



Lynsey Heideman

COM 232 Desktop Publishing

8-1 Final Project Presentation

TOWN RESTAURANT BRANDING

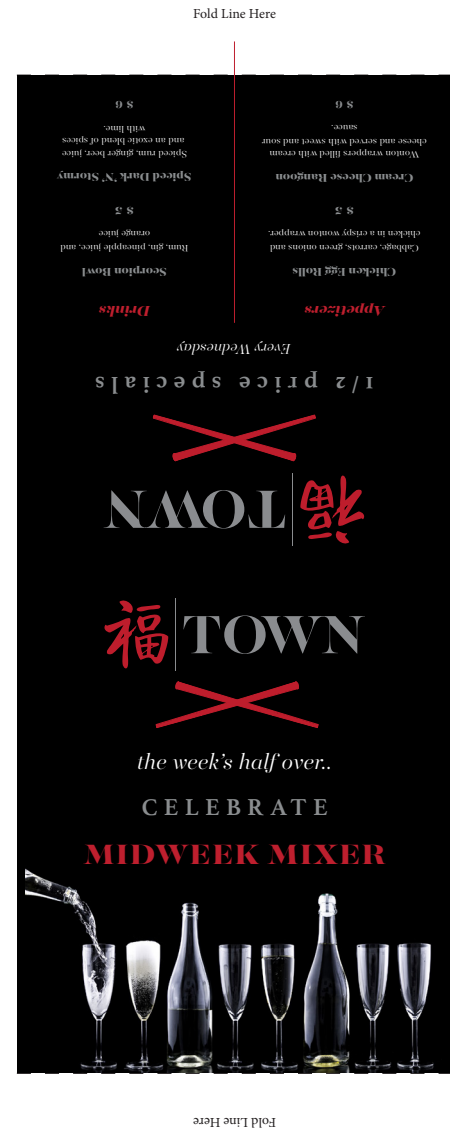
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福 | TOWN

FINAL DESIGNS

FINAL DESIGN

Table Tent



FINAL DESIGN

Menu (Front)

福 | **TOWN**
Authentic Chinese Cuisine

Appetizers & Starters

Chicken Pot Stickers
Pan-seared dumplings filled with chicken, cabbage and onion. Served with a sweet and sour sauce.
\$9

Cream Cheese Rangoon
Wonton wrappers filled with cream cheese and served with sweet and sour sauce.
\$10

Chicken Egg Rolls
Cabbage, carrots, green onions and chicken in a crispy wonton wrapper.
\$9

Vegetable Spring Rolls
Cabbage, celery, carrots, green onions and Chinese noodles in a crispy wonton wrapper.
\$9

Soups

Sizzling Rice Soup
An exquisite soup of shrimp and a Chinese vegetable medley accented at your table with hot rice.
\$5

Hot & Sour Soup
Spicy soup with vegetables in a thick, peppery broth.
\$6

Wonton Soup
A fan favorite. This classic oriental soup has pork-filled wontons in a flavorful broth.
\$3

San Shian Soup
White meat chicken simmered with shrimp, scallops, and mushrooms.
\$10

FINAL DESIGN

Menu (Back)



Entrees & Specialties

Crystal Scallops Our signature orange chicken wok-tossed in a sweet and spicy orange sauce.	\$16
Honey Walnut Shrimp Large tempura-battered shrimp, wok-tossed in a honey sauce and topped with glazed walnuts.....	\$21
Moo Goo Gai Pan Stir-fried with chicken.....	\$21
Sweetfire Chicken Breast Crispy, white-meat chicken, red bell peppers, onions and pineapples in a bright and sweet chili sauce.....	\$16
Three Moon's Combo Hunan shrimp and chicken with pea pods and sesame beef.....	\$17

Poultry

Kung Pao Chicken A Szechwan-inspired dish with chicken, peanuts and vegetables, finished with chili peppers.....	\$17
Mushroom Chicken A delicate combination of chicken, mushrooms and zucchini wok-tossed with a light ginger soy sauce.....	\$17
Black Pepper Chicken Marinated chicken, celery and onions in a bold black pepper sauce.....	\$16
Grilled Teriyaki Chicken Grilled chicken thigh hand-sliced to order and served with teriyaki sauce.....	\$21
Orange Chicken Our signature orange chicken wok-tossed in a sweet and spicy orange sauce.....	\$20

