



PASTA AMÒRE

Final Presentation

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Southern New Hampshire University

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Table Tent



Menu



Brochure

PRESENTATION OVERVIEW

Pasta Amore's Mission

“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's Target Market

Pasta Amore's target audience consists of families of all sizes and generations. Appealing to the family unit is beneficial to both the customers as well as the restaurant. Families will grow closer as they meet at Pasta Amore's casual dining space to eat delicious food and spend quality time with each other. However, family units offer a larger pool of paying customers than if the restaurant tried to appeal to just individuals or couples. While anyone is welcome to Pasta Amore, families in particular are encouraged to attend. In addition, dining as an entire family is a large part of Italian culture, which is essential to Pasta Amore's brand.

Presentation Rationale

Each of the following three designs are created specifically to appeal toward family units, be highly legible and utilize a classic design style with an accent of modernism. The style is consistent with the client's branding style guide and is consistent across all three pieces. Using the “Marinara Red” as the dominant color attracts attention, increases hunger, and represents the warmth and love shared by the families who dine at Pasta Amore. Each piece promotes a single dish that is recommended both by Pasta Amore and popular demand of the attending families.



TABLE TENT DESIGN

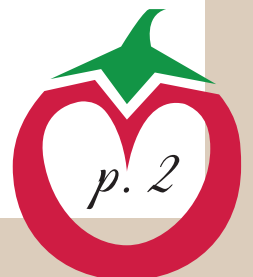
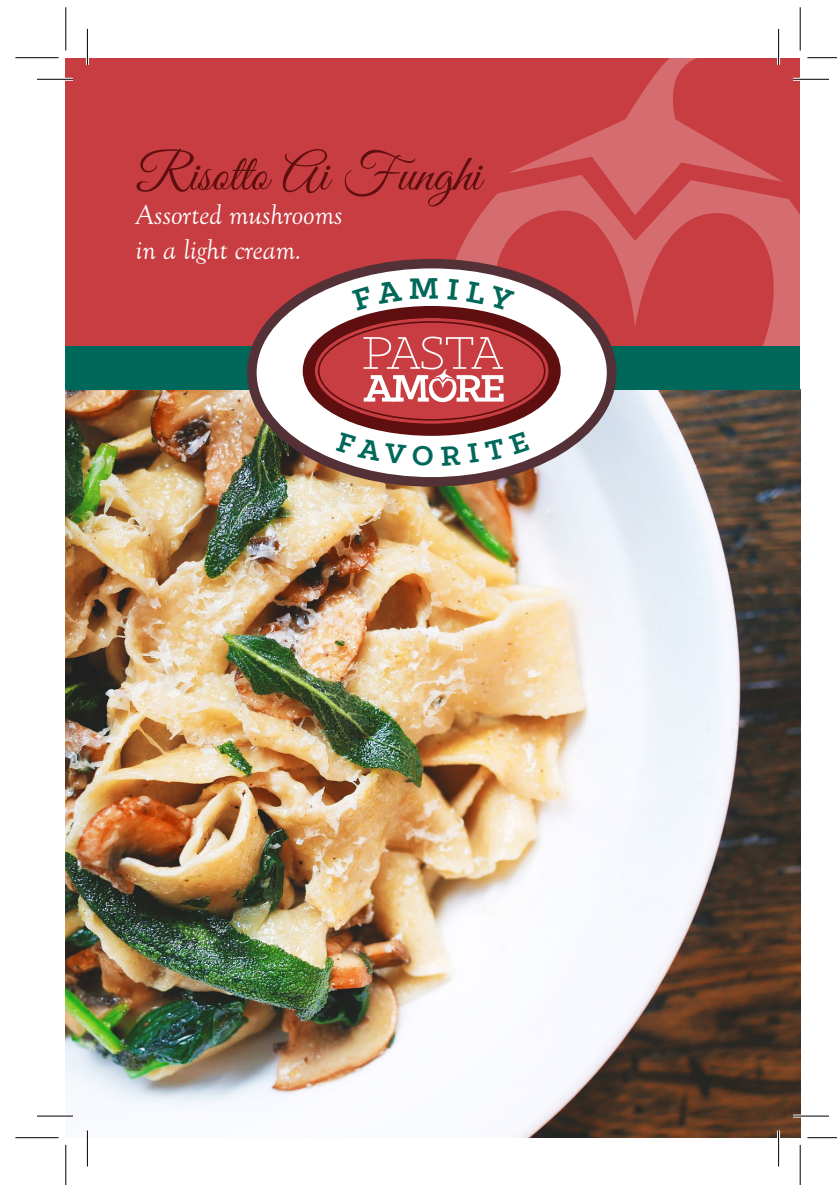
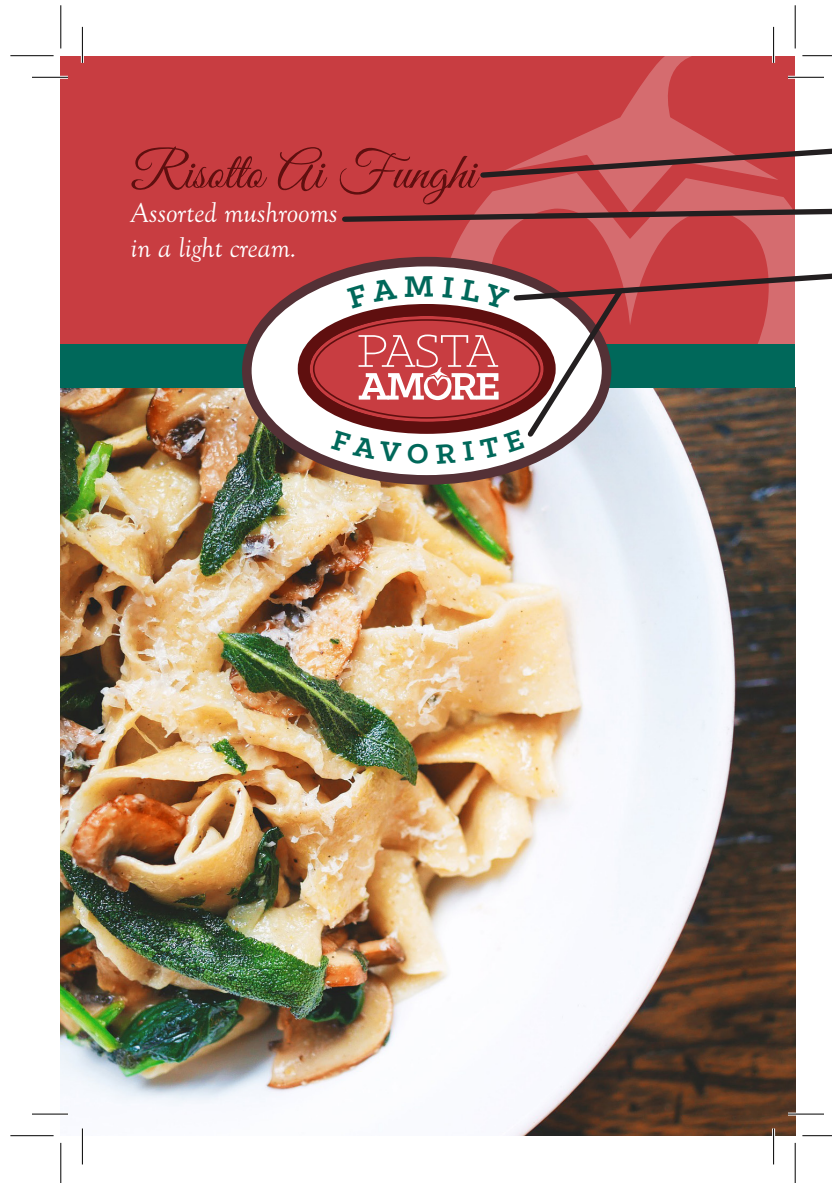


TABLE TENT RATIONALE

- Client's logo used in appropriate application
- Print-Ready file (Crop/Bleed marks included in PDF)
- Made at 4" x 6" (excluding bleed), double-sided (using same image)
- Large oval in upper third center grabs attention and promotes most popular dish available
- Using the word "Family" continues the reach toward the family unit
- Colors are consistent with the approved color palette
- Image of food attracts attention and increases hunger
- Overall design is clean, warm, inviting, and family-friendly
- Name of dish in darker color allows large oval to be dominant visual while still being noticeable and legible
- Large subtle logo icon promotes branding and provides interest and texture



