



# PASTAAMORE

Marketing & Design Proposal  
Prepared by Aaron Medlock





# Table of Contents

Designs & Rationale for the Print Marketing

**Table of Contents | 1**

**Introduction | 2**

**Table Tent Rationale | 3**

**Menu Rationale | 4 - 6**

Appetizers & Pasta | 4

Beverages, Salads, & Soup | 5

Kids | 6

**Brochure Rationale | 7 - 8**

Cover, First Page, & Back | 7

Inner Pages | 8

**Final Designs | 9 - 14 (non-numbered)**

Table Tent | 9

Menus | 10 - 12

Brochure | 13 - 14

# PASTAAMORE

The Pasta Amore brand proclaims a dedication to a warm atmosphere with food that is to be fun, fresh, and filled with love. This mission is aimed at attracting families primarily comprised of middle class Generation Z, Millennials, and Boomers to its family-centric casual dining Italian restaurant. Pasta Amore directly competes with other family friendly Italian restaurants, such as Olive Garden, and requires advergence when navigating similarities with other brands, such as Fazoli's which shares a similar tomato icon and red / green color palette. Therefore, a divergent aesthetic was sought to distance itself from the competition while remaining loyal to the brand characteristics and parameters set by the style guide. All marketing materials were created to contribute to an impactful and recognizable identity through repetition of stylized minimalist layouts and elements, such as a red, white, or green border.

The specifications within the style guide itself were simplified to ensure the ability of each printed marketing piece to contribute toward a strong brand personality. Specifically, typographic considerations almost exclusively chose Klinik Slab due to its balance between a classical aesthetic as a serif typeface and modernity, such as lower contrast in stroke weight and reserved serif style, that personify the Pasta Amore vision of adding a modern twist on classics. Color considerations chose to focus on the primary color palette of Marinara Red or Leafy Green and white, to visually emphasize Italian culture and brand values of warmth or freshness. Meanwhile, a consistent use of taglines, dotted lines, and arrows contributed to the conveyance of an inviting experience and highlights the component of fun within the mission statement.

The promotion of an app in the table tent and brochure provides a way for Pasta Amore to not only better target the salience of technology in the life of Millennials, Boomers, and Generation Z, but also to better engage and retain them while a trackable QR code link allows collection of analytics. The drawing activity on the Kids Menu pursues a universal aesthetics while the digital quality would be likely to feel familiar to Generation Alpha's early exposure to modern technology. As a whole, the following pages all pursue emphasis of individual brand values, a clean and simplistic layout, distinguishability, and targeted appeal that don't sacrifice other potential demographics.

# Table Tent

Mobile App Promo

As with other designs for Pasta Amore, the table tent pursues a layout and aesthetic that prioritizes simplicity and white space. The Marinara Red background lends a tone of warmth to communication and grabs viewer attention. The use of iconography not only makes the message decipherable at even a glance, but also supports the message and would be likely to appeal to the tech familiar target demographic. Use of typography, colors, and logo conforms to style guide. Use of trackable QR code allows for digital analytics to fosters pursuit of brand vision to gain consumer insight.

Uses Marinara Red from approved color palette to communicate a warm atmosphere as per brand mission statement.

Uses approved white variant of client logo.

A frame around the content helps guide viewer gaze and creates brand identity through repetition in other marketing materials.

Klinik Slab was chosen over Goudy Old Style from the brand guide to pursue a more modern aesthetic associated with the message and target demographic. Klinik Slab Light and Bold appear at 14pt typeface with bold to boost place of selling points in graphic's visual hierarchy.

Footer reinforces message and provides a trackable QR code. Descending typeface size and weight creates visual hierarchy.

Apple and Google brand guidelines were also met to keep Pasta Amore in good standing with platforms distributing their mobile app.

PASTAAMORE

Get **FREE DELIVERY** plus  
**50% OFF** your first order!\*

Make family night easy with our app!  
Available for iOS 11+ & Android 6.0+ devices

\*Excludes catering orders & orders under \$10.

Download on the App Store GET IT ON Google Play

# Menu

Appetizers & Pasta

The menu design pursues unity with all other marketing pieces by using primary typography choices and color palette alongside an alternate white version of the Pasta Amore logo. A quadrant system and prioritization on white space ensures menu is easy to follow. Dotted lines below each section header help direct viewer eye movement while variations of stroke weight in Klinik Slab creates a visual hierarchy that reinforces that movement. Color communicates warmth, imagery communicates freshness, and line style communicates fun in pursuit of brand characteristics.

