

PASTA AMORE


We love our food. And you will too!




Presentation

Table Tent


Color calibration bar and registration marks at the top of the page.



We love our food. And you will too!



At Pasta Amore, we strive to provide a warm atmosphere where you and your family can share the traditional cuisines of Italy. Our food is fun and fresh—and always full of love!

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Registration marks at the bottom of the page.

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Table Tent (Annotated Sample)

Logo displayed prominently and appropriately. Rounded rectangle adds sense of comfort and fun



Text slogan set in Klinik Slab, also utilized in logo. Communicates friendliness and playfulness to audience

We love our food. And you will too!

Image sends message that Pasta Amore's food is made with love. Helps create warm, inviting atmosphere



Image displays commitment to fresh, quality ingredients

Color scheme utilizes appropriate color palette (Connoli, Leafy Green, Marinara Red, Espresso)

Bright, attractive colors visually engages audience (especially younger viewers)

At Pasta Amore, we strive to provide a warm atmosphere where you and your family can share the traditional cuisines of Italy. Our food is fun and fresh—and always full of love!

Copy text is Goudy Old Style, a brand approved serif font which invokes a feeling of tradition. Highly readable at a variety of sizes



Heart shaped insignia compliments love theme

Menu (cover)

PASTA AMORE

We love our food. And you will too!



Menu

Menu (page 1)

Appetizers

Mozzarella Sticks (6 count)	5.99
Bread Sticks	4.99
Calamari	9.99
Stuffed Mushrooms	8.99
Antipasto	6.99
Bruschetta	5.99
Pizza Potato Skins	7.99
Garlic Fries	5.99
Chicken Fingers (Plain, BBQ, Buffalo)	7.99



Mozzarella sticks melt in your mouth!

Exciting Entrées

Pasta Favorites

Ravioli	8.99
Chicken Parmesean	10.99
Eggplant Parmesean	9.99
Pasta and Meatballs	10.99
Lasagna	10.99
Fettucini Alfredo	9.99
Pasta Primavera	11.99
Shrimp Scampi	12.99



Pasta dishes are served with your choice of pasta (spaghetti, linguini, angel hair penne, ziti, rotini, or shells). Gluten free pasta options available on request.

Pizza

Four Cheese	8.99
1 Topping	9.99
2 Topping	10.99
3 Topping	11.99
Veggie Delux	12.99
The Works	13.99
Mighty Meats	14.99

Over the Top Toppings

- Extra Cheese
- Pepperoni
- Sausage
- Hamburg
- Chicken
- Capicola
- Anchovies
- Olives
- Mushrooms
- Peppers
- Onions
- Eggplant

Pizza Available in Classic Hand Tossed, Crispy Thin Crust, or Chicago Style Deep Dish

Beverages (Free Refills!): Soda (Coke, Diet Coke, Sprite, Mug Rootbeer, Dr. Pepper, Orange)
Ice Tea • Lemonade

Menu (page 2)

Decadent Desserts

Cannoli (2)	6.99
Tiramisu	6.99
Panetone	5.99
Gelato	5.99
<u>Beverages</u>	
Espresso	2.99
Cappucino	2.99
Coffee or Tea	1.99



The tiramisu is molto bene!

Kidz Korner

Entrées

Rockin' Ravioli	7.99
Pasta with Meatballs	7.99
Pizza (2 slices)	5.99
Mama Mia Mac and Cheese	7.99
Chicken Nuggets and Fries	7.99
Bellisima Burger	7.99



Our kids chicken nuggets contain 100% all natural ingredients. And they taste great!

Drinks

Milk (plain, chocolate, strawberry)	1.49
Juice (apple, cranberry, V8)	
Fruit Punch	

Dessert

Gino's Gelato	4.99
Mini Connoli	4.99
Bravo Brownie Sundae	4.99

Kids eat FREE on Thursdays
(with the purchase of an
adult entrée)!

Please inform your server if anyone in your party has a food allergy or dietary needs.

Menu (Annotated Sample)



Logo and slogan displayed with similar treatment to table tent (for consistency)

Cannoli colored background is neutral and relaxed like the atmosphere Pasta Amore wants to create

Image of food outlined in Wine colored bounding box to stand out on page. Drop shadow effect makes it come forward to engage viewer

Image of pasta plated in round, decorative bowl shows Pasta Amore's focus on modern interpretation on timeless classic dishes

Classic table cloth reminds viewer of traditions of Italy

Marinara colored box with Klinik slab text creates a lively, recognizable cue for the viewer

Cafe colored rounded rectangle keeps elements on page, and focus where it should be

Menu (Annotated Sample, cont.)

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Marinara colored fly-outs are rounded and embossed to look like a tomato, Pasta Amore's most iconic symbol

Photos are large enough to make classic favorites easy to find. They share a Wine border and Drop Shadow to make them quickly identifiable against the background (like cover)

Information is laid out in easy to read text boxes with ample leading and even tab stops to organize information

Font is Goudy Old Style, creating consistency across all pieces. Captions are italicized for emphasis with fun, engaging text copy

Children have their own section, showcasing Pasta Amore's dedication to family. Makes it easy to find go-to favorites for families. Weekly promotion highlighted with whimsical dotted line

Leafy Green gradient on white background helps to complete red, white, and green color scheme (traditional Italian colors). Green also typically elicits feelings of healthiness and freshness

Brochure (side 1)

Our Mission

At Pasta Amore, we strive to provide a warm atmosphere where you and your family can share the traditional cuisines of Italy. Our food is fun and fresh—and always full of love!

