PASTA AMORE

Print Marketing Presentation

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Introduction

Pasta Amore is a modern Italian dining experience created for consumers from all walks of life. From small family meals, to first dates, and even your large business gatherings – we want to be there for you whenever you need us.

In this presentation I have created printable marketing materials for the Pasta Amore brand that encapsulate the core needs of our consumers. To begin, I'd like to take a look at our target audience. Pasta Amore, as mentioned previously, is for a large target audience; knowing this, I made sure I designed pieces that could span several different socioeconomical backgrounds, as well as many age ranges. I learned about the audience from the brand's style guide in which it states, "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." This is relevant to the brand, as we are attempting to market the business as a modern twist on Italian classics at a reasonable price point for the new generation of guests.

The following materials will illustrate how I innately sculpted the brand's key aspects into a functional marketing presentation. Looking at the table tent design, I wanted to display modern characteristics through the use of a sleek black backdrop & an airy design landscape. Once these were laid out, I brought in the classic charm by utilizing the font Goudy Old Style as it aligned with the style guide & demonstrated iconic Italian charm. Lastly, I chose images that are essential to consumer's mindset when faced with the term Italian food. This combined with the interesting visual hierarchy I've created help make a timeless & appealing printable.

The next, and arguably most important, piece I want to discuss is the menu design. For this artifact I've taken a similar approach to that of the table tent, modern & classic. This was tricky to pull off in such a large format as there is more that goes into a menu design, however I feel that I have achieved this. I accomplished this by first utilizing large images for the backdrop of each page. I chose classic Italian dishes & ingredients to be the centerpiece for each page, in doing this I eliminated the clutter of multiple images that traditional menus usually have. Additionally, I utilized the traditional fonts provided in the brand style guide – Goudy Old Style & Klinic Slab. These not only give the menu its classic charm, they also help create a cohesive brand identity that is useful for both consumers & the brand itself. The last aspects that add modern flair to the menu are the simplified color palette & the strategically designed layout. These not only aid in cohesion of the brand, but make for a positive consumer experience that will positively impact the brand.

The last marketing material I have created for Pasta Amore's brand is a tri-fold. The creation of this piece is important as it will be taken away from the establishment & referred to by consumers frequently. I wanted to create a layout that reflected accessibility & convenience to our busy consumers, as no one enjoys scavenging for information in a pinch. To do this I utilized modern day technology to act as a secondary informational tool - the QR code, social media platforms, as well as the company's website. This also helped to create a simplified design that doesn't have an overwhelming amount of information to search through. Additionally, I wanted to keep the layout simplified to appeal to our modern design aesthetic. This can be seen in the reduced menu provided on the inside of the tri-fold, and on the back panel where the contact information is displayed. Lastly, the way that I incorporated the classic charm style into the design was through the images I chose such as a map from Ancient Rome, as well as classic Italian cuisine. In conclusion, this artifact as well as the menu & table tent reflect a cohesive brand identity founded in modern design principles & classic Italian charm.