TYPOGRAPHY

Great Vibes

Goudy Old Style

Klinic Slab

Marinara Red
C0 M86 Y67 K19



C93 M0 Y53 K50



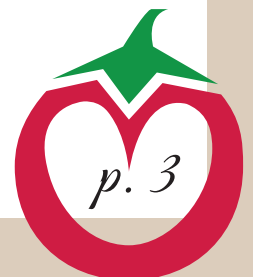
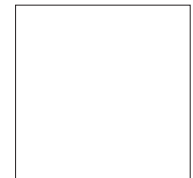
Espresso
C50 M75 Y60 K50



Wine
C35 M95 Y90 K55



White



MENU DESIGN — Exterior



PASTA E LE CARNE

POLPETTE E LINGUINE CON MOZZARELLA — \$21
Handcrafted meatballs, fire-roasted tomato basil, mozzarella, parmigiano-reggiano, linguine

BEEF BOLOGNESE WITH RIGATONI — \$21
Rich, hardy & bold with tomato sauce, full of flavor

PARMIGIANA
Tender cutlets, fire-roasted tomato sauce, mozzarella cheese, linguine
POLLO — \$21 \ VITELLO — \$23
with eggplant parmigiana, add — \$4

FRANCESE
Egg-dipped medallions, fresh herbs, assorted mushrooms, garlic, lemon
POLLO — \$22 \ VITELLO — \$24

FETTUCINE AL TARTUFO
Fresh egg fettuccine, assorted mushrooms, aged Romano
POLLO — \$23 \ VITELLO — \$25

LIMONE WITH RIGATONI PASTA
Capers, artichokes, fire roasted red peppers
POLLO — \$23 \ VITELLO — \$25

ZITI BROCCOLI WITH SALAMI
Broccoli florets with salami in garlic and olive oil with pasta
POLLO — \$23 \ VITELLO — \$25

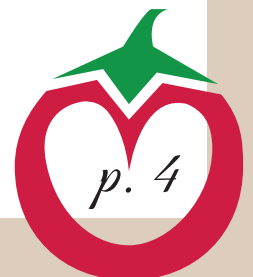
MARSALA WITH CALIFORNIA RAISINS
Italian prosciutto, assorted mushrooms, fresh herbs, Marsala wine sauce
POLLO — \$23 \ VITELLO — \$25

SALTIMBOCCA ALLA ROMANA
Assorted mushrooms, prosciutto, mozzarella, garlic
POLLO — \$23 \ VITELLO — \$25

MARGHERITA
Egg-dipped medallions, dried figs, apricots, Grand Marnier orange sauce
POLLO — \$24 \ VITELLO — \$26

COSTOLETTE D'AGNELLO — \$28
Charred New Zealand rack of lamb, port wine sauce, rosemary fried potatoes, vegetables

PASTA AMORE



MENU DESIGN — Interior



ANTIPASTI / INSALATE

- BAKED PORTABELLA MUSHROOM CAP — \$6.49
- BAKED GOAT CHEESE — \$4.79
- MINISTRONE HEARTY VEGETABLE SOUP — \$6
- CESARE CLASSICO — \$7
- POMODORI E MOZZARELLA — \$7
Tuscan toasted bread, ripe tomatoes, fresh mozzarella, basil
- COLORI — \$9
Mixed Greens, crumbled Gorgonzola cheese
- TOMATOES — \$10
Ripe tomatoes, fresh mozzarella, balsamic honey dressing
- CAPRESE — \$10
Tomatoes, Italian prosciutto, fresh mozzarella, basil
- PANZANELLA SALAD — \$10
Romaine lettuce, tomatoes, cucumbers, croutons, fresh mozzarella, red onions, balsamic dressing
- WARM BABY SPINACH — \$12
Baked portabella, roasted peppers, crispy pancetta
- NORTH END "LITTLE ITALY" ANTIPASTO — \$15
A collection of cured assorted vegetables, olives, mushrooms, artichoke hearts, fresh mozzarella, thin sliced salami, prosciutto, mixed field greens