Horizontal logo appears congruent with brand guidelines

Imagery chosen to be impactful and complimentary to brand style guide imagery / colors by paying advertence to dominant color of photos.

Tag lines in 11pt Klinik Slab Light add interest without violating the rest of the visual hierarchy.

Used line height in Adobe InDesign to ensure uniform distance between menu items.

Repetition of frame helps create brand identity and contains viewer gaze within its boundaries.

## PASTA AMORE

### Appetizers

Start your meal off right!

- Calamari Bread | \$10.99
- Feta Pizza Bread | \$8.49
- Fried Mozzarella Bites | \$8.99
- Fried Tortellini Bites | \$7.99
- Meatball Gondola | \$11.49
- Ravioli Sampler | \$11.99
- Roasted Peppers | \$7.99
- Spinich Artichoke Dip | \$7.49
- Tomato Bruschetta Bread | \$4.99
- Unlimited Breadsticks | \$2.99



### Pasta

Traditional recipes made with love!

- Cannelloni Amore | \$17.99
- Classic Spaghetti | \$12.99
- Eggplant Parmigiana | \$16.99
- Fettuccine Alfredo | \$17.49
- Lasagna Amore | \$16.49
- Pesto Amore | \$15.99
- Penne Alfio | \$16.49
- Ravioli Amore | \$17.49
- Ricotta & Meatballs | \$10.99
- Tortellini | \$16.99



Learn Italian: Pasta = pasta in both English & Italian!

# Menu

Beverages, Soups, & Salads

Similar to the Appetizer & Pasta page of the Pasta Amore menu, the use of repetition helps create predictable navigation. The choice of Leafy Green over Marinara Red emphasizes the fresh ingredients of beverages, soups, and salads while also suggesting the brand value of freshness. The translations at the bottom center of the page in Goudy Old Style help to create an interactive element while also acting to eliminate confusion with some of the menu item names.

Proper usage of Client specified Leafy Green for quadrant square and frame.

Dotted lines visually connect featured menu items with image. The 1pt stroke weight helps lines to maintain visual hierarchy.

Header appears in 22pt Klinik Slab Bold to command viewer attention compared to tagline and menu items at lower type size and weights.

Menu items in 14pt Klinik Slab alternate between Medium and Light to establish visual hierarchy between the menu item and their price.

Italicized note clarifies use of asterisks without violating visual flow or hierarchy of menu.

“Learn Italian” is the only use of brand approved “Goudy Old Style” typeface. The contrast of stroke weight and serif style act to remind one of classic Italian literature typeface.

## PASTAAMORE

### Beverages

*Why not wet your appetite?*

- Coffee / Espresso | \$3.99
- Frosé\*\* | \$7.49
- Italian Soda | \$3.99
- Lime-onata | \$4.49
- Mimosa Amore\*\* | \$6.99
- Rossini\*\* | \$7.49
- Soft Drink | \$2.99
- Sparkling Water | \$2.99
- Tea (Hot or Cold) | \$2.99
- Wine\*\* | \$7.99+

*\*\*Denotes alcoholic beverages*



### Soups

*Made with love, not a can!*

- Chicken & Gnocchi Soup | \$4.99
- Italian Vegetable Soup | \$4.49
- Meatball Soup | \$5.99
- Minestrone Soup | \$4.99
- Zuppe Amore | \$6.49

### Salads

*Fresh from the start!*

- Classic Caesar Salad | \$10.99
- Florence Bleu Salad | \$9.99
- Grilled Veggie Salad | \$8.99
- House Salad | \$5.99
- Insalate Amore | \$11.99



Learn Italian: Insalate = salad & zuppe = soup.

# Menu

Kids

While the Kid's menu abandons the quadrant system of the rest of the menu, the frame, menu item layout, use of Marinara Red, and "Learn Italian" segment maintain a cohesive identity for Pasta Amore. The drawing activity reinforces the family-centric identity of Pasta Amore while also pursuing vision statement of developing a brand with understanding of culture. In aiming to foster a relationship with future generations, the drawing app aesthetic would feel familiar to Generation Alpha.

Uses Marinara Red from approved color palette to communicate a warmth as per mission statement. Use of frame helps maintain tie to other menu sections.

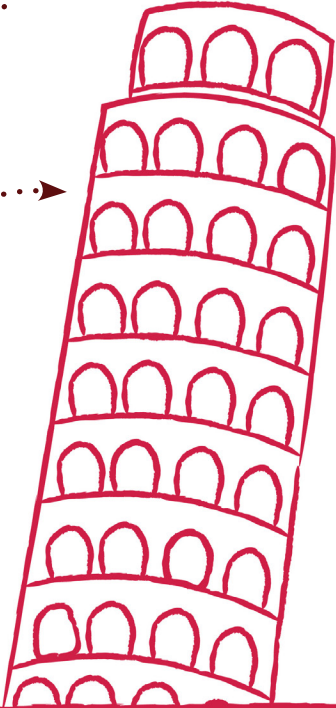
Activity instructions in top left leverages gravity of reading to lend clear explanation for interactivity with tower graphic.

