



# Pasquale's Rebrand

By Angela Pepe

# Logo Exploration



New Paltz, NY 845-255-0400



# PASQUALE'S

*pizza & restaurant*

## Appetizers

Mozzarella Sticks	8.99
Fried Calamari	11.99
Fried Ravioli	8.99
Chicken Fingers with fries	10.99
Clams Oreganata	11.99
Chicken Wings	
(boneless also available)	
mild, medium, hot, BBQ,	
honey BBQ, teriyaki, garlic parmigiana	
10 for 13.99	
20 for 25.99	

## Salads

dressing choices:

Homemade House Italian, Balsamic  
Vinaigrette, Red Wine Vinaigrette, Ranch, Caesar, Bleu  
Cheese, Honey Mustard, French, Thousand Island,  
Creamy Italian

Garden	Small 5.99, Large 7.99
Caesar	Small 5.99, Large 7.99
Grilled Chicken Caesar	8.99, 10.99
Chicken Cobb	9.99, 11.99
Caprese	8.99, 11.99

## Entrees

with homemade bread and soup or salad

Choice of Spaghetti, Penne, Linguine, Angel Hair...

Tomato sauce, marinara sauce, or garlic and oil	11.99
Farfalle Tre Colore	17.99
broccoli, chicken, and sundried tomato	
Pasta with broccoli rabe and sautéed sausage	17.99
Penne alla Vodka	15.99
...with chicken	17.99

## Pizza

Bambino (10").....	10.99
Extra Cheese	2.25
Toppings	1.75
Medium (14").....	14.99
Extra Cheese	2.75
Toppings	2.50
Large (16").....	16.50
Extra Cheese	3.00
Thick Crust	2.75
Toppings	2.75
Extra Large (18").....	17.99
Extra Cheese	3.99
Toppings	3.25
Sicilian	17.99

## Toppings

meatballs	ham
sausage	spinach
peppers	sliced tomato
onions	broccoli
pepperoni	garlic
mushrooms	olives
bacon	salami

# Menu Redesign

# Digital Mockup

*Street sign*



# Digital Mockup

## Menu





# ANOTHER OPTION...

*my personal favorite logo :)*

## Digital Mockup

*Pizza box*

