

PASTA AMORE

UNLIMITED



Breadsticks^{*}
For 1.99

**For a limited time only valid from 5/29-7/29
while supplies last*

50% Off

On your second
dessert*

Vaild untill 7/29



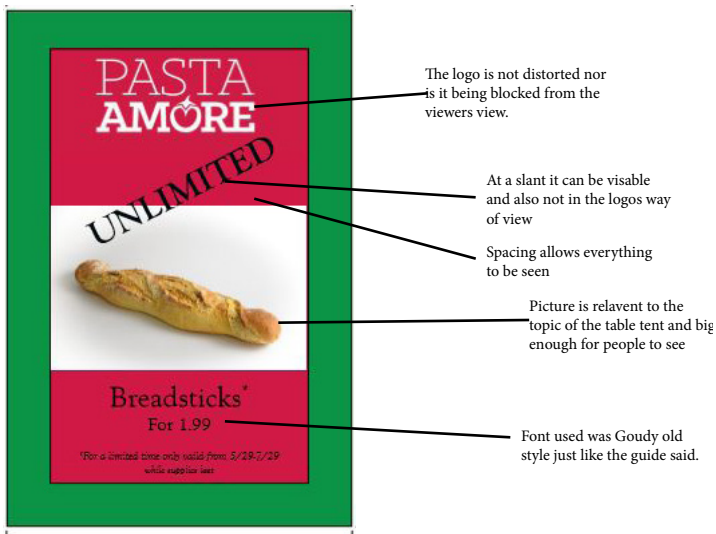
**Up to four desserts*

Works Cited:

Google Search. Google, n.d. Web. 28 May 2017.

SNHU. Branding Style Guide. *Pasta Amore*. Web. 28 May 2017.

Annotated Sample
Spencer Good, 7/2/2017
Professor Allen Wood, COM 232



In following the Client's Branding Style Guide, I created a look that was targeted at the family. My goal was to communicate the message of authentic Italian dinner for the family throughout. This was done through the color which was Marianara Red and Leaffy Green which was the two primary color of resturant's guide. I used the picture of the breadsticks because it was relivent to the topic of the table tent.

PASTA AMORE



Hours:
Mon-Sat
11:30-2:30
4:30- 9:00
Closed Sunday

Telephone:(123)456-7890 Address: 789 Main Street New York, New York

Antipasti:

Piadina with Fontina and Prosciutto

Flatbread with Fontina and Prosciutto \$2.99

Chickpea Bruschetta

Bruschetta bread topped with fresh herbs, sun dried tomatos and Chikpeas \$2.99

Broccolini with Anchovies and Garlic

Babby Broccoli with fresh anchovies and fresh garlic \$2.50

Bruschetta Pizziola

Baked Bruschetta bread topped with fresh mozzarella and Fresh tomatoes \$3.99

Caprese Salad

Freash colorful tomatoes and fresh mozzarella served with balsamic vinegar \$3.99

Porcini Carpaccio

Mushrooms topped with freash parmesan cheese with olive oil drizzled on top \$1.99

Seafood:

Cioppino

A stew made from seasonal fish and crabs. Along with clams and mussels. \$10.99

Paella

Seasonal fish over rice. \$9.99

Scampi

Fresh lobster and shrimp sauteed in garlic and butter topped with bread crumbs. \$15.99

Bouillabaisse

Fresh Octopus, Mussels, and three seasonal fish served with broth and slices of bread on the side. \$19.99

Calamari

Fresh fried Squid \$15.99

Cioppino

Fish stew made with fresh fish, tomatos, and wine \$12.99

Flounder Mediterranean

Fresh fish mixed with fresh tomatos, olives, capers, onions, and white wine \$12.99

Fish alla Puttanesca

Seasonal fish served with a toamtos, garlic, olives, and anchovies sauce \$11.99

Side Dishes:

