

福

# Client's target audience:

**Affluent, high end, people that value an eating experience as well as good food ages early 30s to 60s. Towns branding works very well with this customer demographic. Town is much more likely to attract more affluent guests searching for an experience than people looking for a quick meal. Like a couple on Date night.**

**Potential challenges: Creating a layout that matches the spirit of the restaurant as well as inform the customers in a clear concise way. this in itself, will be a challenge just trying to balance all of this. Maintain the feeling of classy without being complicated simple yet elegant just like the logo.**

# Table Tent

The table tent design was meant to showcase the “Featured Entree.” in a very attractive way that would represent the Town and its audience. I decided to pick a meal and add a brief history of the cuisine in order to embrace the history and culture of Chinese cuisine.

福 | TOWN

## Featured Entree

Sweet and Sour Pork is a Chinese dish that is particularly popular in Cantonese cuisine and may be found all over the world. A traditional Jiangsu dish called Pork in a sugar and vinegar sauce is considered its ancestor.

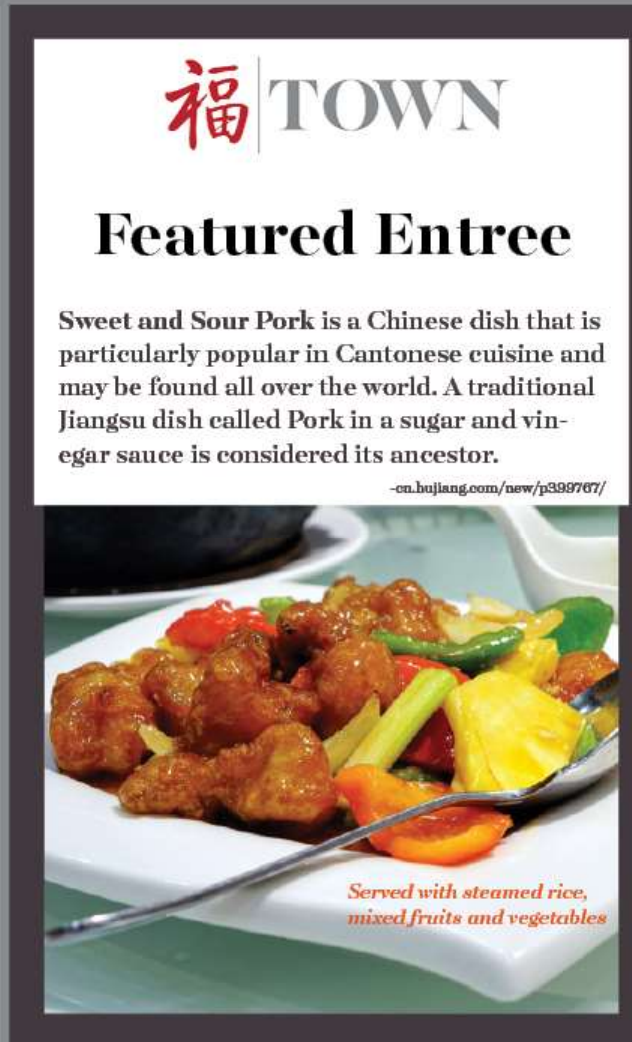
[-en.hujiang.com/new/p399767/](http://en.hujiang.com/new/p399767/)



*Served with steamed rice,  
mixed fruits and vegetables*

# Annotated Table Tent

All colors used where from the listed colors in the style guide as well as the font Majesti Banner



The table tent graphic features a white background with a black border. At the top, the logo consists of the Chinese character '福' (Fú) in red and 'TOWN' in grey. Below the logo, the title 'Featured Entree' is written in a bold, black, serif font. A paragraph of text describes the dish, followed by a small URL. The bottom half of the graphic is a photograph of a plate of Sweet and Sour Pork with various vegetables and fruits. A silver fork is placed on the plate. At the bottom right of the photo, there is a caption in a red, italicized font.

