GIOIA

CAFE & BAR

By Atelier Cho Thompson

Story

Atelier Cho Thompson created the identity concept and interior design/architecture for a new restaurant, Gioia, located in a historic brick building that was once home to a legendary Italian eatery.

Wooster Street in New Haven was home to the city's first Italian-American immigrants, and their colorful and vibrant history and traditions define the neighborhood to this day. The designers tasked themselves with paying homage to this history while also embracing a

new generation of younger folks and families settling in Wooster Square. Gioia joins a legacy of warm hospitality through its contemporary, lively atmosphere and visual identity, resulting in a project that is a bold, playful, and inventive addition to its community.

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Above: A wrought-iron archway marks the entrance to Wooster Street.

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Left: Tony and Lucille's Italian Restaurant on Wooster Street, an iconic eatery for over 50 years, and today, the location of Gioia Cafe & Bar.

Iconography

The logo plays off of the iconic archway at the entrance to Wooster Square, which also echoes the restaurant's windows and doors. It is minimal, friendly, and a touch feminine, in honor of the strong Italian women immigrants who built the neighborhood.

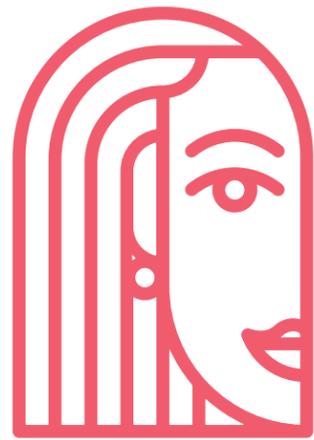An arched grid (underlaid in pink) unifies the wordmark and iconography into one cohesive visual system.

GIOIA

SNACKS
OLIVES 6
Warm marinated olives

POTATO CHIPS 3
Crispy potato chips with Italian seasoning

BOARDS
SALUMI 20
Chef's selection of cured meats and seasonal accompaniments

CHEESE 18
Chef's selection of cheeses and seasonal accompaniments

SALUMI & CHEESE 35
Combination of salumi and cheese with seasonal accompaniments

SALADS
GIOIA SALAD 10
Spring mix, lemon, oil, parm

FENNEL CITRUS SALAD 11
Charred fennel, oranges, herbs, toasted fennel seed

WARM CAESAR SALAD 11
Grilled endive & radicchio, anchovy, citrus, breadcrumb

PASTAS SM / LG
RIGATONI CARBONARA 15 / 28
Egg yolk, pancetta, parm, black pepper

GNOCCHI CACIO PEPE 15 / 28
Potato dumplings, pecorino, black pepper

TAGLIATELLE BOLOGNESE 15 / 28
Beef & pork ragu, tomato, parm

BUCATINI AMATRICIANA 17 / 30
Pancetta, red onion, tomato, pecorino

EMBER ROASTED SQUASH ...
Brown butter, sage, hazelnut

WEEKLY CLASSICS
TUESDAY — *Meatball sub*
WEDNESDAY — *Chicken parm*
THURSDAY — *Lasagne*
FRIDAY & SATURDAY — *"From the Hearth"*

ALLERGIES? *Please inform your server and we will do our best to accommodate.*

TO START
EGGPLANT PARM 10
Fried eggplant bites, pomodoro, parm

BROCCOLINI 10
Golden raisin, chili, crispy garlic

CRISPY POTATO 9
Salsa verde, aioli

ARANCINI
Fried salt cod risotto, lemon, aioli

BURRATA 17
Green leaf lettuce, pistachio, saba, mint

MEATBALLS 14
Beef meatballs, pomodoro, parm

MUSSELS 17
N'duja butter, blistered peppers, grilled bread

SMOKED CARROTS 12
Ricotta, chili oil, fennel seed

WHITE BEAN SOUP 9
Cannellini, lacinato kale, g...

WOOD-...
ROTISSERIE...
Crispy pa...
Half o...

We use ethically sourced produce, dairy and meats and make our pasta from scratch every day. Shop our ingredients...

LEGAL THINGS *Thoroughly cooking meats, fish, poultry and dairy products reduces the risk of food-borne illnesses.*

Mangia bene, amici.

