



## *Marketing and Design Proposal*

*Heather Hackling  
COM-232: Desktop Publishing  
December 2019*

# *Table of Contents*

<i>Introduction</i>	<i>3</i>
<i>Table Tent</i>	<i>4</i>
<i>Table Tent Defense</i>	<i>5</i>
<i>Menu</i>	<i>6</i>
<i>Menu Defense</i>	<i>10</i>
<i>Trifold Brochure</i>	<i>11</i>
<i>Trifold Brochure Defense</i>	<i>13</i>
<i>Printables</i>	<i>14</i>



*Providing a high-end experience through Chinese cuisine.*



*TOWN combines a variety of chinese cuisine to excite and delight our customers. Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality andn luxury across all aspects of our brand.*

*The approach of TOWN is to develop our brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality. Our audience is a high-end clientele who values a dining experience. The age range of our customers are from early 30s-60s. We would like them to come back for both personal dining and events.*

*Our goal is To bring quality, style and the wish for good fortune to all of our guests. We provide a high-end experience-through Chinese cuisine.*

The background of the entire image is a dark, muted grey. Overlaid on this background are several pairs of dark, thin chopsticks. These chopsticks are holding several dumplings, which appear to be made of a light-colored dough and are filled with a brown, textured substance. The dumplings are arranged in a vertical line, with the chopsticks crossing at various points to hold them. The lighting is soft, highlighting the texture of the dumplings and the smooth surface of the chopsticks.

# 福 | TOWN

*We provide a high-end experience  
through Chinese cuisine.*

## *Table Tent Design Defense*

*The table tent card was created using the brand colors Firestarter ( a spicy red), Cool Down (a calm grey), and Sleek ( a warm brown) to visually represent the taste and smell associated with the exotic flavors of the Chinese style cuisine. I originally began with the plain colored background in Sleek that was part of the TOWN brand style guide that I felt was a good solid neutral color to try to build the brand design upon. The image chosen is a beautiful visual representation to add to the visual dynamics of the design.. For the typography I chose the Athelas Bold Italic as I felt that this typography stood out dramatically in white against the background images of this menu and added a sophisticated flair that paired well with the brands colors.*



福

TOWN

*We provide a high-end experience  
through Chinese cuisine.*

# 福 | TOWN

## ***Appetizers***

*Egg Roll (each)*

*\$1.25*

*Shrimp Roll (each)*

*\$1.50*

*Fried Wonton (10)*

*\$3.50*

*Fried or Steamed Dumplings (6)*

*\$4.95*

*Crab Rangoon (6)*

*\$4.95*

## ***Lo Mein***

*Chicken Lo Mein*

*\$5.75*

*\$7.25*

*Roast Pork Lo Mein*

*\$5.75*

*\$7.25*

*Beef Lo Mein*

*\$6.25*

*\$7.95*

*Shrimp Lo Mein*

*\$6.25*

*\$7.95*

*Vegetable Lo Mein*

*\$5.75*

*\$6.95*

## ***Soup***

***Sm***

***Lrg***

*Wonton Soup*

*\$1.95*

*\$3.75*

*Egg Drop Soup*

*\$1.95*

*\$3.75*

*Wonton Egg Drop Soup*

*\$1.95*

*\$3.75*

## ***Chow Mein***

***Sm***

***Lrg***

*Chicken Chow Mein*

*\$5.75*

*\$7.50*

*Roast Pork Chow Mein*

*\$5.75*

*\$7.50*

*Beef Chow Mein*

*\$6.50*

*\$8.25*

*Shrimp Chow Mein*

*\$6.75*

*\$8.25*

*Vegetable Chow Mein*

*\$5.75*

*\$7.75*



# TOWN

<i>Fried Rice</i>	<i>Sm</i>	<i>Lrg</i>	<i>Egg Foo Young</i>	<i>Per Order</i>
<i>Chicken Fried Rice</i>	<i>\$5.75</i>	<i>\$7.25</i>	<i>Chicken Egg Foo Young</i>	<i>\$7.50</i>
<i>Roast Pork Fried Rice</i>	<i>\$5.75</i>	<i>\$7.25</i>	<i>Roast Pork Egg Foo Young</i>	<i>\$7.50</i>
<i>Beef Fried Rice</i>	<i>\$6.25</i>	<i>\$7.95</i>	<i>Beef Egg Foo Young</i>	<i>\$7.95</i>
<i>Shrimp Fried Rice</i>	<i>\$6.25</i>	<i>\$7.95</i>	<i>Shrimp Egg Foo Young</i>	<i>\$7.95</i>
<i>Vegetable Fried Rice</i>	<i>\$5.75</i>	<i>\$6.95</i>	<i>Mushroom Egg Foo Young</i>	<i>\$7.25</i>