Style of tower mimics smartphone / tablet drawing apps that digital native Generation Alpha would most likely be accustomed to.

Style of menu layout ensures that Kids Menu is not discordant with other marketing pieces. The dual column style ensures maximum white space for children's drawing without risking readability. Adobe InDesign paragraph styles and spacing tools ensure consistent aesthetic.

Placing the tower on the side allows extra space for child's drawing. Uses brand approved Marinara Red for line art.

Draw yourself holding up the Leaning Tower of Pisa!



**PASTAAMORE**

- Alfredo Penne | \$6.49
- Chicken Finger Pasta | \$5.99
- Macaroni & Cheese | \$6.49
- Piccolo Amore | \$5.99
- Piccolo Lasagna | \$6.99

**Kids Menu**  
A little taste of Italy!

- Piccolo Meatballs | \$5.49
- Piccolo Pizza | \$5.99
- Ravioli Gondola | \$6.99
- Spaghetti Piccolo | \$4.99
- Tortellini | \$6.99

**Learn Italian:** Piccolo is a term of endearment meaning "Little One" in its purest form.

# Brochure

Cover, Back, & First Page

The brochure leverages repetition of styles and layouts to ensure unison with other designs while variation compensates for condensed format and subject matter to still function as an independent marketing piece. How the brochure will unfold is taken into account as is the purpose of the brochure as a take out and delivery menu by introducing iconography that communicates a tech element and menu offerings without abandoning brand personality.

Typographic style is repeated for unity and ease of navigation; however, stroke weight contrast is limited compared to full menu. Using Book / Light instead of Medium / Light for menu items compensates for smaller type size, ensures legibility, and prevents unnecessary attention away from section header.


As back is often dead space, a succinct yet impactful message is sought through use of Marinara Red, iconography, & headers. The single column layout ensures a logical flow from top to bottom as per gravity of reading.

Brand approved white logo variant appears against Marinara Red. Placement in large rectangle & center of cover draws first gaze from viewer.


Icons appear in Marinara Red. Use of tiled iconography mimics smartphone aesthetic while also suggesting subject matter of brochure at a glance.

**Pastas**  
 Made with tradition & love!

- Cannelloni Amore | \$17.99
- Classic Spaghetti | \$12.99
- Eggplant Parmigiana | \$16.99
- Fettuccine Alfredo | \$17.49
- Lasagna Amore | \$16.49
- Pesto Amore | \$15.99
- Penne Alfio | \$16.49
- Ravioli Amore | \$17.49
- Ricotta & Meatballs | \$10.99
- Tortellini | \$16.99




Download the app\*



Make family night easy!



\*Delivery is offered by third parties, see their policies for details. App for Android 6.0+ & iOS 11+ only. Pickup is always free!



**PASTAAMORE**  
 Take Out & Delivery Menu





# Brochure

Inner Pages / Menu

The inner contents of the take out and delivery menu establishes flow from page to page by maximizing whitespace and utilizing colored squares in pursuit of gestalt psychology to maximize ease of viewer navigation. The use of frames ensures continuity while also providing means of compensating for variance in folding. Note that imagery is also repeated from full menu with exception of Kids menu which sees an image of a menu item instead of a drawing activity to adjust for adult audience without abandoning fun element associated with section & brand mission.

Menu sections appear logically to establish flow from appetizers to kids menu with pasta on first page (see above) to maintain brand focus.

Repetition of frame, colors, & imagery ensures continuity with other printed pieces.

Use of Leafy Green communicates freshness of soups and salads. Alternate placement prevents tombstoning of contents for more dynamic layout.

Frames provide extra gutter space to compensate for possible variation in folding.

Emphasis on pasta aligns with style guide imagery. Playful dish communicates nature of kids menu and aligns with mission statement of food that is fun, fresh, & filled with love.

Utilizes Marinara Red to comply with style guide, mimic full Kids menu, and suggest warmth.

## Appetizers

Start your meal off right!

