

# Pasta Amore Design Portfolio

by  
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## Table of Contents

- Page 1 - Cover Page
- Page 2 - Print Ready Design for Table Tent
- Page 3 - Table Tent with Annotations
- Page 4 - Print Ready Design for Menu
- Page 5 - Menu with Annotations
- Page 6 - Print Ready Brochure
- Page 7 - Brochure with Annotations
- Page 8 - Design Rationale

# Print Ready Design for Table Tent

## Amore's New Pasta Love® Family Meal!



- 1 Large Shareable Entree
- 1 Any Large Insalata Fresca
- 1 Basket Ciabatta or Focaccia

**Only 36.99!**

### Eggplant Parmesan

Layers of smokey eggplant, nestled under a blanket of "cheese" and sauce abruzzi, baked to bubbly perfection. (V/GF)



### Pollo Alfredo Lasagna

Rich, creamy, layers of fontina, provolone and mozz, lemon fennel alfredo, asparagus and blackened chicken.

### Picture It: Sicily! Cannelloni

Tender pasta shells filled with beef in a zesty sugo di pomodoro under a blanket of mozzarella and pecorino.



# PASTAAMORE

*Timeless Classics With A Modern Twist*

# Table Tent with Annotations

Header in style guide Klinik Slab typeface because it has widest counters and moderate x-height for legibility. Used color Marinara to draw the eye.

Family meal photo chosen for relevance to branding and to ad copy.

## Amore's New Pasta Love® Family Meal!



- 1 Large Shareable Entree
- 1 Any Large Insalata Fresca
- 1 Basket Ciabatta or Focaccia

**Only 36.99!**

Bullets, green text and white background intended to isolate and add emphasis while adhering to brand style.

Dark background and light text combined with rotation for asymmetry intended to draw the eye.



### Eggplant Parmesan

Layers of smokey eggplant, nestled under a blanket of "cheese" and sauce abruzzi, baked to bubbly perfection. (V/GF)



Flourish to tie in with rest of design (modern take on vintage style) and to divide header/sub-header of ad from body text of ad.



### Pollo Alfredo Lasagna

Rich, creamy, layers of fontina, provolone and mozz, lemon fennel alfredo, asparagus and blackened chicken.

Alternating descriptions and images to create rhythm, tie them all together and add visual interest.

### Picture It: Sicily! Cannelloni

Tender pasta shells filled with beef in a zesty sugo di pomodoro under a blanket of mozzarella and pecorino.



Images chosen for warm tones that tied with design and also to create nostalgic feel.

# PASTAAMORE

*Timeless Classics With A Modern Twist*

Logo from style guide on white background to make stand out, with tag line from guide and frame to match rest of design for minimalist, version of vintage style.

Green basil elements colorized to match leaf green from guide and to match rest of design; they are the "Olive Garden branch" of this design that says "fresh."

Textured background feels vintage yet contemporary. Red frame to tie to rest of design and to create balance.