Beef

Beijing Beef Crispy beef, bell peppers and onions in a sweet-tangy sauce.....	\$18
Broccoli Beef A classic favorite. Tender beef and fresh broccoli in a ginger soy sauce.....	\$17
Shanghai Angus Steak Angus steak wok-seared with fresh string beans, onions and mushrooms in a savory sauce.....	\$17
Moo Shu Steak Wood ear mushrooms and vegetables stir-fried in a delicate sauce, served with mandarin pancakes.....	\$21
Gan Pong Beef Szechuan-style, spicy-hot mix of beef, peppers, onions, and carrots.....	\$22

Vegetarian

Eggplant Tofu Lightly browned tofu, eggplant and red bell peppers tossed in a sweet and spicy sauce.....	\$14
Mala String Beans Fresh string beans stir-freshed, spiced with hot peppers and garlic.....	\$15
Teriyaki Vegetables Crisp stir-fried vegetables topped with teriyaki sauce.....	\$13
Homestyle Tofu Served with Chinese vegetables and soy sauce.....	\$16
Sweet & Sour Vegetables Pineapples, onions, carrots and green peppers in a sweet and sour sauce.....	\$14

FINAL DESIGN Tri-fold Brochure (Exterior)



FINAL DESIGN Tri-fold Brochure (Interior)



*We provide a
high-end
experience*

Fan Favorites

Sizzling Rice Soup

An exquisite soup of shrimp and a Chinese vegetable medley accented at your table with hot rice.

\$5

Wonton Soup

A fan favorite. This classic oriental soup has pork-filled wontons in a flavorful broth.

\$8

Black Pepper Chicken

Marinated chicken, celery and onions in a bold black pepper sauce.

\$16

Authentic Classics

Broccoli Beef

A classic favorite. Tender beef and fresh broccoli in a ginger soy sauce.

\$17

Orange Chicken

Our signature orange chicken wok-tossed in a sweet and spicy orange sauce.

\$20

Moo Goo Gai Pan

Stir-fried with chicken

\$21

House Specialties

Crystal Scallops

Fresh scallops cooked to perfection served with noodles and vegetables

\$16

Honey Walnut Shrimp

Large tempura-battered shrimp, wok-tossed in a honey sauce and topped with glazed walnuts

\$21

Three Moon's Combo

Hunan shrimp and chicken with pea pods and sesame beef

\$17



*through Chinese
cuisine.*

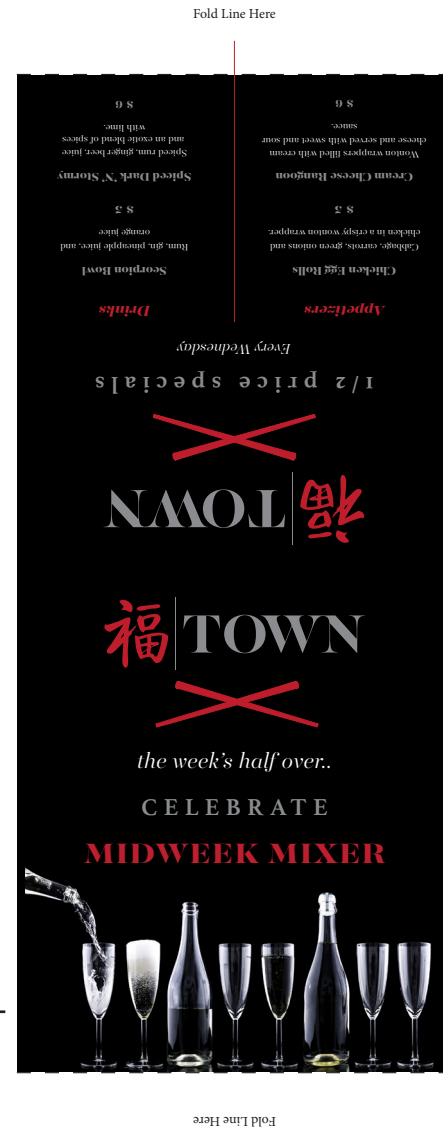
福 | TOWN

ANNOTATED SAMPLES

ANNOTATED SAMPLE Table Tent

The black background helps to capture the essence of a sleek and modern design that speaks to the target audience of TOWN of high-end clientele. This, in combination with the accent colors for the text provided by the brand style guide, helps to visually create a hierarchy of information and develop a natural flow for the eye to follow within the design.