DRINKS

@GIOIANYC IF YOU'RE SOCIAL

ITALIAN FOR JOY

JOY - AHH

GIOIA

Dessert
TIRAMISU 12
Espresso crunch, amaro, zabaglione

FIG LEAF PANNA COTTA 12
Honey roasted figs, toasted pistachios, red wine vinegar

FLOURLESS CHOCOLATE TORTE 12
Olive oil gelato, passionfruit

CRISPY APPLE CROSTATA 12
Malted milk gelato, maple sugar-crunch, apple cider caramel

GELATO & SORBET FLIGHT 12
A selection of 3 special flavors

Coffee
COFFEE 3
La Colombe
Regular or decaf

ESPRESSO 3
La Colombe house blend

CAPPUCCINO / LATTE 4
Whole milk or oat milk

HOT TEA 3
Harney & Sons selections

AFFOGATO 8
Fresh espresso over vanilla gelato

SHAKERATO 8
Fresh espresso shaken with ice

GIOIA

GIOIA

CAFÉ BAR
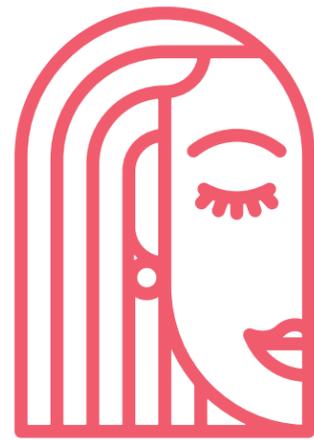
PASTA

GELATERIA

ROOFTOP

JOY FOR
ITALIAN
FOR JOY

Icon Set

The full set of marks includes an icon for Gioia Market, an Italian market attached to the restaurant; Gioia Rooftop, the cocktail program on the roof deck; and the Gelato takeout window along the side of the building.

The visual system designed allows for variation in each subset of the brand while still maintaining a strong sense of consistency.
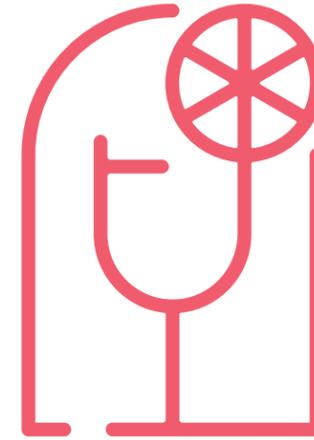
Primary Mark

Primary Mark

Gelateria Icon
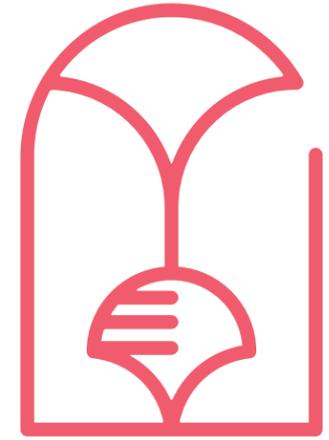
Rooftop Icon

Market Icon

NOW OPEN

GIOIA MARKET
Tues-Sat 10a-6p + Sun 10a-5p

ITALIAN FOR JOY

CAFE — BAR

150

WOOSTER STREET

OUSE WINE

White

Red

Rosé

Sparkling

SODA

TEA

HOT TEA

150 WOOSTER ST
NEW HAVEN

GIOIA
CAFE & BAR

Brand Guide

Selected spreads.

