

PASTA AMÒRE



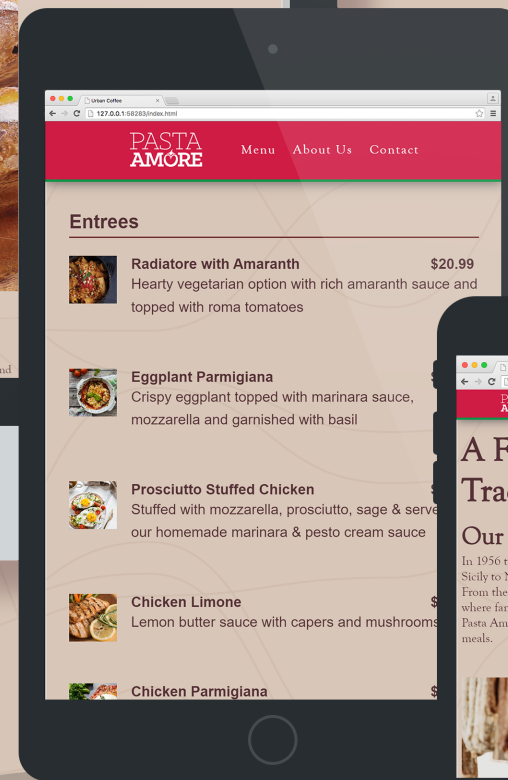
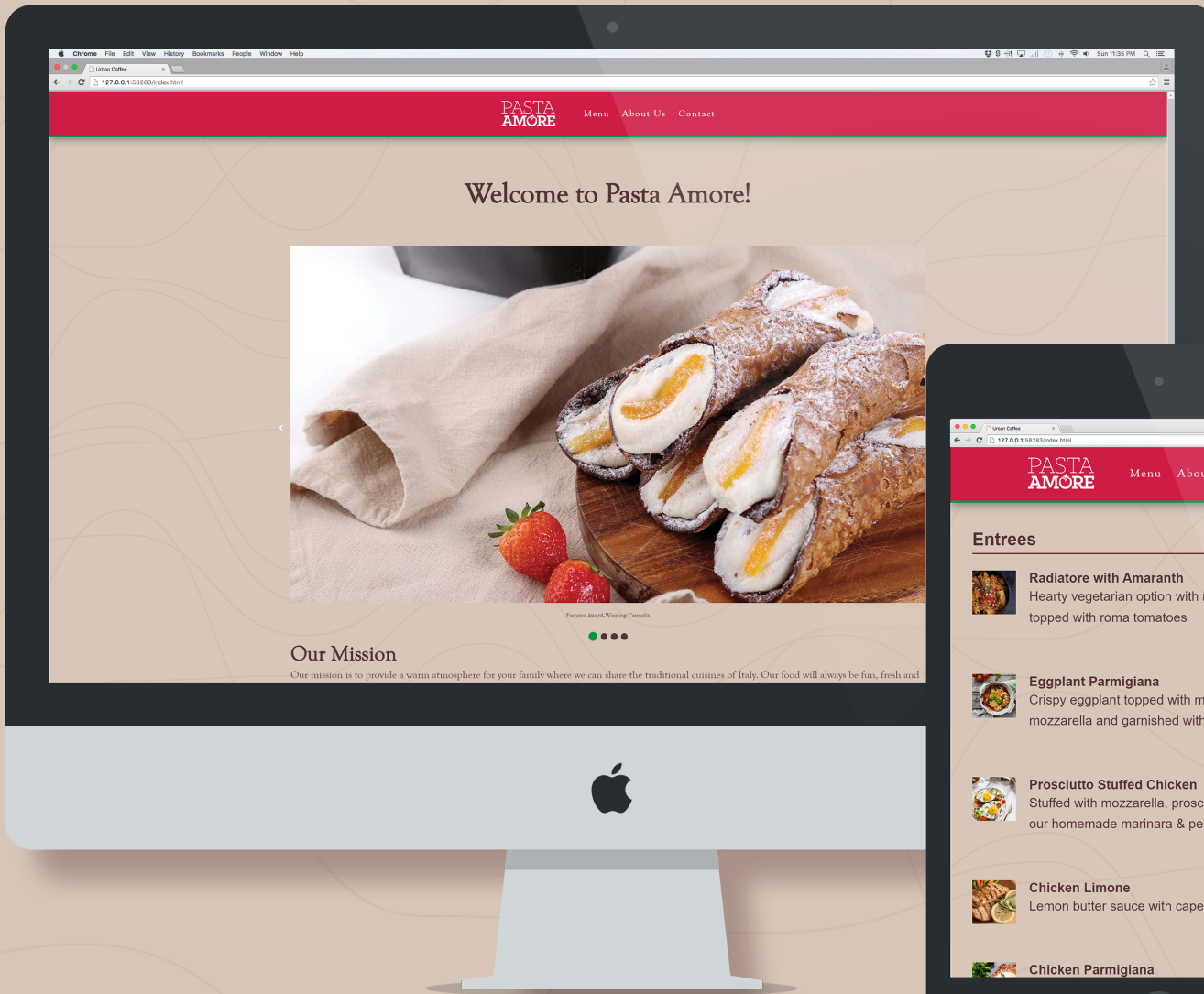
Website, Menu, Table Tent, Trifold Brochure, and Branding