<i>Chop Suey</i>	<i>Sm</i>	<i>Lrg</i>	<i>Sweet Sour</i>	<i>Sm</i>	<i>Lrg</i>
<i>Chicken Chop Suey</i>	<i>\$6.75</i>	<i>\$7.95</i>	<i>Sweet Sour Chicken</i>	<i>\$6.75</i>	<i>\$7.95</i>
<i>Roast Pork Chop Suey</i>	<i>\$6.75</i>	<i>\$7.95</i>	<i>Sweet Sour Pork</i>	<i>\$6.75</i>	<i>\$7.95</i>
<i>Beef Chop Suey</i>	<i>\$6.95</i>	<i>\$7.95</i>	<i>Sweet Sour Shrimp</i>	<i>\$6.95</i>	<i>\$8.75</i>
<i>Shrimp Chop Suey</i>	<i>\$6.95</i>	<i>\$9.75</i>			
<i>Vegetable Chop Suey</i>	<i>\$6.75</i>	<i>\$7.75</i>			





# TOWN

## *Beverages*

### *Soft Drinks (Fountain)*

*Pepsi, Diet Pepsi, Dr. Pepper,  
Orange Crush, Mtn Dew,  
Lemonade, Mist, Raspberry Tea*

*\$1.75*

### *Green Tea (Hot)*

*\$1.50*

## *Desserts*

### *Fried Ice Cream*

*\$3.99*

*Chocolate, Vanilla and Strawaberry*

## *Mission Statement:*

*To bring quality, style and the wish for good fortune  
to all of our guests.*

## *Menu Design Defense*

*For the Menu design I incorporated the brand colors Firestarter( a spicy red), Cool Down( a calm grey) and Sleek( a warm brown) as I felt they visually and emotionally tie the audience into the exotic flavors of the Chinese style cuisine. Firestarter helps visualize the spices found within the cuisine, cool down evokes a balanced calm, and the sleek color is very reminiscent of the color and vibrance of soy sauce. The font I selected from the brand guide is the Athelas Bold Italic; I felt this typography worked well to add a sophisticated and dramatic flair to the brochure without its use being overwhelming and unreadable.*

**Mission Statement:**

*To bring quality, style and the wish for good fortune to all of our guests. We provide a high-end experience through Chinese cuisine.*

*Our vision for the future is to create experiential dining that is more than just a night out. Within our vision always lives the promise of inspiring creativity, conversation and quality.*

*The symbol for fortune comes at the front end of our logo as we want all who enter our restaurant to be greeted with warm wishes during their stay.*

*TOWN combines a variety of chinese cuisine to excite and delight our customers.*



福 | TOWN



*Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand.*

**Mission Statement:**

*To bring quality, style and the wish for good fortune to all of our guests. We provide a high-end experience through Chinese cuisine.*

*Every employee and customer becomes part of TOWN for not only the evening but for a lifetime of memories.*

*We aim to bring quality and luxury across all aspects of our brand.*

*TOWN combines a variety of chinese cuisine to excite and delight our customers.*



福 | TOWN



*Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand.*

## *Trifold Brochure Design Defense*

*The trifold brochure kept within the parameters of the designs stylings used focusing on the brand colors Firestarter( a spicy red), Cool Down( a calm grey) and Sleek( a warm brown) as I felt they visually and emotionally tie the audience into the exotic flavors of the Chinese style cuisine. Firestarter helps visualize the spices found within the cuisine, cool down evokes a balanced calm, and the sleek color is very reminiscent of the color and vibrance of soy sauce. The font I selected from the brand guide is the Athelas Bold Italic; I felt this typography worked well to add a sophisticated and dramatic flair to the brochure without its use being overwhelming and unreadable. I chose a calm and balanced layout because I felt that this style of layout would best represent the simple but elegant feel of the brand. I feel that I tied all of these elements together effectively to visually represent their mission statement; “To bring quality, style and the wish for good fortune to all of our guests. We provide a high-end experience through Chinese cuisine.”.*