Color Palette

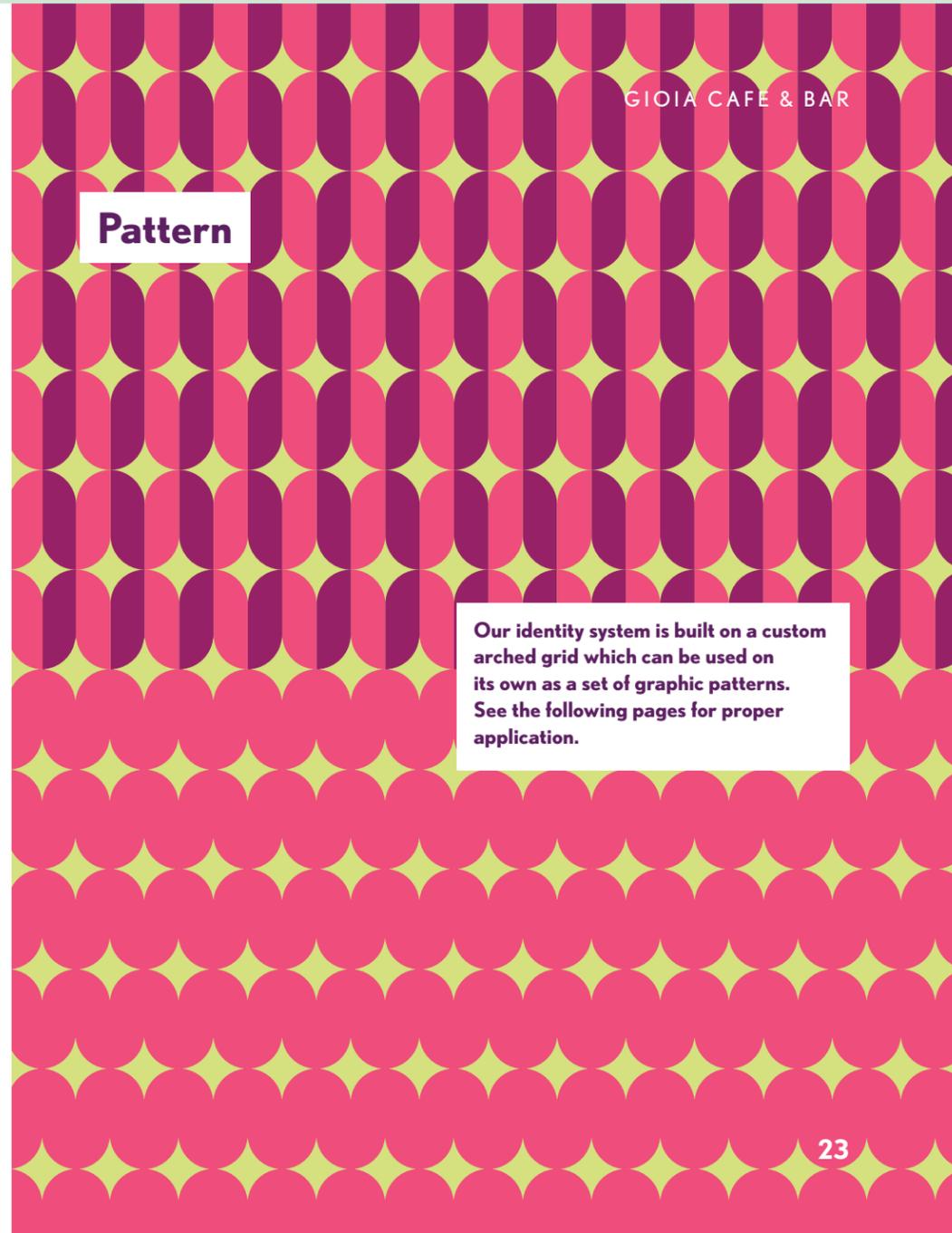|		
Bougainvillea	Plum	Radicchio
Cherry Blossom	Broccoli Rabe	Basil	Pistacchio
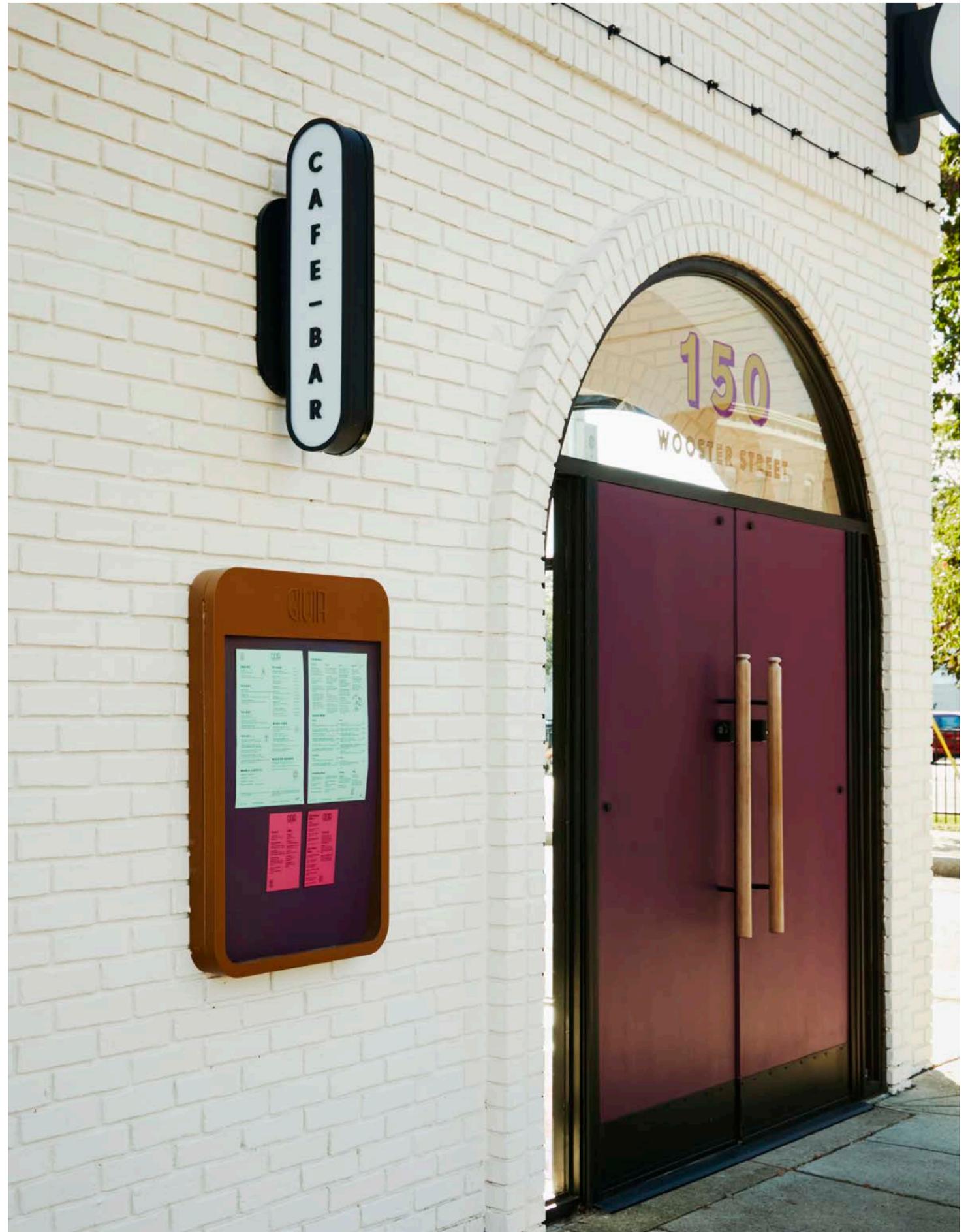
Our palette might not scream *Italian* but it does scream *We're having a good time*, and is that not the same thing.