PASTA E VERDURE

HAND CRAFTED *PASTA & RISOTTO

- | | |
|--|---|
| <ul style="list-style-type: none"> GNOCCHI CON PESTO — \$18
<i>Handcrafted potato dumpling, creamy pesto</i> GNOCCHI AI FUNGHI SELVATICI — \$18
<i>Potato dumpling, assorted mushrooms, fine herbs in Marsala wine sauce</i> SMOKED BUFFALO MOZZARELLA RAVIOLI — \$18
<i>Five-roasted tomato basil sauce, shaved aged Romano cheese, parmigiano-reggiano</i> FETTUCINE ALLA CARBONARA — \$18
<i>Pancetta, shallots, egg yolk, aged Romano cheese</i> PENNE ALLA PUTTANESCA — \$18
<i>Red onions, capers, Moroccan black olives, house tomato sauce</i> | <ul style="list-style-type: none"> ZITI WITH BROCCOLI & ARTICHOKE — \$18
<i>Broccoli florets, artichoke hearts, ziti, garlic, olive oil</i> EGGPLANT PARMIGIANA — \$18
<i>Baked with mozzarella & tomato sauce over linguine</i> RISOTTO AI FUNGHI — \$18
<i>Assorted mushrooms in a light cream</i> HONEY-GLAZED BUTTERNUT SQUASH RAVIOLI — \$20
<i>Creamy gorgonzola sauce, balsamic reduction glaze</i> VERMONT DELICIOUS RED APPLE RAVIOLI WITH FIGS — \$20
<i>Creamy gorgonzola sauce, aged Romano cheese</i> |
|--|---|
- *Gluten free pasta available upon request

CONTORNI

~ Choose any two for an additional \$5 ~

- | | |
|---|---|
| <ul style="list-style-type: none"> GARLICKY SPINACH PASTA IN GARLIC OIL OR TOMATO GARLIC BREAD FRENCH FRIES | <ul style="list-style-type: none"> SAUTEED VEGETABLES COLESLAW FRESH CORN ON THE COB STEAMED RED POTATOES |
|---|---|

MENU RATIONALE — Exterior

- Client's logo used in appropriate applications
- Print-Ready file (Crop/Bleed marks included in PDF)
- Made to finished size of 5.5" x 11" with full bleed (flat size of 11" x 11" excluding bleed), double-sided (other side is Interior)
- Colors are consistent with the approved color palette
- Images of food attract attention and increase hunger
- Overall design is clean, warm, inviting, and family-friendly
- Front cover images are full bleed, summarize the restaurant's identity and purpose, and have consistent margins
- Large subtle logo icon promotes branding and provides interest/texture
- Every listing is neatly and clearly displayed
- Title of each dish is clearly and conveniently listed at the top of each description in bold and in small caps
- Organization invites customers to read through menu
- To tie in the Italian culture, a photo of the leaning Tower of Pisa is used as a light background

Marinara Red
C0 M86 Y67 K19



Leafy Green
C93 M0 Y53 K42



White



Black



TYPOGRAPHY

Klinik Slab

Goudy Old Style



MENU RATIONALE — Interior

- Client's logo used in appropriate applications
- Print-Ready file (Crop/Bleed marks included in PDF)
- Made to finished size of 5.5" x 11" with full bleed (flat size of 11" x 11" excluding bleed), double-sided (other side is Exterior)
- Colors are consistent with the approved color palette
- Images of food attract attention and increase hunger
- Overall design is clean, warm, inviting, and family-friendly
- Several dishes are accompanied by a picture to add emphasis
- "Pasta Amore Family Favorite" ad features most popular dish and provides visual interest to the overall design
- Margins are consistent between photos
- Large subtle logo icon promotes branding and provides interest/texture
- Every listing is neatly and clearly displayed
- Organization invites customers to read through menu
- Title of each dish is clearly and conveniently listed at the top of each description in bold and in small caps



Marinara Red
C0 M86 Y67 K19



Leafy Green
C93 M0 Y53 K42



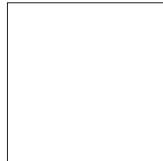
Wine
C35 M95 Y90 K55



Espresso
C50 M75 Y60 K50



White

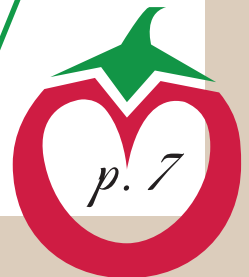


Black



TYPOGRAPHY

- **Klinik Slab**
- Goudy Old Style
- *Great Vibes*



BROCHURE DESIGN — Exterior



ANTIPASTI / INSALATE

BAKED PORTABELLA MUSHROOM CAP — \$6.49

BAKED GOAT CHEESE — \$4.79

MINISTRONE HEARTY VEGETABLE SOUP — \$6

CESARE CLASSICO — \$7

POMODORI E MOZZARELLA — \$7

Tuscan toasted bread, ripe tomatoes, fresh mozzarella, basil

COLORI — \$9

Mixed Greens, crumbled Gorgonzola cheese

TOMATOES — \$10

Ripe tomatoes, fresh mozzarella, balsamic honey dressing

CAPRESE — \$10

Tomatoes, Italian prosciutto, fresh mozzarella, basil

PANZANELLA SALAD — \$10

Romaine lettuce, tomatoes, cucumbers, croutons, fresh mozzarella, red onions, balsamic dressing