# 福 | TOWN

*We provide a high-end experience  
through Chinese cuisine.*





# 福 | TOWN

*We provide a high-end experience  
through Chinese cuisine.*



# TOWN

## ***Appetizers***

*Egg Roll (each)*

*\$1.25*

*Shrimp Roll (each)*

*\$1.50*

*Fried Wonton (10)*

*\$3.50*

*Fried or Steamed Dumplings (6)*

*\$4.95*

*Crab Rangoon (6)*

*\$4.95*

## ***Lo Mein***

*Chicken Lo Mein*

*\$5.75*

*\$7.25*

*Roast Pork Lo Mein*

*\$5.75*

*\$7.25*

*Beef Lo Mein*

*\$6.25*

*\$7.95*

*Shrimp Lo Mein*

*\$6.25*

*\$7.95*

*Vegetable Lo Mein*

*\$5.75*

*\$6.95*

## ***Soup***

*Wonton Soup*

*\$1.95*

*Egg Drop Soup*

*\$1.95*

*Wonton Egg Drop Soup*

*\$1.95*

## ***Lrg***

*\$3.75*

*\$3.75*

*\$3.75*

## ***Chow Mein***

*Chicken Chow Mein*

*\$5.75*

*\$7.50*

*Roast Pork Chow Mein*

*\$5.75*

*\$7.50*

*Beef Chow Mein*

*\$6.50*

*\$8.25*

*Shrimp Chow Mein*

*\$6.75*

*\$8.25*

*Vegetable Chow Mein*

*\$5.75*

*\$7.75*



福

TOWN

<i>Fried Rice</i>	<i>Sm</i>	<i>Lrg</i>	<i>Egg Foo Young</i>	<i>Per Order</i>
<i>Chicken Fried Rice</i>	<i>\$5.75</i>	<i>\$7.25</i>	<i>Chicken Egg Foo Young</i>	<i>\$7.50</i>
<i>Roast Pork Fried Rice</i>	<i>\$5.75</i>	<i>\$7.25</i>	<i>Roast Pork Egg Foo Young</i>	<i>\$7.50</i>
<i>Beef Fried Rice</i>	<i>\$6.25</i>	<i>\$7.95</i>	<i>Beef Egg Foo Young</i>	<i>\$7.95</i>
<i>Shrimp Fried Rice</i>	<i>\$6.25</i>	<i>\$7.95</i>	<i>Shrimp Egg Foo Young</i>	<i>\$7.95</i>
<i>Vegetable Fried Rice</i>	<i>\$5.75</i>	<i>\$6.95</i>	<i>Mushroom Egg Foo Young</i>	<i>\$7.25</i>

<i>Chop Suey</i>	<i>Sm</i>	<i>Lrg</i>	<i>Sweet Sour</i>	<i>Sm</i>	<i>Lrg</i>
<i>Chicken Chop Suey</i>	<i>\$6.75</i>	<i>\$7.95</i>	<i>Sweet Sour Chicken</i>	<i>\$6.75</i>	<i>\$7.95</i>
<i>Roast Pork Chop Suey</i>	<i>\$6.75</i>	<i>\$7.95</i>	<i>Sweet Sour Pork</i>	<i>\$6.75</i>	<i>\$7.95</i>
<i>Beef Chop Suey</i>	<i>\$6.95</i>	<i>\$7.95</i>	<i>Sweet Sour Shrimp</i>	<i>\$6.95</i>	<i>\$8.75</i>
<i>Shrimp Chop Suey</i>	<i>\$6.95</i>	<i>\$9.75</i>			
<i>Vegetable Chop Suey</i>	<i>\$6.75</i>	<i>\$7.75</i>			



# 福

# TOWN

## *Beverages*

### *Soft Drinks (Fountain)*

*Pepsi, Diet Pepsi, Dr. Pepper,  
Orange Crush, Mtn Dew,  
Lemonade, Mist, Raspberry Tea*     *\$1.75*

*Green Tea (Hot)*     *\$1.50*

## *Desserts*

*Fried Ice Cream*     *\$3.99*  
*Chocolate, Vanilla and Strawaberry*

*Mission Statement:*  
*To bring quality, style and the wish for good fortune*  
*to all of our guests.*



**Mission Statement:**

*To bring quality, style and the wish for good fortune to all of our guests. We provide a high-end experience through Chinese cuisine.*

*Our vision for the future is to create experiential dining that is more than just a night out. Within our vision always lives the promise of inspiring creativity, conversation and quality.*

*The symbol for fortune comes at the front end of our logo as we want all who enter our restaurant to be greeted with warm wishes during their stay.*

*TOWN combines a variety of chinese cuisine to excite and delight our customers.*



**福** | **TOWN**

*Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand.*





**Mission Statement:**  
*To bring quality, style and the wish  
for good fortune  
to all of our guests. We provide a  
high-end experience  
through Chinese cuisine.*

*Every employee and customer becomes  
part of TOWN for not only the evening  
but for a lifetime of memories.*

*We aim to bring quality and  
luxury across all aspects of our brand.*

*TOWN combines a variety of chinese  
cuisine to excite and delight our  
customers.*



**福** | **TOWN**

*Our vision for the future is to create  
experiential dining that is more than just  
a night out. We aim to bring quality and  
luxury across all aspects of our brand.*

