



GRA 310 Example of Asset List Guidelines

An asset list contains the information you will use for your website including general company information, mission & vision statement, business logo, color palette, typography fonts, and photography style. This will be your working document to add and remove items from as your website develops. All content and design should be taken from the Brand Style Guides.

Company Information	Company Name: Pasta Amore Business Type: Restaurant Address: 0 Scenic Dr N, Washington, PA 15301 Phone Number: (724) 123-4567 Email Address: PastaAmore@gmail.com Website URL: PastaAmore.com Social Media Links: Facebook, Instagram, Business Operation Hours: Monday - Friday 12 pm – 10 pm Saturday – Saturday 10 am – 8 pm
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 Statement	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.
Logo	Logo Variations: They have 2, one is the main the other one is a horizontal usage preferences. Color Options: colored or black and white, either stander or inversed. Usage Standards: The proper spacing is vital to ensure clarity and keep the logo free from interruption. Grid guides, and sizing guidelines.
Color Palette	Primary Colors: Marinara Red, Leafy Green Secondary Colors: Wine, Café, Espresso, Cannoli



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Typography Fonts	<p>Klinik Slab (Book, Medium, Bold, Block Italic, Book Italic, Medium Italic.</p> <p>Goudy Old Style (Regular, Italic, Bold)</p>
Photography	<p><i>Explain what type of images you want to show on your website.</i></p> <p><i>1-3 Module in Brightspace, upload a zipped folder with at least five (5) photo options.</i></p>