Overview

Reoccurring Elements

Annotations

Print Files



Website

Multipage website frontend design and html/css/javascript.

Shareable Sides



	SM	LG
Stuffed Tomatoes	9.99	12.99
Sautéed tomatoes with meat sauce herbs, garlic, & mozzarella		

Green Beans	7.99	10.99
Fresh green beans lightly seasoned & served with fresh bacon		

Sausage, Peppers, & Onion	10.99	13.99
Mild or spicy		

Italian Sausage	10.99	13.99
Mild or spicy		

Meatball	9.99	12.99
Gravy smothered meatballs with sautéed diced carrots and broccoli		

Kid's Menu



	SM	LG
Macaroni & Cheese	7.99	10.99
Noodles smothered in cheesy cream sauce with pepper on top		

Spaghetti with Meatball	8.99	11.99
Tasty red sauce and a kid friendly meatballs		

Cheese Pizza	7.99	10.99
Simple and deliciously cheesy		

Pepperoni Pizza	8.99	11.99
Same great pizza with pepperoni		

Shareable Desserts



	SM	LG
Colossal Brownie Sundae	7.99	10.99
Chunky freshly-baked brownies layered with six scoops of vanilla bean & chocolate ice cream, topped with caramel drizzles with mounds of whipped cream and topped with a cherry!		

Chocolate Chip Cannoli	8.99	11.99
Fried and crispy shells with sweet, cannoli cream filling mixed with chocolate chips, served over a drizzle of our chocolate sauce		

Italian Crème Cannoli	8.99	11.99
Award winning, fried and crispy shells stuffed with rich lemon & mascarpone cheese filling, served in chocolate cannolis		

Chocolate Lava Cake	7.99	10.99
Moist dark chocolate cake with a sinful gooey center		

Homemade Cheesecake	11.99	14.99
Rich, creamy cheesecake topped with strawberry sauce & sprinkled with toasted pecans		

Tiramisu	9.99	12.99
Classic Italian tiramisu made with homemade ladyfingers soaked in espresso & Kahlua, layered with sweetened mascarpone cheese & topped with cocoa shavings & crumbled hazelnut biscotti		



Share the Love

PASTA AMORE

Family Owned
To Family Grown



Pastas



	SM	LG
.....	12.99	15.99

ne & red sauce topped with ricotta
n-style bread crumbs

ka	12.99	15.99
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ara	10.99	13.99
sauce		

Specialty Pastas



	SM	LG
Lasagna	15.99	18.99

Layers upon layers of meat sauce, ricotta, mozzarella, provolone & topped with Parmesan

Baked Rigatoni	12.99	15.99
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Spicy Italian sausage with tomato sauce and a generous portion of mozzarella, Parmesan & ricotta