WARM BABY SPINACH — \$12

Baked portabella, roasted peppers, crispy pancetta

NORTH END "LITTLE ITALY" ANTIPASTO — \$15

A collection of cured assorted vegetables, olives, mushrooms, artichoke hearts, fresh mozzarella, thin sliced salami, prosciutto, mixed field greens



The Story of PASTA AMORE

In the wake of World War I, the Sindoni family immigrated to New York City. They opened an authentic Italian restaurant using only the freshest of ingredients, made from scratch. In the same way, the Sindoni's rebuilt their new life here in the U.S., becoming a pillar in their new community and a local eatery favorite. Today, Pasta Amore has more than 700 restaurants across the country.

Visit PASTAAMORE.COM

to learn more & get the latest deals!



PASTA AMORE

1234 FAMILY STREET
GOOD EATSVILLE, NY 10020
(718) 123-4567 • pastaamore.com



@pastaamore



BROCHURE DESIGN — Interior

PASTA E VERDURE

HAND CRAFTED *PASTA & RISOTTO

- GNOCCHI CON PESTO — \$18**
Handcrafted potato dumpling, creamy pesto
- GNOCCHI AI FUNGHI SELVATICI — \$18**
Potato dumpling, assorted mushrooms, fine herbs in Marsala wine sauce
- SMOKED BUFFALO MOZZARELLA RAVIOLI — \$18**
Fire-roasted tomato basil sauce, shaved aged Romano cheese, parmigiano-reggiano
- FETTUCINE ALLA CARBONARA — \$18**
Pancetta, shallots, egg yolk, aged Romano cheese
- PENNE ALLA PUTTANESCA — \$18**
Red onions, capers, Moroccan black olives, house tomato sauce
- ZITI WITH BROCCOLI & ARTICHOKE — \$18**
Broccoli florets, artichoke hearts, ziti, garlic, olive oil
- EGGPLANT PARMIGIANA — \$18**
Baked with mozzarella & tomato sauce over linguine
- RISOTTO AI FUNGHI — \$18**
Assorted mushrooms in a light cream
- HONEY-GLAZED BUTTERNUT SQUASH RAVIOLI — \$20**
Creamy gorgonzola sauce, balsamic reduction glaze
- VERMONT DELICIOUS RED APPLE RAVIOLI WITH FIGS — \$20**
Creamy gorgonzola sauce, aged Romano cheese
- *Gluten free pasta available upon request*



PASTA E LE CARNE



- POLPETTE E LINGUINE CON MOZZARELLA — \$21**
Handcrafted meatballs, fire-roasted tomato basil, mozzarella, parmigiano-reggiano, linguine
- BEEF BOLOGNESE WITH RIGATONI — \$21**
Rich, hearty & bold with tomato sauce, full of flavor
- PARMIGIANA**
Tender cutlets, fire-roasted tomato sauce, mozzarella cheese, linguine
POLLO — \$21 \ VITELLO — \$23
with eggplant parmigiana, add — \$4
- FRANCESE**
Egg-dipped medallions, fresh herbs, assorted mushrooms, garlic, lemon
POLLO — \$22 \ VITELLO — \$24
- FETTUCINE AL TARTUFO**
Fresh egg fettuccine, assorted mushrooms, aged Romano
POLLO — \$23 \ VITELLO — \$25
- LIMONE WITH RIGATONI PASTA**
Capers, artichokes, fire roasted red peppers
POLLO — \$23 \ VITELLO — \$25
- ZITI BROCCOLI WITH SALAMI**
Broccoli florets with salami in garlic and olive oil with pasta
POLLO — \$23 \ VITELLO — \$25
- MARSALA WITH CALIFORNIA RAISINS**
Italian prosciutto, assorted mushrooms, fresh herbs, Marsala wine sauce
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- SALTIMBOCCA ALLA ROMANA**
Assorted mushrooms, prosciutto, mozzarella, garlic
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MARGHERITA