# Print Ready Design for Menu

## PASTAAMORE

*Timeless Classics With A Modern Twist*

### ANTIPASTO

#### Crostini with Pesto

Buttery crostini with fresh pesto....7.99

#### Vegan Meatball Skewers

Lentil meatballs with almond cheese...8.99

#### Stuffed Calamari

Squid stuffed with sausage & peppers...12.99

#### Chicken Bruschetta Sliders

Chicken & bruschetta on brioche rolls...9.99

### ZUPPA E INSALATA

#### Caprese Salad

Fresh mozz, basil, tomato & balsamic...8.99

#### Panazanella Salad

Diced ciabatta, bell peppers & onion...9.99

#### Minestrone Soup

Tomato, fresh veggies, beans & rice...6.99

#### Italian Wedding Soup

Meatballs, orzo & herbs in light broth...7.99



### PASTA E PRINCEPALES

#### Chicken Fettucini

Fresh pasta & chicken in cream sauce...12.99

#### 5 Cheese Tortelloni

Perfect cheesy parcels with marinara...11.99

#### Whole Roasted Branzino

An entire fish with capers...Market Price

#### Lasagna Al Forno

Layers of ricotta, fresh mozz, pomodoro...13.99

### DOLCI

#### Classic Tiramisu

Ladyfingers, cocoa, coffee, whipped cream...9.99

#### Blood Orange Panna Cotta

Like a creamsicle but jiggly...8.99

#### Pistachio Creme Canoli

Fried pastry with ricotta cream and nuts...10.99

#### Gelato of the Month

Seasonal frozen custard (ask your server)...6.99



# Menu with Annotations

Kept green basil elements to match rest of design, and to mirror table tent; ditto the background and red frame.

Same logo but at the top to make branding obvious and to enforce heirarchy.

Menu broken into quadrants by dish type, which is common in modern menus.

White background for optimal readability and to match emphasis white in other documents. Sub-headers in Espresso, menu items in Wine, and descriptions in Cafe (dark to light) to reinforce heirarchy. Font sizes also descending for same reason.

Flourish again for brand cohesion and to act as seperating element for the 4 quadrants.

Top-down shots of food are popular in menu design right now; adds visual interest and slight accessibility. Colorized greens to match basil. Also checkered tablecloth is for nostalgia factor.

**PASTA AMORE**  
Timeless Classics With A Modern Twist

**ANTIPASTO**  
**Crostini with Pesto**  
Buttery crostini with fresh pesto...7.99

**Vegan Meatball Skewers**  
Lentil meatballs with almond cheese...8.99

**Stuffed Calamari**  
Squid stuffed with sausage & peppers...12.99

**Chicken Bruschetta Sliders**  
Chicken & bruschetta on brioche rolls...9.99

**ZUPPA E INSALATA**  
**Caprese Salad**  
Fresh mozz, basil, tomato & balsamic...8.99

**Panazanella Salad**  
Diced ciabatta, bell peppers & onion...9.99

**Minestrone Soup**  
Tomato, fresh veggies, beans & rice...6.99

**Italian Wedding Soup**  
Meatballs, orzo & herbs in light broth...7.99

**PASTA E PRINCEPALES**  
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Fresh pasta & chicken in cream sauce...12.99

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An entire fish with capers...Market Price

**Lasagna Al Forno**  
Layers of ricotta, fresh mozz, pomodoro...13.99

**DOLCI**  
**Classic Tiramisu**  
Ladyfingers, cocoa, coffee, whipped cream...9.99

**Blood Orange Panna Cotta**  
Like a creamsicle but jiggly...8.99

**Pistachio Creme Canoli**  
Fried pastry with ricotta cream and nuts...10.99

**Gelato of the Month**  
Seasonal frozen custard (ask your server)...6.99

# Print Ready Design for Brochure



## Contact Us

**Address:** 612 Wharf Ave  
Red Bank, NJ 07701

**Phone #:** (732)867-5309  
**Email:** info@pastaamore.com  
**www.pastaamore.com**

**Office Hours:**  
Mon-Fri 8 am - 5pm  
Sat 10 am - 4pm



**PASTAAMORE**

## About Us



For over 20 years, Pasta Amore has been bringing the taste of Italy to your family. Lovingly prepared by Chef Mark and his staff, the new Amore has the same authenticity you've come to expect from a neighborhood institution but with fresh, locally-sourced ingredients and an updated menu that's sure to keep you coming back for more.



## CATERING SERVICE

Fully customizable menu with all your favorites - Vegan, GF, Kosher, Hallal and Allergy-Free Options Available

Full Service or Basic Self-Serve with many options available to meet your budget

Traditional Italian dining for any size or type of event - we take care of the hard stuff so you can relax!