Pattern

Our identity system is built on a custom arched grid which can be used on its own as a set of graphic patterns. See the following pages for proper application.

Color System

MARKET

GELATO

Brand Guide

Selected spreads.

GIOIA CAFE & BAR

150 WOOSTER ST
NEW HAVEN

GIOIA
CAFE & BAR

GIOIANEWHAVEN.COM
@GIOIANHV

Timothy Cabral
Owner
tim@gioianewhaven.com
203.455.6788

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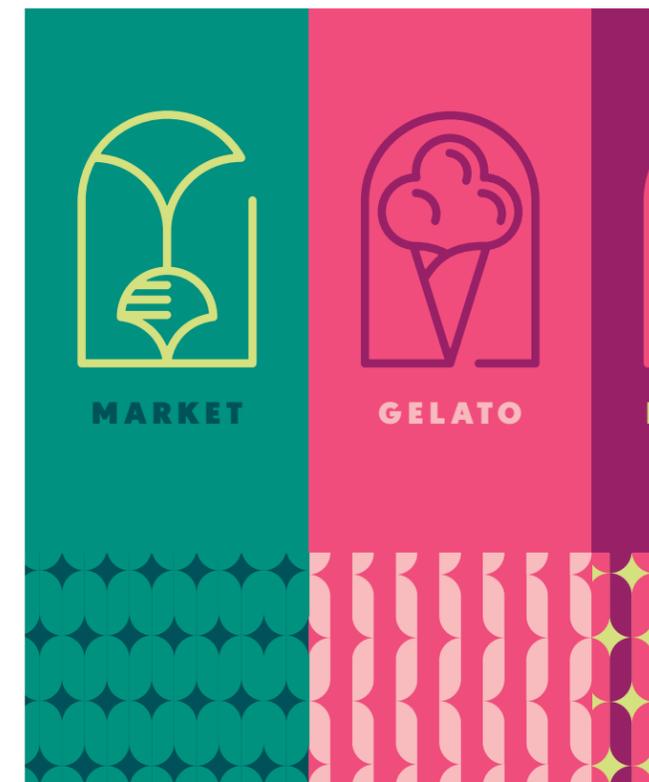
Taglines