Spicy Chicken Rigatoni	12.99	15.99
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Chicken breast, garlic, & fresh herbs in a spicy rosa sauce

Chicken Carbonara	14.99	17.99
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Sautéed chicken breast tossed in a creamy alfredo sauce

Shrimp Fra Diavolo	16.99	21.99
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Sautéed shrimp with penne in a spicy sauce



with mixed lettuce in our signature roman vinaigrette

Caesar	7.99	11.99
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Crisp romaine tossed in our creamy caesar dressing with our oven-baked croutons & Parmesan

Chicken Parmigiana	15.99	18.99
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Hand-breaded chicken in marinara sauce, mozzarella and garnished with basil

Chicken Marsala	15.99	18.99
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Roasted portobello mushrooms in a traditional marsala wine sauce

Menu

Folded Menu with front and back



Scan for a Menu with Tasty Choices!



Try our classics like our signature cannoli, Italian ice, or ice cream!

Treat Yourself

Appetizers

Mmmmm....

Fresh Garlic Bread, Mozzarella Caprese, Wings, Bruschetta, and Fried Mozzarella



PASTA AMORE

Table tent (on left)

one-sided print

Catering guide (on right)

Trifold brochure with front and back



Share Your Experience

PASTA AMORE



Catering Guide

Invite us to be part of your next family Party, Celebration, Event, or Special Occasion

Birthdays



BDAY PARTY (10) LG (20) XL

Pricing for 10 or 20 people 120 220

Choose one from each category below

Salad: House OR Caesar

Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti

Dessert: Chocolate Chip Cannoli OR Italian Crème Cannoli

Birthday Dessert: Chocolate OR Vanilla Cake

Garlic Bread Included

AMORE BDAY PARTY (10) LG (20) XL

Pricing for 10 or 20 people 205 395

Choose one from each category below

Salad: House OR Caesar

Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti

Pizza: Pepperoni, Cheese, OR Sausage

Entree: Eggplant Parmigiana, Chicken Parmigiana, OR Prosciutto Stuffed Chicken

Dessert: Chocolate Chip Cannoli OR Italian Crème Cannoli

Birthday Dessert: Chocolate OR Vanilla Cake

Garlic Bread Included

Events



CELEBRATION (10) LG (20) XL

Pricing for 10 or 20 people 99 179

Choose one from each category below

Salad: House OR Caesar

Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti

Garlic Bread Included

AMORE CELEBRATION (10) LG (20) XL

Pricing for 10 or 20 people 189 370

Choose one from each category below

Salad: House OR Caesar

Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti

Entree: Eggplant Parmigiana, Chicken Parmigiana, OR Prosciutto Stuffed Chicken

Dessert: Chocolate Chip Cannoli OR Italian Crème Cannoli

Garlic Bread Included



À La Carte



SALAD (5) SM (10) LG (20) XL

House	35	65	125
Caesar	35	65	125
Lemon Parm. Arugula	40	75	145

PASTA (5) SM (10) LG (20) XL

Lasagna	75	145	290
Baked Rigatoni	65	125	250
Baked Ziti	65	125	250
Spaghetti Marinara	50	90	170

PIZZA (5) SM (10) LG (20) XL

Cheese	16	30	55
Pepperoni	16	30	55
Sausage	16	30	55

ENTREES (5) SM (10) LG (20) XL

Eggplant Parmigiana	65	125	250
Chicken Parmigiana	75	145	290
Prosciutto Stuffed Chicken	75	145	290

DESSERT (5) SM (10) LG (20) XL

Choc. Chip Cannoli	40	75	145
Italian Crème Cannoli	40	75	145

Sizes: Small Feeds 5, Large Feeds 10, and Extra Large Feeds 20

Main Reoccurring Elements

These are element that are present throughout the Website, Menu, Table Tent, and Trifold Brochures



Pasta Amore Grouping (Logo, red background, green acent line and heart icon)