Polenta

Porridge made from yellow corn \$2.99

Caponata with Flatbread

Stewed tomatos, celery, olives, capers, and fried cubes of eggplant served on top of flatbread \$2.99

Tomato Salad with Olives and Lemon Zest

Tomatos and olives with lemon zest and drizzled with olive oil \$2.99

Garden Crudites with Bagna Cauda

Platter of seasonal vegetables with oil, bread crumbs, lemon, and garlic over top. \$2.99

Onion Focaccia

Focaccia bread with onion in it. \$1.99

Insalata Tre Colori

Belgian endive, radicchio, and kale leaves served with a olive oil, lemon juice, and djion mustard dressing \$2.99

Grilled Ciabatta with Ricotta and Snap Peas

Grilled Ciabatta bread topped with fresh snap peas and freash ricotta \$1.99

Panzanella

Salad made of bread, freash tomatos, freash cucumbers, onion, fresh basil \$2.99

Crispy Ribollita

Butternut Squash and Cannellini bean soup with bread \$2.99

Insalata di Fagiolini Verdi

Snake beans with tomatoes with a vinaigrette \$2.99

Pasta:

Fettuccine Alfredo

Fettuccine noodles served with Alfredo sauce \$9.99

Carbonara

Rigatoni noodles mixed with eggs, hard cheese, bacon, and black pepper \$9.99

Spaghetti alla Puttanesca

Spaghetti noodles served with a tomato, garlic, olives, and anchovies sauce \$9.99

Spaghetti alla Vongole

Spaghetti noodles served with clams and a light souce of olive oil, garlic, and tomatos \$12.99

Lasagne with Bolognese sauce

Lasagne noodles served with a ground beef, tomatos, onion, and herbs \$10.99

Linguine with Cacciatore

Linguine noodles served with bits of Chicken, toped with tomato, sauteed mushrooms, garlic and hot red pepper flakes sauce \$10.99

Spaghetti Cacio e Pepe

Speghetti noodles with a cheese and pepper sauce \$9.99

Pasta alla Norma

Penna pasta served in a toamtao, basil, fried aubergine, and ricotta chees sauce \$9.99

Broccoli Rabe with Garlic and Almonds

Broccoli tossed with Rabe and a mixture of garlic and almonds \$2.99

Neapolitan Green Beans

Green beans cooked in garlic, red pepper flakes, salt, tomato, oil, and basil sprig. \$1.99

Seasonal Vegetables

\$1.99

Sasonal Fruits

\$1.99

Garlic Breadsticks

\$1.99



Kids:

Scampi

Fresh lobster and shrimp sauteed in garlic and butter topped with bread crumbs.\$10.99

Futtuccine Alfredo

Fettuccine noodles served with Alfredo sauce \$5.99

Spaghetti alla Puttanesca

Spaghetti noodles served with a tomato, garlic, olives, and anchovies sauce \$5.99

Spaghetti alla Vongole

Spaghetti noodles served with clams and a light souce of olive oil, garlic, and tomatos \$8.99



Bouillabaisse

Fresh Octopus, Mussels, and three seasonal fish served with broth and slices of bread on the side. %6.99

Cioppino

Fish stew made with fresh fish, tomatos, and wine \$5.99

Flounder Mediterranean

Fresh fish mixed with fresh tomatos, olives, capers, onions, and white wine \$5.99

Lasagne with Bolognese sauce

Lasagne noodles served with a ground beef, tomatos, onion, and herbs \$9.99

Desserts:

Gelato Affogato

Hot espresso over vanilla ice cream \$1.99

Sfogliatelle

Flaky, golden brown dough filled with creamy ricotta filling \$3.99

Tiramisu

Layered lady finger cookies, fresh mascarpone, bittersweet chocolate and dark espresso \$2.99