These are our main taglines, as they encompass the heart of our identity—Gioia as the Italian word for joy, and celebrating our people and our neighborhood. It is important not to overuse these, as they will no longer hold meaning or delight.

Italian
for Joy.

Joy for
Italian.

PIZZ-AH.
Italian
for Pizza.

Joy
Nev
Ha

We can also riff on this system, and introduce spin-offs. Our pizza box, for example, says PIZZ-AH / JOY FOR ITALIAN / ITALIAN FOR PIZZA.

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SALADS

Spring mix, lemon, oil, parm

FENNEL CITRUS SALAD 11
Charred fennel, orange, herbs, toasted fennel seed

WARM CAESAR SALAD 11
Grilled endive & radicchio, anchovy, citrus, breadcrumb

PASTAS SM / LG

...TONI CARBONARA 15 / 28
...k, pancetta, parm, black pepper

... CACIO PEPE 15 / 28
...ings, pecorino, black pepper

...OLOGNESE 15 / 28
...omato, parm

...ANA 17 / 30
...to, pecorino, oregano

...AGNOLOTTI 15 / 28

RO...
Crisp...
Half o...

HANGE...
Broccolini...

GRILLED...
Fregola Sard...

ITALIAN SAU...
Roasted pepper...

WHOLE LOCAL...
Lentils, radicchio...

GIOIA

Dessert

TIRAMISU 12
Espresso crunch, amaro zabaglione

FIG LEAF PANNA COTTA 12
Honey roasted figs, toasted pistachios, red wine vinegar

FLOURLESS CHOCOLATE TORTE 12
Olive oil gelato, passionfruit

CRISPY APPLE CROSTATA 12
Malted milk gelato, maple sugar crunch, apple cider caramel

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Coffee

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Regular or decaf

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Whole milk or oat milk

HOT TEA 3
Harney & Sons selections

AFFOGATO 8
Fresh espresso over vanilla gelato

SHAKERATO 8
Fresh espresso shaken with ice

(Partially visible menu at left)

...ARM 10
...t bites, pomodoro, parm

...OLINI 10
...raisin, chili, crispy garlic

ARANCINI 13
Fried salt cod risotto, lemon, aioli

CRISPY POTATO ...
...salsa verde, aioli

BURRATA 17
Green leaf lettuce, pistachio, mint

MEATBALLS 14
Beef meatballs, pomodoro, parm

MUSSELS 17
N'duja butter, blistered peppers, grilled bread

SMOKED CARROTS 12
Ricotta, chili oil, fennel seed

WHITE BEAN SOUP 11
Cannellini, lacinato kale, garlic

WOOD-...
ROTISSERIE...
Crispy p...
Half ...

... SALAD 11
...anges, herbs, toasted fennel seed

... SALAD 11
...& radicchio, anchovy, citrus, breadcrumb

PASTAS sm / lg

RIGATONI CARBONARA 15 / 28
Egg yolk, pancetta, parm, black pepper

GNOCCHI CACIO PEPE 15 / 28
Potato dumplings, pecorino, black pepper

TAGLIATELLE BOLOGNESE 15 / 28
Beef & pork ragù, tomato, parm

BUCATINI AMATRICIANA 17 / 3...
Pancetta, red onion, tomato, pecori...

EMBER ROASTED SQUASH AG...
Brown butter, sage, hazelnut

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@GIOIAHV IF YOU'RE SOCIAL

ITALIAN FOR JOY

DRINKS

VINI
IN BOTTIGLIA

JOY FOR
ITALIAN
FOR JOY