- Calamari Bread | \$10.99
- Feta Pizza Bread | \$8.49
- Fried Mozzarella Bites | \$8.99
- Fried Tortellini Bites | \$7.99
- Meatball Gondola | \$11.49
- Ravioli Sampler | \$11.99
- Roasted Peppers | \$7.99
- Spinich Artichoke Dip | \$7.49
- Tomato Bruschetta Bread | \$4.99
- Unlimited Breadsticks | \$2.99



## Salads

Fresh from the start!

- Classic Caesar Salad | \$10.99
- Florence Blue Salad | \$9.99
- Grilled Veggie Salad | \$8.99
- House Salad | \$5.99
- Insalate Amore | \$11.99

## Soups

Made with love, not a can!

- Chicken & Gnocchi Soup | \$4.99
- Italian Vegetable Soup | \$4.49
- Meatball Soup | \$5.99
- Minestrone Soup | \$4.99
- Zuppe Amore | \$6.49

## Beverages

Why not wet your appetite?

- Italian Soda | \$3.99
- Lime-onata | \$4.49
- Soft Drink | \$2.99
- Tea (Hot or Cold) | \$2.99

## Kids

Taste of Italy for your little one!

- Alfredo Penne | \$6.49
- Chicken Finger Pasta | \$5.99
- Macaroni & Cheese | \$6.49
- Piccolo Amore | \$5.99
- Piccolo Lasagna | \$6.99
- Piccolo Meatballs | \$5.49
- Piccolo Pizza | \$5.99
- Ravioli Gondola | \$6.99
- Spaghetti Piccolo | \$4.99
- Tortellinis | \$6.99



PASTAAMORE



Get **FREE DELIVERY** plus  
**50% OFF** your first order!\*



**Make family night easy with our app!**

Available for iOS 11+ & Android 6.0+ devices

\*Excludes catering orders & orders under \$10.



# PASTAAMORE

## Appetizers

Start your meal off right!

- Calamari Bread | \$10.99
- Feta Pizza Bread | \$8.49
- Fried Mozzarella Bites | \$8.99
- Fried Tortellini Bites | \$7.99
- Meatball Gondola | \$11.49
- Ravioli Sampler | \$11.99
- Roasted Peppers | \$7.99
- Spinich Artichoke Dip | \$7.49
- Tomato Bruschetta Bread | \$4.99
- Unlimited Breadsticks | \$2.99



## Pasta

Traditional recipes made with love!

- Cannelloni Amore | \$17.99
- Classic Spaghetti | \$12.99
- Eggplant Parmigiana | \$16.99
- Fettuccine Alfredo | \$17.49
- Lasagna Amore | \$16.49
- Pesto Amore | \$15.99
- Penne Alfio | \$16.49
- Ravioli Amore | \$17.49
- Ricotta & Meatballs | \$10.99
- Tortellini | \$16.99



Learn Italian: Pasta = pasta in both English & Italian!

# PASTAAMORE

## Beverages

- Why not wet your appetite?
- Coffee / Espresso | \$3.99
- Frosé\*\* | \$7.49
- Italian Soda | \$3.99
- Lime-onata | \$4.49
- Mimosa Amore\*\* | \$6.99
- Rossini\*\* | \$7.49
- Soft Drink | \$2.99
- Sparkling Water | \$2.99
- Tea (Hot or Cold) | \$2.99
- Wine\*\* | \$7.99+

\*\*Denotes alcoholic beverages



## Soups

- Made with love, not a can!
- Chicken & Gnocchi Soup | \$4.99
- Italian Vegetable Soup | \$4.49
- Meatball Soup | \$5.99
- Minestrone Soup | \$4.99
- Zuppe Amore | \$6.49