The image chosen for the bottom front portion of the table tent further exemplifies the tone and voice of the design. The shadows inside the glasses, the crisp images of flowing champagne, and sleek shine of glass adds contrast and striking visuals that garner attention. This image reflects high-end services and complements the message of the table tent design and marketing campaign.



One of the goals of the restaurant was to attract repeat customers of their target audience of high-end clientele between the ages of 30 and 60. The “Midweek Mixer” campaign targets those who may be in high-profile jobs that need a way to relax and unwind halfway through the work week and encourages patrons to make TOWN their choice for unwinding and socializing.

The composition of this design is comprised of varying sizes of text, typefaces, and color. A playful mixture of white and gray identify the less important text, while the “fire starter” red is used to visually mark the most significant concept of the message. On the back of the tent we see the red as a heading for identifying and categorizing the specials for the “Midweek Mixer” event.

ANNOTATED SAMPLE Menu

I wanted to create a simple design asset that would complement the logo and the brand. I drew inspiration from the front cover of the brand guidelines and “hand” drew a chopsticks graphic to be included on the front cover as an additional fun design element on the front part of the menu.

The basic black background speaks to the sleek aesthetic of the brand, and in combination with the red and gray text, provides the contrast and essence of classic, timeless, and higher-end services. I added a thin, red line around the content of the menu to break up the vast amount of black and provide direction for the eye.



ANNOTATED SAMPLE Menu

With the combination of simple clean lines, and various hierarchy created by color and size of the different typefaces, scale and symmetry were utilized to group sections of the menu together to add to the clarity and consistency in the design.

Pictures were avoided throughout the design concept for the menu in order to maintain a sleek and modern design concept.



ANNOTATED SAMPLE Tri-fold Brochure (Exterior)

The inside flap and first information is in hierarchical order according to how most people order at restaurants. The chopsticks are utilized to provide an additional design element without overdoing the logo.



Large, enticing image on the front to instantly garner attention. Simple text at the bottom indicates the main purpose of the design and its content.

The back of the brochure displays all of the important information regarding the restaurant, even if the document is placed upside down. The logo, additional design asset of the chopsticks, and all the necessary contact information is legible and easy to find without having to open the brochure.

ANNOTATED SAMPLE Tri-fold Brochure (Interior)

Hierarchy created with varying typefaces, text size, and color match the menu and table tent to create harmony in the details of the design and repetition for consistent branding.



Utilized asymmetry to simultaneously create contrast and balance within the spread with images that were enticing and representative of the brand.

福 | TOWN

RATIONALE

RATIONALE

Table Tent

The use of typography throughout this design was inherently important for capturing the spirit of Chinese cuisine and a high-end dining experience. I used both “majesti” and “athelas” in the design to create a hierarchal effect with the content on the page. I used white and the “cool down” gray from the brand style guide to create some contrast and help the content to stand out even more on the page. The text speaks for the brand and adds a unique and visually appealing element to the design that helps it to stand out on the table and demands attention from the client.

The design concept was created with turning first-time visitors into repeat customers in mind. The branding and marketing goals of the client were considered and expressed throughout the entirety of the design to speak and entice the target audience to create a mutually beneficial relationship between TOWN and its patrons.

Menu

The menu design for TOWN restaurant needed to be simple and modern, with clean lines and smooth details. The target audience and demographic of high-end clientele of ages thirty to sixty played a large role in the design for the menu, and of course following the brand guidelines is a necessity when considering design decisions as well.

The layout of the menu was designed with the user experience in mind. The front design of the menu differs from the back, as often the first choices when sitting down to eat dinner needed to be more accessible and easier to navigate. The thought behind the difference in layout is that after drinks, appetizers or starters are ordered, people have more time to peruse the menu for main courses and can better navigate the back that is a little more “text-heavy”.

Brochure

I wanted the style to be different and eye-catching immediately. That is why I decided to use a full image on the front of the brochure design, with an additional design element of the logo, and then the image component of the logo faded at the bottom. I believe the image demands attention and speaks to the essence of the brand. I decided to go with an all-black background for the remainder of the brochure for consistency across the brand.

The brochure needed to be visually appealing and needed to stand out among the competition and sea of advertising. The imagery, hierarchy created with the flow of typography, and sleek modern design with colors and content help to achieve that goal for the brochure design for TOWN restaurant.