- Use of white version of logo to emphasis the bright cheerful colors that the branding provides
- Created a heart icon from the logo as an element to remind viewers of the love that goes into the food
- Use of Leafy Green color divider to create contrast and division which is also in other locations



Header/Category indicator

- Decorative header that feels classic like roman pillars, reminiscent of Italian history
- Use of Klinik Slab bold within header for consistency
- Often used in conjunction with the red background pattern to create emphasis using contrast and scale
- Similar use of frames for photo containers



Background Pattern

- Decorative pattern used in Cannoli or Marinara Red representing spaghetti noodle strands in Marinara Red or Cannoli
- The pattern calls upon the connection between noodles and Italian cuisine
- Often used with Leafy Green accent line or used with both pattern colors to create harmony

Menu Front and Back

Shareable Sides



- | | SM | LG |
|---|-------|-------|
| Stuffed Tomatoes | 9.99 | 12.99 |
| Sautéed tomatoes with meat sauce herbs, garlic, & mozzarella | | |
| Green Beans | 7.99 | 10.99 |
| Fresh green beans lightly seasoned & served with fresh bacon | | |
| Sausage, Peppers, & Onion | 10.99 | 13.99 |
| Mild or spicy | | |
| Italian Sausage | 10.99 | 13.99 |
| Mild or spicy | | |
| Meatball | 9.99 | 12.99 |
| Gravy smothered meatballs with sautéed diced carrots and broccoli | | |

Kid's Menu



- | | SM | LG |
|--|------|-------|
| Macaroni & Cheese | 7.99 | 10.99 |
| Noodles smothered in cheesy cream sauce with pepper on top | | |
| Spaghetti with Meatball | 8.99 | 11.99 |
| Tasty red sauce and a kid friendly meatballs | | |
| Cheese Pizza | 7.99 | 10.99 |
| Simple and deliciously cheesy | | |
| Pepperoni Pizza | 8.99 | 11.99 |
| Same great pizza with pepperoni | | |

Shareable Desserts



- | | SM | LG |
|---|-------|-------|
| Colossal Brownie Sundae | 7.99 | 10.99 |
| Chunky freshly-baked brownies layered with six scoops of vanilla bean & chocolate ice cream, topped with caramel drizzles with mounds of whipped cream and topped with a cherry! | | |
| Chocolate Chip Cannoli | 8.99 | 11.99 |
| Fried and crispy shells with sweet, cannoli cream filling mixed with chocolate chips, served over a drizzle of our chocolate sauce | | |
| Italian Crème Cannoli | 8.99 | 11.99 |
| Award winning, fried and crispy shells stuffed with rich lemon & mascarpone cheese filling, served in chocolate cannolis | | |
| Chocolate Lava Cake | 7.99 | 10.99 |
| Moist dark chocolate cake with a sinful gooey center | | |
| Homemade Cheesecake | 11.99 | 14.99 |
| Rich, creamy cheesecake topped with strawberry sauce & sprinkled with toasted pecans | | |
| Tiramisu | 9.99 | 12.99 |
| Classic Italian tiramisu made with homemade ladyfingers soaked in espresso & Kahlua, layered with sweetened mascarpone cheese & topped with cocoa shavings & crumbled hazelnut biscotti | | |



Share the Love

PASTA AMORE



Family Owed
To Family Grown

Menu Front and Back Detail

Use of Header

See “Reoccurring Elements” page

Use of Pasta Amore Grouping

See “Reoccurring Elements” page

Images

Shows a glimpse of the food allowing the food to stimulate hunger and allows the photo to represent both small and large portions

Food Items

Creates a hierarchy between item and description while providing pricing upfront for budget concerned families



Use of Background

See “Reoccurring Elements” page

Image Choice

It’s got to be good if everyone is grabbing to get a slice and this provides a warm fun atmosphere for families

Menu Interior

Appetizers



	SM	LG
Fresh Garlic Bread	5.99	8.99
Mozzarella Caprese	6.99	9.99
Wings	5.99	8.99
Brushetta	8.99	11.99
Fried Mozzarella	6.99	9.99