Souffle al Cioccolato

Chocolate eggs based pastry with creme filling \$2.99

Torta di Ricotta

Ricotta and Chocolate filled tort topped with pear slices and apricot jam \$3.99

Biscotti di Prato

Biscotti with raw almonds, orange zest, and sugar glaze \$1.99

Risotto al Cioccolator

Rice pudding with chocolate and chopped walnuts \$4.99

Bruti ma Buoni

Cookies made of hazelnuts and almonds with coco powder \$2.99

Cannolis

Crunchy pastry filled with creamy ricotta filling \$3.99



Beverages:

Pepsi Products

\$1.75

Coffee

\$2.99

Espresso

\$2.99

Sparkling mint Lime Ice Tea

\$2.99

Spremute

Freshly squeezed fruit of the day \$2.99

Cappoceino

Double espresso, hot milk, and steam milk foam \$2.99

Caffelatte

Espresso and steamed milk \$2.99

Iced Tea

\$1.99

Lemon Soda

\$1.75

Alcholic Beverages:

Martini

Gin and Vermouth Dry mixed \$8.99

Martini Cocktail:

Perfect Martini

Basic Martini served in a chilled glass and with a lemon twist \$8.99

Sweet Martini

Gin and Sweet Vermouth served into a chilled glsaa with a dash of orange bitters \$8.99

Cinzano Rosso

\$7.99

Campari

Infusian of herbs and fruits \$8.99

Aperol

Made of bitter orange, gentian, rhubarb and cinchona among others \$5.99

Bellini

Peach juice mixed with Spumante Brut \$9.99

Negroni

Vermouth rosso mixed with gin and bitterr campari \$9.99

Garibaldi

Campari bitter mixed with freshly squeezed orange juice garnished with an orange slice

\$8.99

Grappa

Grape based brandy \$5.99

Genepi

Herbal liqueur known to have a cleaner drinking experiance \$6.99

Wines:

