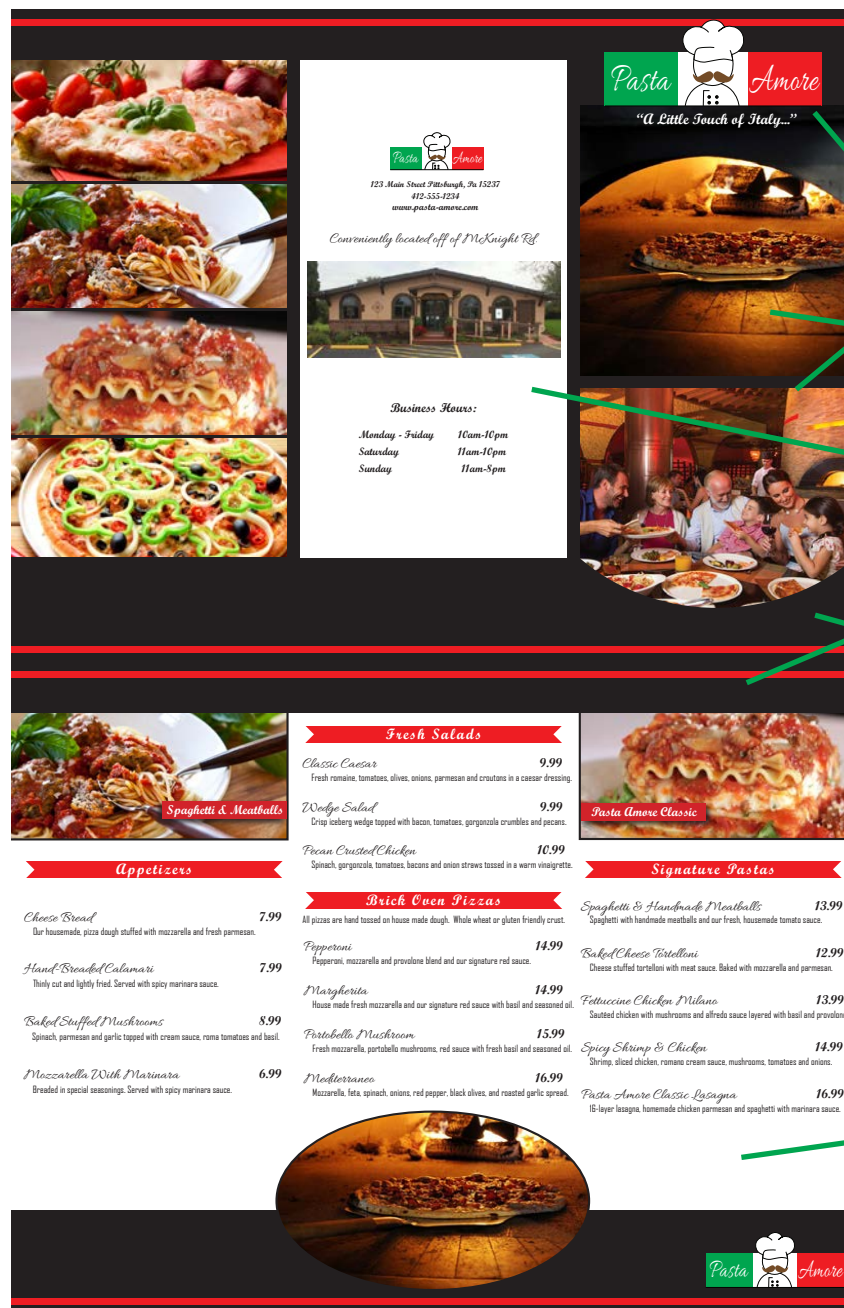






Brochure Design

Annotated Sample



Outside of the brochure design, divided into 3 panels. From left-right: Inside flap, back, and front.

Logo and slogan clearly presented at the top of the design, that fits the color, style and personality of the brand.

Brick Oven and family photograph featured on the front cover of the brochure to represent the brand.

Company information like the address, phone number, website, business hours and a photograph of the restaurant are displayed on the back panel.

Simple and clean design to help frame the overall look and feel of the brochure.

Inside of the brochure design, divided into 3 panels. From left-right: Inside left, middle and right.

Each type of food separated by headers that help the viewer navigate easily.

Proper spacing and alignment utilized by one of the many Adobe InDesign features.

Simple, clean, and effective use of a white background to make the user experience optimal.

Repeated use of the company logo, this time in a much smaller scale.

The brochure needed to keep the unity of the design, layout, look and feel between all three items. That means keeping consistency with the colors, the fonts, the images used, the logo and of course the overall design. I kept things simple with each panel, especially the front panel and the rest of the outside panel. The front panel required the logo as well as the now infamous image of the pizza going into the brick oven pizza. I used a picture of a family eating together to give a feeling of a family environment.

The back of the brochure simply features an image of the restaurant with information regarding the location and hours of operation. The inside panel just features some food choices that Pasta Amore offers. I didn't want to overwhelm the outside of the brochure, that is one of the reasons I kept it simple there. The inside of the brochure is where most of the content is displayed, and I have chosen to create a menu brochure. Like the single menu design, I have integrated a very similar look and feel, to ultimately keep consistency.

The typeface was important in these designs, because there needs to be a connection between the fonts utilized and the brand, being a family Italian Restaurant. Allure and MT Script Bold have a professional and elegance to them without feeling too fancy. The prices of the food items at Pasta Amore could be viewed as a pricey for a family night out, but the typeface helps provide the customer with a sense of quality of the food, all through its presentation.

As far as the layout itself, research was required to determine how a brochure should be presented and ultimately came up with my own layout plan because of the unity and consistency that was needed to be maintained with all of the designs I have created for Pasta Amore.