Our Vision

Pasta Amore combines the cooking traditions and ingredients of Italy with creativity. The result is a delicious modern twist on timeless classics. We want to grow and learn along with our customers. Within our vision lies the promise of conversation and quality.



Contact Us

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Worcester, MA 01607



We love our food. And you will too!



About Our Brand

Mangia Bene (Eat well)!

Our restaurant focuses on comfort and quality. It's a place where the whole family can gather to enjoy Italian classics with a modern twist.

We offer a variety of appetizers, entrées, and desserts. Our menu covers all the classics from antipasto to tiramisu and *everything* in between! Our weekly specials allow our experienced chefs to explore their culinary creativity, so there's always something new to try.

At Pasta Amore, we know family is everything. That's why we offer a full kids menu featuring food your *bambinos* will love!



Mozzarella Sticks



Spaghetti with Sauce



Tiramisu

Let Us Cater to You...

In addition to our regular dining experience, Pasta Amore offers a private dining room for functions and full-service, on-site catering.

Private Dining Room:

- parties of 10 or more
- deposit required
- full menu available
- great for birthday parties, graduations, anniversaries, company outings, and more

Full Service Catering:

- parties of 20 or more
- buffet style
- full salad bar
- choice of 3 appetizers
- select 3 entrées
- dessert and coffee included

...We'll Feed You Like Family!

Brochure (Annotated Sample)

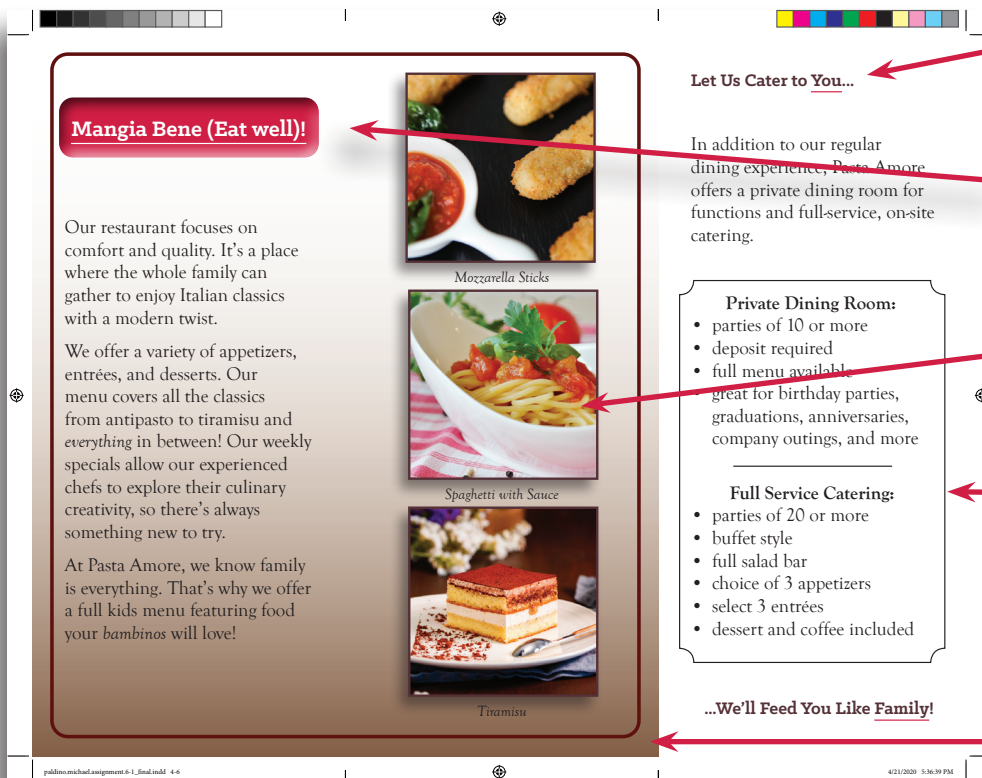


Cover for brochure features similar treatment to menu cover, for cohesiveness and quick brand recognition

Back page contains relevant contact information, displayed large and boldly in Klinik Slab for quick readability

Headings are tomato-shaped like menu fly-outs

Mission and Vision are placed on fold-in page to draw reader in and educate them about Pasta Amore's identity as a brand



Heading reminds customers they are more than just a sale. Similar to slogan in typographic style

Italian phrases often used to invoke feelings of tradition

Images of food contain same style as menu to create consistency across items

Additional services advertised showing Pasta Amore's range as a restaurant. Key information is bulleted and organized for easy reading

Cafe colored gradient is a more neutral, earthy tone which creates a sense of relaxation. Allows images of food to shine