Salads



	SM	LG
Lemon Parmesan Arugula	8.99	12.99
Caesar	7.99	11.99

Entrees



	SM	LG
Radiatore with Amaranth	17.99	20.99
Eggplant Parmigiana	13.99	16.99
Prosciutto Stuffed Chicken	15.99	18.99

The More the Merrier

Chicken Limone	14.99	17.99
Chicken Parmigiana	15.99	18.99
Chicken Marsala	15.99	18.99

Pizza



	SM	LG
Alfredo with Peppers	18.99	22.99
Pepperoni	15.99	20.99
Margherita	15.99	20.99
Spicy Arrabbiata	18.99	22.99



Pastas



	SM	LG
Baked Ziti	12.99	15.99
Penne Alla Vodka	12.99	15.99
Spaghetti Marinara	10.99	13.99

Specialty Pastas



	SM	LG
Lasagna	15.99	18.99
Baked Rigatoni	12.99	15.99
Spicy Chicken Rigatoni	12.99	15.99
Chicken Carbonara	14.99	17.99
Shrimp Fra Diavolo	16.99	21.99

Menu Interior Detail

Use of Header (Again)

See “Reoccurring Elements” page

On Brand Messaging

Messaging that reminds families of celebrating together

Images (Again)

Shows a glimpse of the food allowing the food to stimulate hunger and allows the photo to represent both small and large portions

Food Items (Again)

Creates hierarchy between item and description while providing pricing upfront for budget concerned families

Easily Understood

Providing a menu that is easily understood by customers of all ages with plenty of photos to excite customers

Use of Background (Again)

See “Reoccurring Elements” page



Family Image

This image shows the use of the header frame (consistency) and more importantly reminds families that this is a locally run family business

Trifold Front and Back Detail



Share Your Experience

PASTA AMORE



Catering Guide

About Us

An Italian restaurant serving classic Italian food for families and catered events. We serve our food family-style to bring everyone together over carefully curated recipes that are filled with fresh ingredients.

PASTA AMORE

Share the Love

Mon-Thur: 8am-10pm
Phone: 888-235-5678
601 Washington Ave, Los Cruces, NJ 07303

Invite us to be part of your next Family Party, Celebration, Event, or Special Occasion

Trifold Front and Back Detail

Modern

The photo represents connecting with social media and the icons match the organic pasta background

Use of Pasta Amore Grouping

See “Reoccurring Elements” page

Family Image

This image shows the use of the header frame (consistency) and more importantly reminds families that this is a locally run family business



Share Your Experience



Catering Guide

Image Choice

It's got to be good if everyone is grabbing to get a slice and this provides a warm fun atmosphere for families

About Us

Offers a little more information about the business, great juxtaposition against the family image

About Us

An Italian restaurant serving classic Italian food for families and catered events. We serve our food family-style to bring everyone together over carefully curated recipes that are filled with fresh ingredients.

PASTA AMORE

Share the Love

Mon-Thur: 8am-10pm
Phone: 888-235-5678
601 Washington Ave, Los Cruces, NJ 07303

Invite us to be part of your next Family Party, Celebration, Event, or Special Occasion

Use of Header

See “Reoccurring Elements” page

Image Choice

It's got to be good if everyone is grabbing to get a slice and this provides a warm fun atmosphere for families