Bianco

Sweet vermouth with nutmeg \$6.99

Rosso

\$7.99

Sauvignon Blanc di Friuli Grave

Jucy dry white \$6.99

Nero D'Avola

A sweet tannins and plum or peppery flavor \$7.99

Torrione

\$9.99

Porta Nova Ripasso

red dry wine \$9.99

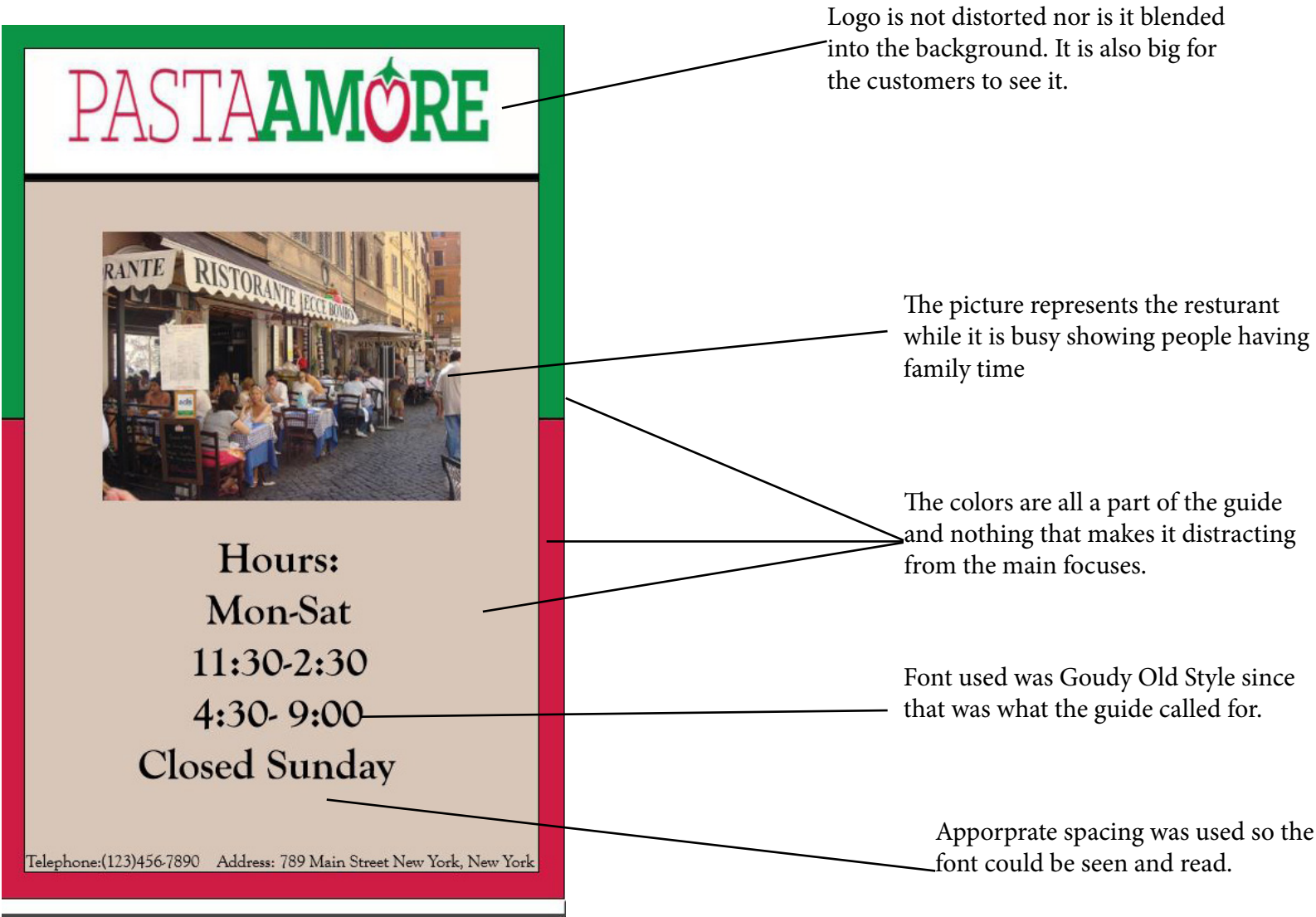
A mano rosato

Exotic tropical fruit aromas and a hint of crystalized ginger \$10.99

****Ask us about our prices by the bottle****

Work Cited:

Cooking Channel. Scripps Networks, LLC, n.d. Web. 04 June 2017.
Google Search. Google, n.d. Web. 04 June 2017. Cannolis
Google Search. Google, n.d. Web. 04 June 2017. Gelato Affogato
Google Search. Google, n.d. Web. 04 June 2017. Flounder Mediterranean
Google Search. Google, n.d. Web. 04 June 2017. Old fashioned bottle of wine
Google Search. Google, n.d. Web. 04 June 2017. Polenta
Google Search. Google, n.d. Web. 04 June 2017. Resterant
Google Search. Google, n.d. Web. 04 June 2017.Twin bottles of wine
SNHU. Brand Style Guide. n.d. Web. 04 June 2017.



In following the Client’s Branding Style Guide, I created a look that was targeted at the family. My goal was to communicate the message of authentic Italian dinner for the family throughout. This was done through the color which was Marianara Red and Leaffy Green which was the two primary color of resturant’s guide. I also used a secondary color which was cannoli to make the menu pop out a bit. The resturant image took up a lot of space to show the people looking at the menu the front of the resturant and who they are. The logo was not on the green because of the word “Amore” being green and it blending in with the background so i put it on the white adhear- ing to the guide. I used Goudy Old Style due to how easy it was to read and also due to it being the font off of the guide.

Need Catering?