## Courses

### Starters

- Caprese Skewers
- Mini Steak Bruschetta
- Rustic Antipasto Platter

### Entrees

- Stuffed Eggplant
- Beef Lasagna
- Seafood Risotto
- Tuscan Chicken

### Desserts

- Pastries a la carte
- Canoli Cupcakes

**And much more! See our Quote Sheet for all options available!**



## Events

### Big and Small, We Do 'Em All!

- Bar/Bat Mitzvahs
- Fundraisers
- Baby Showers
- Graduations
- Birthday Parties
- Holiday Parties
- Corporate
- Weddings

**Rent one of our Private Dining Rooms for your next event and receive a 15% discount!**



## Packages

### Little Italy

- 2 Starters & Coffee
- 2 Entree Options
- Pastry Tray **19.99 ea**

### Mamma Mia

- 3 Starters & Coffee
- 2 Dessert Options
- 3 Entree Options
- Signature Cocktail

### Nona's Cucina

- 4 Starters & Coffee
- 3 Dessert Options
- 3 Entree Options
- Full Bar Service

**\*Ask about custom packages!\*** **29.99 ea**



# Brochure with Annotations



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Traditional Italian dining for any size or type of event - we take care of the hard stuff so you can relax!

Heavy use of red on cover to attract the eye. Frames on images tie into theme throughout design.

Separated header and talking points with framing devices. Used inward curved corners for consistency.

Laid out page order of trifold considering how it would be viewed in folded state v unfolded. Cover & Contact when closed, Events & About half open, full inside open, and then About & Contact.

Alternated images and text to avoid tombstone effect, and used flourishes to frame/devide and balance composition.

Used glyphs to frame headers for neoclassical Italian feel and emphasis.

Framed basil elements in text windows for cohesion and visual interest. Images chosen to speak to ad copy.



## Courses

### Starters

- Caprese Skewers
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### Nona's Cuchina

- 4 Starters & Coffee
- 3 Dessert Options
- 3 Entree Options
- Full Bar Service

**\*Ask about custom packages!\*** **29.99 ea**

# Design Rationale

Pasta Amore's vision is to both "combine the cooking traditions, and ingredients of Italy with creativity, providing a modern twist on timeless classics" and "to grow and learn along with our customers." With this duality in mind, this design package seeks to speak to both the comfortable design tropes associated with Italian American cuisine and the desire to reach out to a modern audience that seeks local, unique flavors and by extension, bold and striking contemporary branding.

The choice of the highly saturated, asymmetrical images of basil leaves puts the emphasis on the freshness and authenticity of the client's products, and the difference that separates Pasta Amore from similar brands. Imposed upon a background of weathered canvas, this polarized aesthetic works in harmony with traditional elements of neoclassical flourishes and simple double-line frames with contoured corners to present a gestalt that feels like the family-style Mediterranean restaurants of the audience's childhood, that memory of raffia-wrapped wine bottle candle holders and checkered tablecloths, but as the client's vision says, "with a twist." The stock imagery showcased in each design is intended to show examples of how that mixture of old and new can be leveraged to further build the brand in the intended direction but can be tailored to the client's needs.

The table tent can be tailored for a variety of uses and is simple for the purpose of that versatility at small print sizes. It could be used as a handbill or mailer as well. Using the reds found in the color palette to highlight the calls to action in the ad copy, it is intended to catch the audience's eye quickly and effectively with its strategic uses of asymmetry and pops of contrast.

The menu is straightforward and speaks to the brand's strengths of cozy tradition coupled with its sophisticated, vibrant offerings. The food images at the bottom are letting the client's products sell themselves, though the vibrant greens and reds are emphasized throughout to tie all elements back to the brand.

The brochure is another versatile document that can be shaped for many uses, but like the table tent, its bold use of color is intended to grab the eye and employs the larger of the two logos to that end. The use of framing is repeated throughout, and the flourishes and glyphs balance old-world charm against the bright hues of the basil and lush imagery of tantalizing contemporary cuisine.

All in all, this is a package to reach out to that desired audience of Millennial and younger consumers, inviting them to revisit the neighborhood restaurants of the past while acknowledging their expectations of quality, healthy food at reasonable prices. This final design solution is meant to provide a unified brand identity that can be applied to other print documents and advertising as needed.