Pasta Amore combines the cooking traditions and ingredients of Italy with creativity, providing a modern twist on timeless classics. Our vision for the future is to grow and learn along with our customers. In doing so, we aim to provide an atmosphere that enables this growth and fuels the passion that lives within the essence of the brand. The approach of Pasta Amore is to develop our brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality.

Since our ingredients come first, we have integrated the tomato to have the dual meaning as the heart of our brand. It translates well as a strong and recognizable branding mark that can also be used on other applications. The logo supports the brand’s emphasis on family and establishes a look representative of the company’s current consumers while understanding its future vision.