

PASTA AMORE

Print Marketing Manual



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Overview

Pasta Amore is an upscale Italian restaurant catering to a demographic of families and young professionals. The atmosphere is down-to-earth, and their food is unique, featuring a create-your-own pasta dish option on their menu. Each pasta dish is offered as a single portion or served family-style, which is large enough to feed a family of four. Pasta Amore makes their pasta and sauces in-house and showcases fresh, local farm-to-table ingredients. The local ingredients allow the menu to change with the seasons.

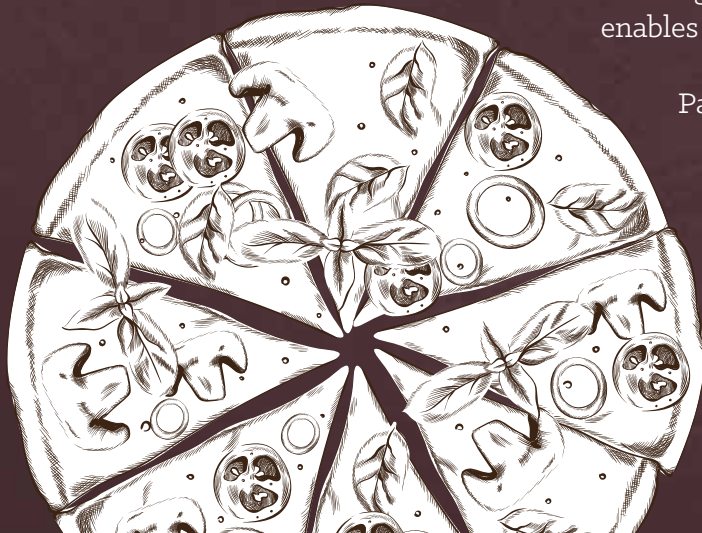
Pasta Amore is different from the traditional American-style Italian restaurants. The menu showcases authentic Italian entrees and pasta that are different from their Americanized counterparts, such as Olive Garden, Maggiano's, and Carrabba's. The menu, although different from other local restaurants, will quickly become a favorite because of the endless variety it offers.

Another unique feature of Pasta Amore is the pasta making class offered every weekend afternoon. The class, taught by their executive chef, is two hours and offers a family-style meal containing the pasta created in class. The restaurant also offers private party packages for their class.

Vision & Mission Statement:

Pasta Amore's vision combines the cooking traditions and fresh ingredients of Italy with creativity, providing a modern twist on timeless classics. According to their vision statement, Pasta Amore will grow and learn with their customers to provide an atmosphere that enables and fuels the passion that lives within the essence of their brand.

Pasta Amore's mission statement is "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" (SNHU).



Marketing Pieces

All marketing pieces feature the client's logo, color palette, and typography.

Menu

Pasta Amore features a single page menu with appetizers, salads, pizzas, desserts, and their exclusive "Create Your Own Pasta" section with individual and family-style pricing. One side of the menu prominently features the restaurant logo, their tag line, and a picture with plain spaghetti on a fork showcasing a cherry tomato that resembles the "O" in the logo. The menu includes hand-drawn designs to keep the focus on the food items and descriptions.

Table Tent

The table tent is a single-sided publication featuring Pasta Amore's weekly specials that include great deals on popular dishes. The highlighted specials displayed here encourage customers to visit the restaurant on slower nights and try the more popular appetizers and desserts. The table tent design offers an easy way to change the specials as the seasons change.

Trifold Brochure

Pasta Amore's unique pasta class is featured in an informational tri-fold brochure that can be displayed or mailed. The front-page features the necessary information of the class, showing the logo and title on the top of the brochure, so it is visible in display cases. The back has plenty of room for address and postage if used for mail campaigns and gives the essential information to grab the viewer's attention. The inside of the tri-fold features more detailed information on the class, chef, and how to book a class.

Specifications

Fonts

Klinik Slab

Book

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPQqRrSsTtUuVvWwZxYyZz1234567890

Medium

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPQqRrSsTtUuVvWwZxYyZz1234567890

Bold

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPQqRrSsTtUuVvWwZxYyZz1234567890

Bold Italic

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPQqRrSsTtUuVvWwZxYyZz1234567890

Book Italic

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPQqRrSsTtUuVvWwZxYyZz1234567890

Book Medium Italic

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPQqRrSsTtUuVvWwZxYyZz1234567890

Goudy Old Style

Regular

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPQqRrSsTtUuVvWwZxYyZz1234567890

Italic

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPQqRrSsTtUuVvWwZxYyZz1234567890

Bold

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPQqRrSsTtUuVvWwZxYyZz1234567890

Colors

Marinara Red



C13 M100 Y72 K2
R207 G28 B68
#CF1C44

Wine



C35 M94 Y89 K55
R95 G19 B18
#5e1211

Espresso



C50 M75 Y60 K50
R85 G50 B55
#543136

Leafy Green



C86 M17 Y100 K3
R11 G148 B70
#0B9446

Cafe



C40 M60 Y75 K29
R124 G87 B63
#7b573e

Cannoli



C15 M20 Y25 K0
R216 G198 B184
#D8C6B8

Mock Ups

Do You Want To Try Your Pasta Class? Join The Pasta Class At Pasta Amore.

Small photos and text snippets from the flyer:

- Discover The Art Of Making Fresh House Pasta With Pasta Amore's Fun & Informative Classes!
- Fun & Informative! \$110/2 hours
- Even Experience Is Unneeded! We Learn To Make Pasta Amore's Own A Variety Of Pasta To Make!

PASTA MORE
Pasta Class
Join To Make Your Own Pasta From Scratch (Hands On!)

Saturdays & Sundays
12-30 pm - 5-30 pm
12-30 pm - 5-30 pm

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Specials

Monday \$5
Bruschetta Plate
Marinated Olives
Spiced Mixed Nuts

Tuesday \$5
Tiramisu
Pasta Cinta
Saffron Casseri

Food that's always fun, fresh, and filled with love!

Menu

Category	Item	Price
Pasta	Spaghetti	\$12.99
	Macaroni	\$12.99
	Butterfly	\$12.99
	Farfalle	\$12.99
	Shell	\$12.99
	Tri-Tip	\$12.99
	Lasagna	\$12.99
	Spaghetti Squash	\$12.99
	Spaghetti	\$12.99
	Macaroni	\$12.99
Dinner	Spaghetti	\$12.99
	Macaroni	\$12.99
	Butterfly	\$12.99
	Farfalle	\$12.99
	Shell	\$12.99
	Tri-Tip	\$12.99
	Lasagna	\$12.99
	Spaghetti Squash	\$12.99
	Spaghetti	\$12.99
	Macaroni	\$12.99

PASTA MORE
Food that's always fun, fresh, and filled with love!

Works Cited

ColorFX. "Understand the Role of Table Tent Advertising." ColorFX Blog, 8 Jan. 2010, www.colorfxweb.com/blog/understand-the-role-of-table-tent-advertising/.

"Menu Size and Layout: Restaurant Menu Design Guide." RestoHub, www.restohub.org/operations/menu/restaurant-menu-design/.

Southern New Hampshire University. Pasta Amore Brand Style Guide.



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