0-25 people: \$250

25-50 people: \$300

50-75 people: \$350

Over 75 people please call
for prices**

**Willing to make payment arrangements if needed
just ask. ***

***Need full payment a month
before the occasion*

20% OFF
Catering over \$300
Code: 327ju8d9siL
Valid until 7/38/17

Desserts:

Gelato Affogato
Vanilla ice cream topped with hot espresso
\$3.00

Sfogliatelle
Pastry filled with ricotta \$2.50

Souffle al Cioccolato
Molten Chocolate Cake \$3.50

Biscotti di Prato
Almond biscuits \$1.50

Bruti ma Buoni
Hazelnut biscuit \$1.50

Cannolis
Shell of fried pastry dough filled with sweet,
creamy ricotta \$3.00

*More on the menu



PASTA AMORE



Hours:
Mon-Sat
11:30-2:30
&
4:30- 9:00
Closed Sunday

Telephone:(123) 456-7890

Address: 789 Main Street New York, New York

Mission Statement:

To provide families with a safe environment to eat authentic Italian food that will have people coming back for more.

Pasta Amore History:

An Italian restaurant that has been in the family since its founding in 1915. During the course of the restaurant's lifetime it has been called the best Italian restaurant of New York in 2015 by the Cooking Channel. It has also been named in the top ten places to eat by the New York Times. All through out our history we have only used the finest and freshest ingredients that can be obtained. We have moved from our original place on Amanda Street to our current place back in 2011 to accommodate for more customers.



New Entrees*:

Cacio e Pepe
Loaded Cheese and pepper pasta.
\$10.99

Cioppino
Fresh stew made daily with the catch of the day. \$15.99

Paella
Seafood rice dish. \$10.99

*Would like to hear from you about these dishes.
Give us your honest opinion on them.



Summer Specials:

All Seafood dishes
\$5 off during the
weekdays

Children 10 and under
50% off on Mondays

All you can eat Spaghetti alla
Vongole for \$20 Saturday nights
only from 7-9 p.m.

**CRAZY
DEAL**

Works Cited:

Cooking Channel. Scripps Networks, LLC, n.d. Web. 18 June 2017.
Google Search. Google, n.d. Web. 18 June 2017. "Cannolis"
Google Search. Google, n.d. Web. 18 June 2017. "Cacio e Pepe"
Google Search. Google, n.d. Web. 18 June 2017. "Crazy Deals"
Google Search. Google, n.d. Web. 18 June 2017. Old restaurant
Google Search. Google, n.d. Web. 18 June 2017. Restaurant
SNHU. Brand Style Guide. n.d. Web. 18 June 2017

The logo is not distorted and properly used according to the guide because of the white of “Pasta Amore” and the red background.

Need Catering?

0-25 people: \$250
25-50 people: \$300
50~75 people: \$350
Over 75 people please call for prices**

Willing to make payment arangments if needed just ask. *

***Need full payment a month before the occasion*

20% OFF

Catering over \$300
Code: 327ju8d9siL
Vaild until 7/38/17

Desserts:

Gelato Affogato
Vanilla ice cream topped with hot espresso
\$3.00

Sfogliatelle
Pastry filled with ricotta \$2.50

Souffle al Cioccolato
Molten Chocolate Cake \$3.50

Biscotti di Prato
Almond biscuits \$1.50

Bruti ma Buoni
Hazelnut biscuit \$1.50

Cannolis
Shell of fried pastry dough filled with sweet, creamy ricotta \$3.00

**More on the menu*



PASTA AMORE



Hours:

Mon-Sat
11:30-2:30
&
4:30- 9:00
Closed Sunday

Telephone:(123) 456-7890

Address: 789 Main Street New York, New York

Picture is showing the resturant which is relavent to the brochure

Used Gaudy Old Style which is what was need to be used according to the guide

Color choices were the two primiaary colors that Pasta Amore uses.

The mission statement is above the history because they go hand in hand without a mission statement there would be no history of the restaurant. I ended up making the Italian flag since it helped to tie in that this restaurant was an Italian restaurant and serves authentic Italian food (SNHU). The colors that I chose were of course the primary colors of the restaurant from the brand styles guide, which was Marinara Red and Leafy Green. The spacing was good because everything can be seen and read. The font is of the guide which is Goudy Old Style.