Egg-dipped medallions, dried figs, apricots, Grand Marnier orange sauce
POLLO — \$24 \ VITELLO — \$26

COSTOLETTE D'AGNELLO — \$28

Charred New Zealand rack of lamb, port wine sauce, rosemary fried potatoes, vegetables

CONTORNI

Choose any two for an additional \$5

- | | |
|-------------------------------|-----------------------|
| GARLICKY SPINACH | SAUTEED VEGETABLES |
| PASTA IN GARLIC OIL OR TOMATO | FRESH CORN ON THE COB |
| GARLIC BREAD | STEAMED RED POTATOES |
| FRENCH FRIES | |
| COLESLAW | |

BEVERAGES

- | | |
|-----------------------------------|---|
| TEA — \$1.89
Sweet/Unsweet/Hot | LEMONADE — \$3.49
Classic
Strawberry
Raspberry |
| COCA-COLA PRODUCTS — \$2.79 | |
| COFFEE — \$1.89 | <i>*Wine menu available upon request</i> |



- | | |
|----------------------------|--------------------------------------|
| SPAGHETTI & MEATBALL — \$7 | CHICKEN FINGERS & FRENCH FRIES — \$6 |
| CLASSIC CHEESE PIZZA — \$6 | CHEESE RAVIOLI — \$7 |
| MACARONI & CHEESE — \$5 | PB&J SANDWICH & APPLE SLICES — \$5 |



BROCHURE RATIONALE — Exterior

- Client's logo used in appropriate applications
- Print-Ready file (Crop/Bleed marks included in PDF)
- Made to finished size of 3.75" x 8.5" with full bleed (flat size of 11" x 8.5" excluding bleed; panel dimensions account for roll fold) and double-sided (other side is Interior)
- Styled after menu and table tent
- Green headers set off the title of each section
- Colors are consistent with the approved color palette
- Artwork is well distributed throughout piece to provide interest and guide viewer's eyes, and margins are consistent between photos
- Large subtle logo icons promote branding and provide interest/texture
- Every listing is neatly and clearly displayed
- Dish titles are clearly and conveniently listed at the top of each description in bold and small caps
- Images of food attract attention and increase hunger
- Overall design is clean, warm, inviting, and family-friendly
- "Story of Pasta Amore" adds interest and increases brand personality
- Brochure is most important as it is a multifaceted opportunity that states company's purpose, represents the brand abroad, lists available dishes, gives physical store location and general information, and advertises deals



TYPOGRAPHY

Klinik Slab

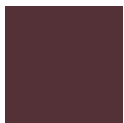
Goudy Old Style

Great Vibes

Marinara Red
C0 M86 Y67 K19



Espresso
C50 M75 Y60 K50



Wine
C35 M95 Y90 K55



White



Cannoli
C0 M8 Y15 K15



Cafe
C40 M60 Y75 K30



Leafy Green
C93 M0 Y53 K42



C93 M0 Y53 K50



Black



BROCHURE RATIONALE — Interior

- Client's logo used in appropriate applications
- Print-Ready file (Crop/Bleed marks included in PDF)
- Made to finished size of 3.75" x 8.5" with full bleed (flat size of 11" x 8.5" excluding bleed; panel dimensions account for roll fold) and double-sided (other side is Exterior)
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- Green headers set off the title of each section
- Colors are consistent with the approved color palette
- Artwork is well distributed throughout piece to provide interest and guide viewer's eyes
- Large subtle logo icons promote branding and provide interest and texture
- Dish titles are clearly and conveniently listed at the top of each description in bold and small caps
- Images of food attract attention and increase hunger
- To tie in the Italian culture, a photo of the leaning Tower of Pisa is used as a light background
- Overall design is clean, warm, inviting, and family-friendly
- "Pasta Amore For Kids" section appeals to young children
- "Pasta Amore Family Favorite" ad features most popular dish and provides visual interest
- Brochure is most important as it is a multifaceted opportunity that states company's purpose, represents the brand abroad, lists available dishes, gives physical store location and general information, and advertises deals



TYPOGRAPHY

Klinik Slab

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C50 M75 Y60 K50



Wine
C35 M95 Y90 K55



Leafy Green
C93 M0 Y53 K42



C93 M0 Y53 K50



Black



White



REFERENCE LIST

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