

Marketing and Design Proposal

Heather Hackling COM-232: Desktop Publishing December 2019

Table of Contents

Introduction	3
Table Tent	4
Table Tent Defense	5
Menu	6
Menu Defense	IC
Trifold Brochure	II
Trifold Brochure Defense	I 3
Printables	14



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 and n 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 experiencethrough Chinese cuisine.

语 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 beatiful visual represention 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.



We provide a high-end experience through Chinese cuisine.

TOWN

Appetizers		Lo Mein	Sm	Lrg
Egg Roll (each)	\$1.25	Chicken Lo Mein	\$5.75	\$7.25
Shrimp Roll (each)	\$1.50	Roast Pork Lo Mein	\$5.75	\$7.25
Fried Wonton (10)	\$3.50	Beef Lo Mein	\$6.25	\$7.95
Fried or Steamed Dumplings (6)	\$4.95	Shrimp Lo Mein	\$6.25	\$7.95
Crab Rangoon (6)	\$4.95	Vegetable Lo Mein	\$5.75	\$6.95

Soup	Sm	
Wonton Soup	\$1.95	
Egg Drop Soup	\$1.95	
Wonton Egg Drop Soup	\$1.95	

511

Sour

Lrg	Chow Mein	Sm	Lrg
\$3.75	Chicken Chow Mein	\$5.75	\$7.50
\$3.75	Roast Pork Chow Mein	\$5.75	\$7.50
\$3.75	Beef Chow Mein	\$6.50	\$8.25
	Shrimp Chow Mein	\$6.75	\$8.25
	Vegetable Chow Mein	\$5.75	\$7.75

福 TOWN

Fried Rice	Sm	Lrg	Egg Foo Young	Per Ord	ler
Chicken Fried Rice	\$5.75	\$7.25	Chicken Egg Foo Young	\$7.50	
Roast Pork Fried Rice	\$5.75	\$7.25	Roast Pork Egg Foo Young	\$7.50	
Beef Fried Rice	\$6.25	\$7.95	Beef Egg Foo Young	\$7.95	
Shrimp Fried Rice	\$6.25	\$7.95	Shrimp Egg Foo Young	\$7.95	
Vegetable Fried Rice	\$5.75	\$6.95	Mushroom Egg Foo Young	\$7.25	
Chop Suey	Sm	Lrg	Sweet Sour	Sm	Lrg
Chop Suey Chicken Chop Suey	Sm \$6.75	Lrg \$7.95	Sweet Sour Sweet Sour Chicken	Sm \$6.75	Lrg \$7.95
					0
Chicken Chop Suey	\$6.75	\$7.95	Sweet Sour Chicken	\$6.75	\$7.95
Chicken Chop Suey Roast Pork Chop Suey	\$6.75 \$6.75	\$7.95 \$7.95	Sweet Sour Chicken Sweet Sour Pork	\$6.75 \$6.75	\$7.95 \$7.95

福 TOWN

Desserts

Fried Ice Cream

Chocolate, Vanilla and Strawaberry

\$3.99

Beverages

Soft Drinks (Fountain)

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

Green Tea (Hot)

\$1.50

\$1.75

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 encorporated 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.

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.







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.







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 quide 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 quests. We provide a high-end experience through Chinese cuisine.".

语 TOWN

We provide a high-end experience through Chinese cuisine.

٢



We provide a high-end experience through Chinese cuisine.

۲

۲

۲

۲

Appetizers		Lo Mein	Sm	Lrg
Egg Roll (each)	\$1.25	Chicken Lo Mein	\$5.75	\$7.25
Shrimp Roll (each)	\$1.50	Roast Pork Lo Mein	\$5.75	\$7.25
Fried Wonton (10)	\$3.50	Beef Lo Mein	\$6.25	\$7.95
Fried or Steamed Dumplings (6)	\$4.95	Shrimp Lo Mein	\$6.25	\$7.95
Crab Rangoon (6)	\$4.95	Vegetable Lo Mein	\$5.75	\$6.95

۲

Soup	Sm	
Wonton Soup	\$1.95	
Egg Drop Soup	\$1.95	
Wonton Egg Drop Soup	\$1.95	

Lrg	Chow Mein	Sm	Lrg
\$3.75	Chicken Chow Mein	\$5.75	\$7.50
\$3.75	Roast Pork Chow Mein	\$5.75	\$7.50
\$3.75	Beef Chow Mein	\$6.50	\$8.25
	Shrimp Chow Mein	\$6.75	\$8.25
	Vegetable Chow Mein	\$5.75	\$7.75

۲

۲

۲

REAL TOWN

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

۲

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

۲

۲

RE TOWN

Desserts

Fried Ice Cream

Chocolate, Vanilla and Strawaberry

۲

Beverages

Soft Drinks (Fountain)

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

Green Tea (Hot)

۲

\$1.50

\$1.75

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

۲

\$3.99

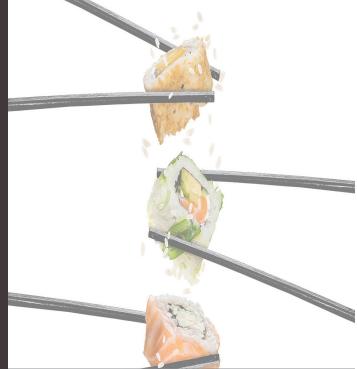
Our vision for the future is to create experiential dining that is more than just a night out. Within our vision always lives the promise of inspiring creativity, conversation and quality.

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.



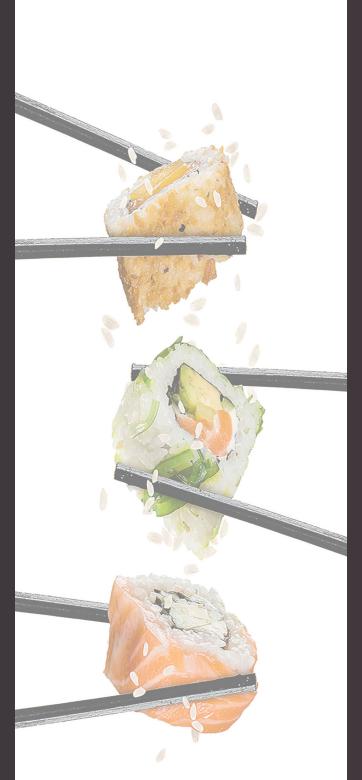
福 TOWN



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.



۲

福 TOWN