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# Bello's

## FAMILY IS EVERYTHING

Mangia! Bello's is an Italian restaurant located in Philadelphia Pennsylvania, started by a family wanting to honor their grandparent's recipes. The menu is made up of classic Italian dishes that the owner's grandmother would cook to feed her eight children. Bello's homemade pasta brings even more authenticity to the Italian environment along with their many choices of local meats and cheeses for a personalized charcuterie board. Bello's is a place that embraces family and community, they offer a training program for aspiring chefs every month, getting them ready for the competitive restaurant industry and teaching them their signature family's recipes along the way.

Bello's concept was inspired by the restaurant's origins mixed with the modern environment of Pennsylvania. Coming from a little town in Italy, the owner's grandparents brought not only their traditional Italian dishes, but their 'family is everything' mentality that greets every mouth to feed with a warm hug and a full plate of pasta. Bello's prides themselves on their fresh pasta made daily, shown through hand done icons of various kinds of pasta. Bello's fully embraces the one-of-a-kind shape each pasta takes in their kitchen. The restaurant's owners came from a large family, full of all sorts of characters, but whether they were sisters, brothers, or neighbors, they were considered family. The mixture of multiple typefaces to create the logo, titles, and wall graphics in the restaurant show the exciting, varied, and lively group of Italians in the family. Bello's wanted to bring as much of the personality of their grandparents into the restaurant as possible so both the cookbook and the graphics throughout the restaurant contain classic Italian phrases often heard from their grandmother in the kitchen. The grandparents were anything but quiet so the graphics for Bello's were made to support that loud and enthusiastic spirit.

The menu board is made up of a thin piece of wood with the logo laser cut on the bottom. The wood is stained a warm chestnut color to bring out the red in the various brand elements throughout the restaurant. Bello's wanted bold design which called for a striking color palette of white, black, red, and occasionally orange. While very colorful people, their grandparent's kitchen was filled with the classic white porcelain dishes, creating a clean canvas for their bright red pasta sauce to be painted across. The simple color palette mixed with the various type forms and hand done icons create a bold but personal identity that Bello's family prides themselves on.

BRAND IDENTITY | PACKAGING





The image shows the front cover of a book titled "Bello's". The title is written in a large, bold, black serif font. Below the title, there is a horizontal rectangular box containing the text "RESTAURANT COOKBOOK" in a smaller, black, sans-serif font. At the bottom of the cover, there is a decorative graphic consisting of several thin, horizontal black lines of varying lengths. The author's name, "VIRGINIA DE NIRO", is centered within this graphic. The book is set against a solid red background.

# MANGIA

**B**ello's is a family owned restaurant in the heart of Philadelphia. The recipe for Bellò's homemade pasta dough has been passed down through many generations. Although we are a family owned restaurant, we open our doors to everyone. Bellò's welcome's anyone to join us in enjoying classic Italian dishes made with our traditional, handmade dough. Not only do we want to share our recipes with you, we also want aspiring chefs to make our kitchen every month and teach them as much as we can about our family's recipes.

Our family wants to share our fun loving Italian personalities along with our delicious recipes. We mainly specialize in pasta but we have our grandmother's classic Italian breaded soup recipe once a month and during the bellò's birthday month we have the Italian Feast of the Seven Fishes, where on the weekend's we will host classes on how to make some of our grandmother's favorites that we look forward to every year.

Our pasta isn't the only thing that makes Bellò's special, we strive everyday to share our ancestors love and affection to our community. Our ancestors came to this country years ago to start their life in America. With very little money and a lot of hard work, they and their children raised their large family in a small home in Pennsylvania, and every night there was more than enough food on the table. They were so grateful for what they had that people from the community to join in on their family dinner, they were never hesitant to share their food. These are some of the recipes that we spiced up a little from our grandmother's go-to recipes to feed the family.




# PASTA

# BUTTA LA Pasta

BY ROBERTA LEE PASTAN

THROW THE PASTA  
IN THE WATER!



## PASTA SALAD WITH TOMATOES & CORN

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**YIELD**  
**SERVES 4**

PREP
10 HOURS

COOK
30 MIN

### PREPARATION

- 1 Whisk 4 tablespoons oil, vinegar, basil and garlic in large bowl to blend.
- 2 Heat remaining 1 tablespoon oil in heavy large skillet over medium heat.
- 3 Add corn to dressing in bowl.
- 4 Add tomatoes, pasta and cheese to bowl and toss to blend.
- 5 Season salad with salt and pepper.

### INGREDIENTS

	• 5 tablespoons olive oil
	• 3 tablespoons red wine vinegar
	• ½ cup chopped fresh basil
	• 2 large garlic cloves, minced
	• 1 bag (about 3 cups) of fresh corn kernels (from 3 ears) or frozen, thawed
	• 1 ½ pounds plum tomatoes, chopped
	• 8 ounces penne pasta, freshly cooked
	• ½ cup grated Parmesan cheese

**pairs well with**

Chardonnay. A full-bodied white with buttery flavors and vanilla, buttermilk and nut notes.



Calories 345

**FOUR-CHEESE MANICOTTE**

**PREP:** 120<sup>°</sup> **COOK:** 140<sup>°</sup>

**YIELD:** 6

**INGREDIENTS**

- 8 ounces manicotti
- 1½ tablespoons vegetable oil
- 1½ ounces extra cheese
- 16 ounces cottage cheese
- 1 cup mozzarella cheese, grated
- ½ cup parmesan cheese, grated
- 1 teaspoon salt
- ¼ teaspoon pepper
- 1 tablespoon parsley
- 2 eggs
- 2 ½ cups spaghetti sauce

**PREPARATION**

A regular spoon works great for stuffing the manicotti manicotti, but for a slightly faster fill you could use a piping bag instead.

pair well with:  
Zinfandel, a pinot and white wine blend, blueberry & black cherry

**"in Napoli WHERE LOVE IS KING WHEN BOY MEETS GIRL HERE'S WHAT THEY SAY THAT'S AMORE"**

**"THAT'S AMORE"**

**"WHEN A MOON HITS YOUR EYE LIKE A BIG PIZZA PIE THAT'S AMORE"**

**"SCUZZA ME, BUT YOU SGG, BACK IN OLD NAPOLI THAT'S AMORE"**

DEAN MARTIN

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