福 TOWN

## Featured Entree

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-cn.hujiang.com/new/p399767/



*Served with steamed rice, mixed fruits and vegetables*

All text is arranged from top to bottom to lead the eye from the logo down to the text on the plate

high quality photo displaying featured meal from TOWN with a brief history of the food so that town can continue to enhance the cultural experience of chinese cuisine

# Menu

The goal for this menu was to make the menu as similar to the table tent as possible without out the menu looking to boring. I put the logo on the top and the grey and black double border just like the table tent but I did notice that there was a lot of white space in the center of the menu so I thought it would look nice to add the symbol portion of the logo in the center to ad character to the reading portion of the menu. I had to lower the opacity on the image in order to keep the text going over it readable.

The layout is very grid like but it is a menu and the information must be put all on that design. I split the boxes of text up with lines which I think helps make things easier to read and find. The Font is the same font that the client requested used Magesti Banner just in different forms either bold or italic.

## 福 TOWN

### Dinner Menu

#### Appetizers

- *Spring Rolls - made with pork, carrot, bean sprouts and cabbage*
- *Peking Ravioli - fried or steamed made with ground pork, ginger sesame oil and roasted pepers*
- *Chicken Fingers - battered fried chicken strips*
- *Spare Ribs*
- *Crab Puffs*

#### Rice/Noodles

- *White rice(steamed)*
- *vegetable rice(fried)- made with egg carrots, bean sprouts, peas and onion. add beef chicken, pork or shrimp for additional charge.*
- *LoMein-made with egg carrots, bean sprouts and onion. add beef chicken, pork or shrimp for additional charge.*



#### Chicken

- *Orange Chicken*
- *General Tso's Chicken*
- *Chicken and broccoli*
- *Sweet & sour Chicken*
- *Chicken Teriyaki*

#### Pork

- *Sweet & Sour Pork*
- *Roast Pork & Vegetables*
- *Moo Shu Pork*

#### Beef

- *Beef & Broccoli*
- *Beef Lo Mein*
- *Hunan Beef*



#### Sea Food

- *Sauteed Shrimp*
- *Shrimp Lo Mein*
- *Shrimp Szechuan*
- *Shrimp & broccoli*



#### Drinks

- *Flavored Lemonades - Strawberry, Mango, Orange.*
- *Coke*
- *Sprite*
- *Orange Crush*
- *Mountain Dew*
- *Ginger ale*
- *Shirly Temple*
- *Virgin Daquiri*
- *Non alcoholic Beer*
- *Coors*
- *Samuel Adams*
- *Blue Moon*
- *Wine- Red & White*
- *Chinese Wine*
- *& Cocktails*

*Must be 21 with id to order Alcohol*

# Annotated Menu

I put the logo on the top in the middle so that it would stand out and it would also match the Table tent that i did last week

The background being what on such a large menu was a little boring so i decided to add the symbol from the logo in the center of the and turn the opacity down



I really wanted the table tent and the menu to look like a set. so i design the menu very similar to the table tent

Restaurants usually only put a few photos with a one page menu so that is what i did. I added drinks at the bottom and a alcohol disclosure i think that is something you would typically find on a menu.

# Trifold Brochure

**In Memory Of  
Peng Chang-kuei  
1918 - 2016**



**Creator of Gen. Tso Chicken**



# 福

**Reservations Recommended**

**Quality, Style, and Good Food  
Come Join Us**

**555 555 5555  
1 Town Avenue  
Town City, MA 01334**



# Trifold Brochure



**Fine Chinese cuisine  
Made from the best  
ingredients**

**福** | TOWN

**Join us in our vision to  
create experiential dining  
that is more than just a  
night out.**

**Come for the food, come  
back for the personal  
dining experience  
and the event.**





# Trifold Brochure

The trifold brochure, initially was going to be a typical trifold menu for Town, but that just would not fit with Towns brand. So, instead I decided to create a handout that would showcase towns food and their desire to create an experience for their patrons. I also made a dedication on the back of the brochure to the creator of General Tso chicken. He just recently passed away and I felt that Town as a company that is dedicated to the culture of china would pay homage to the creator of one of there dishes.

For the design, I stuck with the colors and fonts laid out by the Town design guide but on the inside of the trifold brochure, the background image is of a Chinese mountain range. I did this so that design is not boring. I also think that the texture of the brochure will play a big part in reflecting the quality of the brand. It should be a thick almost card stock with a velvet feel to it. These combine feature will further