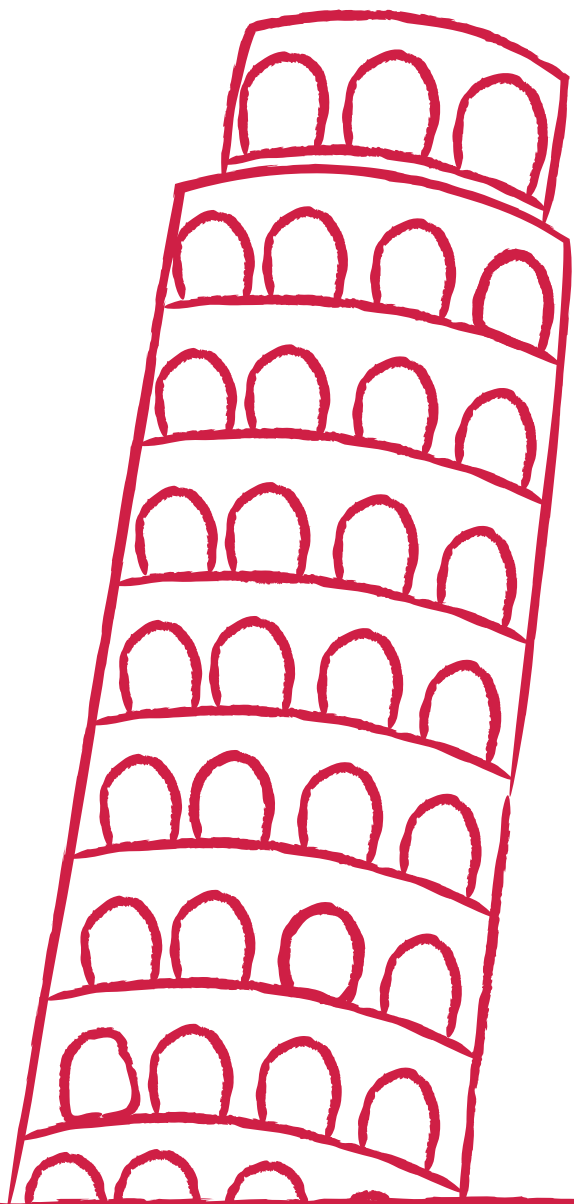
## Salads

- Fresh from the start!
- Classic Caesar Salad | \$10.99
- Florence Bleu Salad | \$9.99
- Grilled Veggie Salad | \$8.99
- House Salad | \$5.99
- Insalate Amore | \$11.99



Learn Italian: Insalate = salad & zuppe = soup.

Draw yourself holding up the Leaning Tower of Pisa!



## PASTA AMORE

- Alfredo Penne | \$6.49
- Chicken Finger Pasta | \$5.99
- Macaroni & Cheese | \$6.49
- Piccolo Amore | \$5.99
- Piccolo Lasagna | \$6.99

## Kids Menu

- A little taste of Italy!
- Piccolo Meatballs | \$5.49
  - Piccolo Pizza | \$5.99
  - Ravioli Gondola | \$6.99
  - Spaghetti Piccolo | \$4.99
  - Tortellini | \$6.99



Learn Italian: Piccolo is a term of endearment meaning "Little One" in its purest form.

# Pastas

Made with tradition & love!

Cannelloni Amore | \$17.99

Classic Spaghetti | \$12.99

Eggplant Parmigiana | \$16.99

Fettuccine Alfredo | \$17.49

Lasagna Amore | \$16.49

Pesto Amore | \$15.99

Penne Alfio | \$16.49

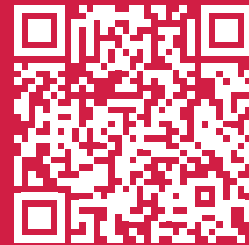
Ravioli Amore | \$17.49

Ricotta & Meatballs | \$10.99

Tortellini | \$16.99



Download the app\*



Make family night easy!



\*Delivery is offered by third parties, see their policies for details. App for Android 6.0+ & iOS 11+ only. Pickup is always free!



## Appetizers

Start your meal off right!

- Calamari Bread | \$10.99
- Feta Pizza Bread | \$8.49
- Fried Mozzarella Bites | \$8.99
- Fried Tortellini Bites | \$7.99
- Meatball Gondola | \$11.49
- Ravioli Sampler | \$11.99
- Roasted Peppers | \$7.99
- Spinich Artichoke Dip | \$7.49
- Tomato Bruschetta Bread | \$4.99
- Unlimited Breadsticks | \$2.99



## Salads

Fresh from the start!

- Classic Ceasar Salad | \$10.99
- Florence Blue Salad | \$9.99
- Grilled Veggie Salad | \$8.99
- House Salad | \$5.99
- Insalate Amore | \$11.99

## Soups

Made with love, not a can!

- Chicken & Gnocchi Soup | \$4.99
- Italian Vegetable Soup | \$4.49
- Meatball Soup | \$5.99
- Minestrone Soup | \$4.99
- Zuppe Amore | \$6.49

## Beverages

Why not wet your appetite?

- Italian Soda | \$3.99
- Lime-onata | \$4.49
- Soft Drink | \$2.99
- Tea (Hot or Cold) | \$2.99

## Kids

Taste of italy for your little one!

- Alfredo Penne | \$6.49
- Chicken Finger Pasta | \$5.99
- Macaroni & Cheese | \$6.49
- Piccolo Amore | \$5.99
- Piccolo Lasagna | \$6.99
- Piccolo Meatballs | \$5.49
- Piccolo Pizza | \$5.99
- Ravioli Gondola | \$6.99
- Spaghetti Piccolo | \$4.99
- Tortellinis | \$6.99

