

FRONT BURNER BRANDS

INTRODUCTION

**Brand Capabilities and
Pasto Presentation.**

Spectrum

HELLO!
NICE TO MEET YOU!

Team Introductions

WE CREATE STORIES THAT CONNECT!

**We are an Emmy® Award-Winning
Entertainment, Branding, and Content
Studio Founded in Tampa in 1989.**



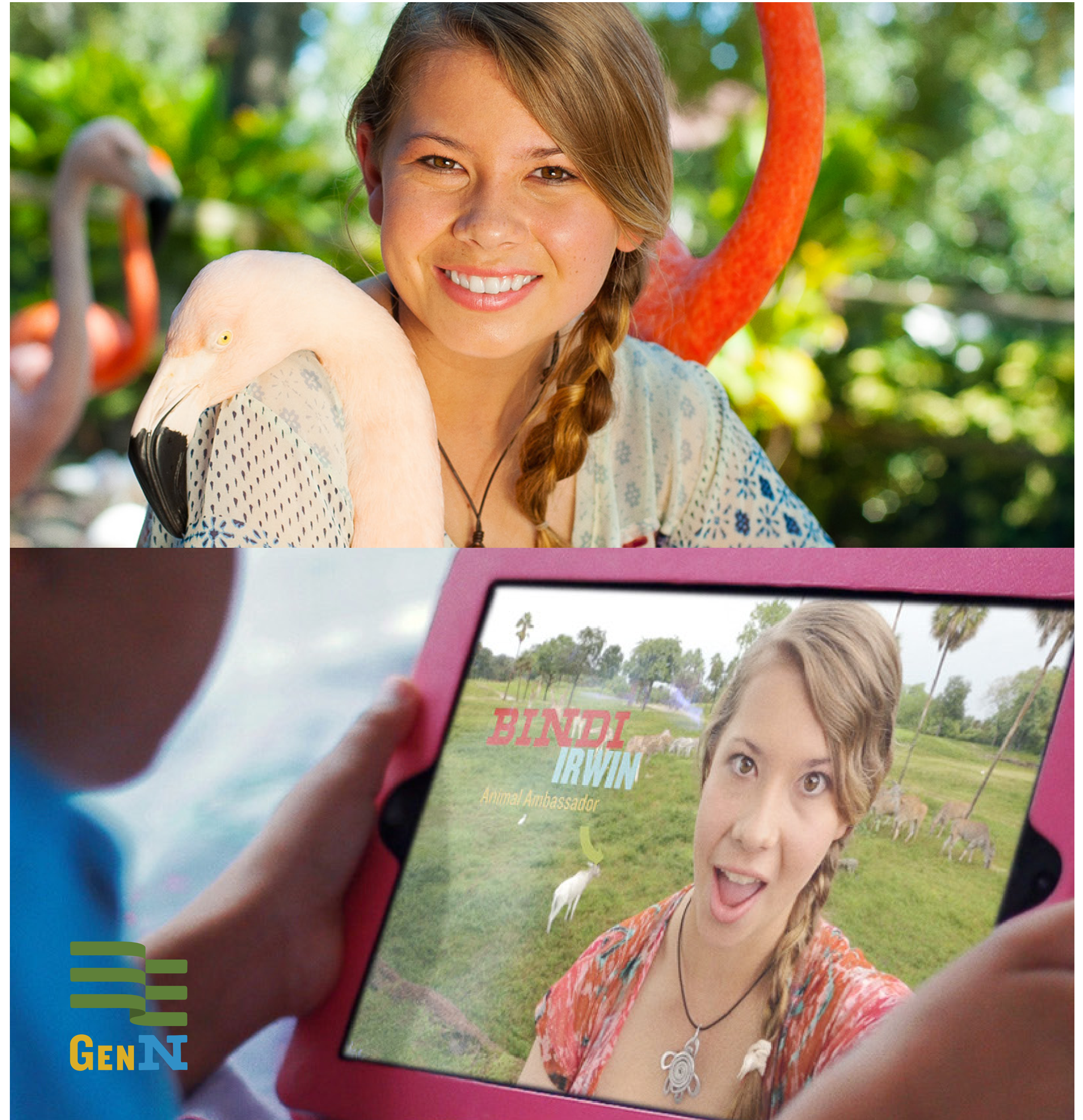
BRAND AND IDENTITY WORK



RESCUE DOGS. RESCUING PEOPLE

GENERATION NATURE

Youth Media Brand



BRAND EXTENSIONS

GENERATION
= NATURE =

em powered by SeaWorld®



MUNICIPAL BAR & DINING CO.

Upscale Chicago Sports Bar



BRAND EXTENSIONS

CHICAGO IL

MUNICIPAL
BAR + DINING CO



**ENOUGH ABOUT US
LET'S TALK ABOUT YOU!**

ON TO PASTO!



LOGO AND BRAND DEVELOPMENT

**Our goal is to build a new
visual identity that...**

HOW DID WE GET HERE?

Before we dig in to the work, let's take a step back and review...





FRESH

**HAND-
CRAFTED**

RUSTIC

MODERN

INVITING

CUCINA
Pasta
FRESCA

CUCINA
Pasta
FRESCA

CUCINA
Pasta
FRESCA

STYLE SCAPE



HAND-CRAFTED LOGO



PALETTE, LOGO ALTERNATES, AND TYPE

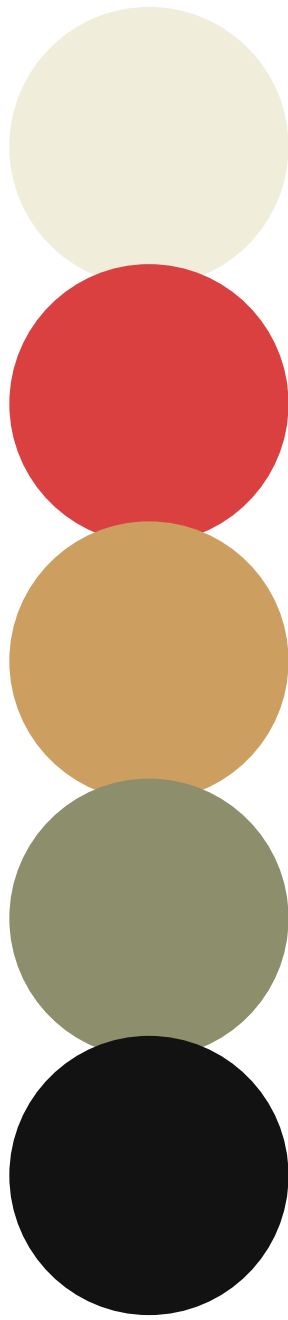


BRAND AESTHETIC AND PHOTOGRAPHY



PACKAGING & APPLICATION









MENU

PASTO

Wraps

Chicken \$7.99

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Beef \$8.49

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Veggie \$6.99

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ETIAM FEUGIAT FAUCIBUS LECTUS. NULLA EGRET SEM AC DOLOR HENDRERIT FEUGIAT A QUIS QUAM. PROIN BIBENDUM LAOREET FELIS POSUERE PLACERAT. DONEC PULVIN IMPERDIET DUI, NEC PHARETRA LEOSTRA RUTRUM PLACERAT.

USCE SCLEERISQUE TURPIS RHONGUS SODALES CONGUE, TORTOR FELIS DIGNISSIM ERAT, VITAE RUTRUM TURPIS JUSTO NON LACUS. UT VELIT SAPIEN, ELEMENTUM VEL PULVINAR VEL, TRISTIQUE QUIS PURUS ALIQUAM ORCI.



CUCINA
Pasta
FRESCA

-thanks!

Spectrum