

TOWN Brochure and Table Tent

TOWN is a fictional restaurant for which I designed a brochure, menu, and table tent. TOWN is meant to be a high-end Chinese restaurant, where I was given a style guide, including logos, colors, and information I could use in my designs. For the brochure and table tent, I used simple and elegant designs to portray the high-end style of the restaurant.

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



质秀奢

福 TOWN

Quality



Style



Good Fortune



Brochure (outside)

福

Our logo speaks to the high-end brand in which we specialize. TOWN brings fortune and cuisine from Chinatown to your town. 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.





Our goal 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.



Brochure (inside)

福 TOWN

Happy Hour Specials

\$6 Cocktails • \$1 Off Draft Beers

3pm - 7pm everyday

Signature Cocktails

SAKE SPARKLER
Woodford Reserve Bourbon, Lemon Juice, Simple Syrup, Sparkling Sake

MAI SAMURAI
Bacardi 8 Rum, Cointreau, Orgeat Syrup, Fresh Lime Juice, Angostura Bitters

SNAPDRAGON
Bombay Sapphire East Gin, Southern Comfort Cointreau, Orange Juice, Grenadine

SHANGHAI MELON MULE
Grey Goose Le Melon Vodka, Fresh Lime Juice, Cock & Bull Ginger Beer

DARK MOON
Old Forrester, Fresh Grapefruit Juice, Honey Syrup

福

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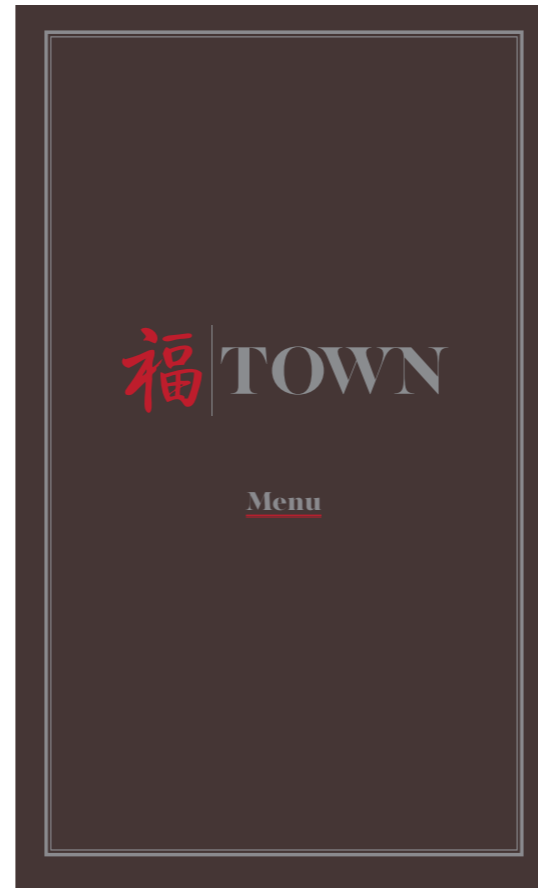
SHANGHAI MELON MULE
Grey Goose Le Melon Vodka, Fresh Lime Juice, Cock & Bull Ginger Beer

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Old Forrester, Fresh Grapefruit Juice, Honey Syrup

Table Tent

TOWN Menu

TOWN is a fictional restaurant for which I designed a brochure, menu, and table tent. TOWN is meant to be a high-end Chinese restaurant, where I was given a style guide, including logos, colors, and information I could use in my designs. I used the same style in the menu as I did for the brochure and table tent, to help make the brand cohesive and give the same elegant style as the other pieces.



Cover



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Back Cover