Trifold Interior

Birthdays



BDAY PARTY (10) LG (20) XL

Pricing for 10 or 20 people 120 220

Choose one from each category below

Salad: House OR Caesar

Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti

Dessert: Chocolate Chip Cannoli
OR Italian Crème Cannoli

Birthday Dessert: Chocolate OR Vanilla Cake

Garlic Bread Included

AMORE BDAY PARTY (10) LG (20) XL

Pricing for 10 or 20 people 205 395

Choose one from each category below

Salad: House OR Caesar

Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti

Pizza: Pepperoni, Cheese, OR Sausage

Entree: Eggplant Parmigiana, Chicken
Parmigiana, OR Prosciutto Stuffed Chicken

Dessert: Chocolate Chip Cannoli
OR Italian Crème Cannoli

Birthday Dessert: Chocolate OR Vanilla Cake

Garlic Bread Included

Events



CELEBRATION (10) LG (20) XL

Pricing for 10 or 20 people 99 179

Choose one from each category below

Salad: House OR Caesar

Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti

Garlic Bread Included

AMORE CELEBRATION (10) LG (20) XL

Pricing for 10 or 20 people 189 370

Choose one from each category below

Salad: House OR Caesar

Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti

Entree: Eggplant Parmigiana, Chicken
Parmigiana, OR Prosciutto Stuffed Chicken

Dessert: Chocolate Chip Cannoli
OR Italian Crème Cannoli

Garlic Bread Included



À La Carte



SALAD (5) SM (10) LG (20) XL

House	35	65	125
Caesar	35	65	125
Lemon Parm. Arugula	40	75	145

PASTA (5) SM (10) LG (20) XL

Lasagna	75	145	290
Baked Rigatoni	65	125	250
Baked Ziti	65	125	250
Spaghetti Marinara	50	90	170

PIZZA (5) SM (10) LG (20) XL

Cheese	16	30	55
Pepperoni	16	30	55
Sausage	16	30	55

ENTREES (5) SM (10) LG (20) XL

Eggplant Parmigiana	65	125	250
Chicken Parmigiana	75	145	290
Prosciutto Stuffed Chicken	75	145	290

DESSERT (5) SM (10) LG (20) XL

Choc. Chip Cannoli	40	75	145
Italian Crème Cannoli	40	75	145

Sizes: Small Feeds 5, Large Feeds 10,
and Extra Large Feeds 20

Trifold Interior Detail

Use of Header (Again)

See “Reoccurring Elements” page

Sharable Sizes

Consistency with menu by providing family style meals similar to the menu

Images

Shows a glimpse of the food allowing the food to stimulate hunger and allows the photo to represent both small and large portions

Food Items/Sections

Creates hierarchy between item choice and section while providing pricing upfront for budget concerned families

Birthdays			Events			À La Carte		
								
BDAY PARTY	(10) LG (20) XL	CELEBRATION	(10) LG (20) XL	SALAD	(5) SM (10) LG (20) XL			
Pricing for 10 or 20 people	120 220	Pricing for 10 or 20 people	99 179	House	35 65 125			
<i>Choose one from each category below</i>		<i>Choose one from each category below</i>		Caesar	35 65 125			
Salad: House OR Caesar		Salad: House OR Caesar		Lemon Parm. Arugula	40 75 145			
Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti		Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti		PASTA	(5) SM (10) LG (20) XL			
Dessert: Chocolate Chip Cannoli OR Italian Crème Cannoli		Garlic Bread Included		Lasagna	75 145 290			
BirthDay Dessert: Chocolate OR Vanilla Cake		AMORE CELEBRATION	(10) LG (20) XL	Baked Rigatoni	65 125 250			
Garlic Bread Included		Pricing for 10 or 20 people	189 370	Baked Ziti	65 125 250			
AMORE BDAY PARTY	(10) LG (20) XL	<i>Choose one from each category below</i>		Spaghetti Marinara	50 90 170			
Pricing for 10 or 20 people	205 395	Salad: House OR Caesar		PIZZA	(5) SM (10) LG (20) XL			
<i>Choose one from each category below</i>		Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti		Cheese	16 30 55			
Salad: House OR Caesar		Entree: Eggplant Parmigiana, Chicken Parmigiana, OR Prosciutto Stuffed Chicken		Pepperoni	16 30 55			
Pasta: Lasagna, Baked Rigatoni, OR Baked Ziti		Dessert: Chocolate Chip Cannoli OR Italian Crème Cannoli		Sausage	16 30 55			
Pizza: Pepperoni, Cheese, OR Sausage		Garlic Bread Included		ENTREES	(5) SM (10) LG (20) XL			
Entree: Eggplant Parmigiana, Chicken Parmigiana, OR Prosciutto Stuffed Chicken				Eggplant Parmigiana	65 125 250			
Dessert: Chocolate Chip Cannoli OR Italian Crème Cannoli				Chicken Parmigiana	75 145 290			
BirthDay Dessert: Chocolate OR Vanilla Cake				Prosciutto Stuffed Chicken	75 145 290			
Garlic Bread Included				DESSERT	(5) SM (10) LG (20) XL			
				Choc. Chip Cannoli	40 75 145			
				Italian Crème Cannoli	40 75 145			
				Sizes: Small Feeds 5, Large Feeds 10, and Extra Large Feeds 20				

