



pasta amore

Brand Style Guide



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.

DEMOGRAPHICS

Offering a multitude of mouth-watering Italian dishes, Pasta Amore is a family-friendly restaurant. A trendy place you can meet for lunch or dinner. They also offer catering.



COLOR PALETTE



TOMATO
#DD1725
R221, G23, B37
C7, M100, Y99, K1



LEAFY
#73A836
R115, G168, B54
C61, M14, Y100, K1



NOODLE
#FEC77C
R254, G199, B124
CO, M24, Y58, KO



ALFREDO
#FEC77C
R254, G199, B124
CO, M24, Y58, KO
60% NOODLE



MEATBALL
#A97C50
R169, G124, B80
C30, M50, Y75, K9



PEPPER
#231F20
R35, G31, B32
C70, M67, Y64, K74

TYPOGRAPHY

CocoaPro

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

CocoaPro
Style: Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

CocoaPro
Style: Bold

Tablet Gothic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Tablet Gothic
Style: Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Tablet Gothic
Style: ExtraBold

APPROVED LOGOS

Primary



Text-Only Alternatives



White Logo Alternatives

 Background can be Tomato, Leafy, Meatball, or Pepper.



USAGE RULES

EMPLOYEE SHIRTS



🍅 Employee shirts consist of “Noodle” (cream-colored) or “Meatball” (brown colored) polo style, as shown. Logo should be added on front left chest area only.

LOGO DIMENSIONS



🍅 Minimum width from all areas of the logo should be no less than 1/4”.



🍅 Dimensions for logo should maintain height & width ratio, and remain proportional. The angle of the logo should always be 0 degrees.