

PASTA AMORE

Brand Style Guide
COM 232: Desktop Publishing
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Mission Statement:

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.



Vision

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.



PASTA
AMORE

Logo and Usage

Logo

Our logo is at the heart of our brand. In understanding how to represent the logo you will effectively understand the brand mission and personality.

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.



Alternate logo for horizontal usage preferences.



Logo Size

When using the logo the proper spacing is vital to ensure clarity and keep the logo free from interruption.



Grid Guides



Sizing Guidelines

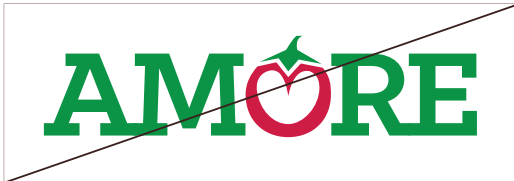
Logo Usage



Do not alter logo color.



Do not substitute logo symbol.



Do not omit logo elements.



Do not distort logo.



Do not place over distracting backgrounds.

Logo Color Options

The primary color palette consists of Marinara Red and Leafy Green.



Black and White logo options

Black and white variations can be used as either standard or inversed.



PASTA
AMORE

The logo consists of the word "PASTA" in a tall, thin, black serif font. Below it, the word "AMORE" is in a bold, black, sans-serif font. A small, stylized heart with a cross inside is positioned between the two words, centered over the letter 'O' in "AMORE".

PASTA
AMORE

The logo is identical to the one above but is rendered in white against a solid black rectangular background. "PASTA" is in a tall, thin, white serif font, and "AMORE" is in a bold, white, sans-serif font. A small, stylized white heart with a cross inside is positioned between the two words, centered over the letter 'O' in "AMORE".

Color Palette

Full Color Palette

The primary color palette consists of Marinara Red and Leafy Green.

Marinara Red



Pantone: 1935C
CMYK: 13 100 72 2
RGB: 207 28 68 Hex
triplet: CF1C44

Leafy Green



Pantone: 7739C
CMYK: 86 17 100 3
RGB: 11 148 70 Hex
triplet: 0B9446

The secondary color palette is made up of Wine, Espresso, Cafe, Cannoli

Wine



Pantone: 1815C
CMYK: 35 94 89 55
RGB: 95 19 18 Hex
triplet: 5e1211

Cafe



Pantone: 4705C
CMYK: 40 60 75 29
RGB: 124 87 63
Hex triplet: 7b573e

Espresso



Pantone: Black 5C
CMYK: 50 75 60 50
RGB: 85 50 55
Hex triplet: 543136

Cannoli



Pantone: 482C
CMYK: 15 20 25 0
RGB: 216 198 184
Hex triplet: D8C6B8

Primary Typography

Typography

Klinik Slab Book

Klinik Slab Medium

Klinik Slab Bold

Klinik Slab Bold Italic

Klinik Slab Book Italic

Klinik Slab Medium Italic

Goudy Old Style Regular

Goudy Old Style Italic

Goudy Old Style Bold

Klinik Slab can be downloaded for free personal use from

<http://www.losttype.com/font/?name=klinik>

Goudy Old Style is part of your personal computer collection.

Image Use

For images you can use in projects (but not manipulate as per their terms of use) we have access to several different resources through the library (ArtStor, etc.).

<http://libguides.snhu.edu/c.php?g=92439&p=1484545>

Outside of the Creative Commons search (<https://search.creativecommons.org/>) there is a database from the University of Michigan that has been created for students/teachers to use to manipulate (<http://quod.lib.umich.edu/a/aict>)