Packages


All packages provide garlic bread with package and the image reminds customers of dining experience

Use of Background (Again)

See “Reoccurring Elements” page

Table Tent

Scan for a Menu with Tasty Choices!





Try our classics like our signature cannolis, Italian ice, or ice cream!

Treat Yourself

Appetizers


Mmmmm....
Fresh Garlic Bread, Mozzarella Caprese, Wings, Brushetta, and Fried Mozzarella



PASTA AMORE

Appetizers


Mmmmm....
Fresh Garlic Bread, Mozzarella Caprese, Wings, Brushetta, and Fried Mozzarella



PASTA AMORE

Treat Yourself

Try our classics like our signature cannolis, Italian ice, or ice cream!



Scan for a Menu with Tasty Choices!




Table Tent Details

Use of Header

See “Reoccurring Elements” page

Image with Callout

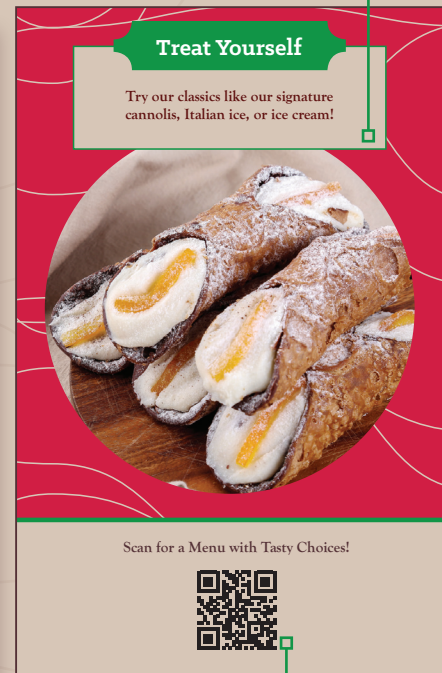
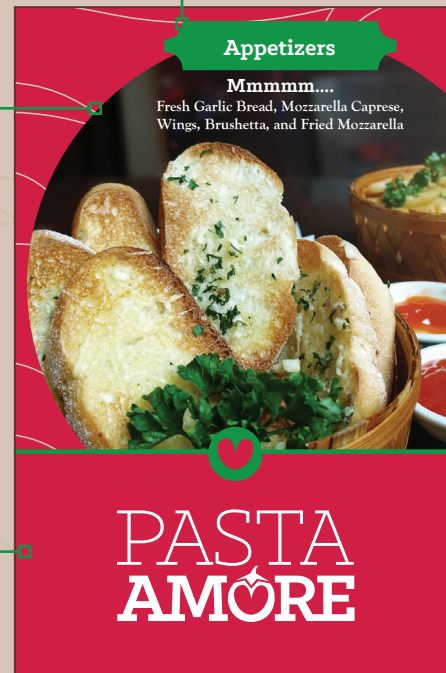
Reverse side used to remind families to save room for dessert while highlighting their award-winning cannolis

Image with Callout

Shows a glimpse of the food offerings to stimulate hunger and suggests appetizers for the table to start

Use of Pasta Amore Grouping

See “Reoccurring Elements” page



Use of Background

See “Reoccurring Elements” page

QR Code

A common feature in COVID, which offers an alternative to the paper menu which can offer additional menu pictures (In black to increase phone scanning legibility/contrast)

PASTA AMÒRE



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.