

A dark gray background with a red brushstroke grid. The grid consists of two vertical lines and two horizontal lines, creating a central rectangular frame. The lines are hand-drawn and have a slightly irregular, textured appearance.

福 | TOWN

By Marcia Hayes

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Table Tent

4" by 6"

福 TOWN

Happy Hour Specials *From 3pm to 6pm daily*

Cocktails \$6

Beijing Bellini, Red Lotus,
Litchini, Ginger Beer Fizz

Beers \$4

Tsingtao, Harbin, Snow

Baijiu \$10

Moutai, Kaoliang

Bites \$5 each

Pork Dumplings
Crispy Crab Wontons
Shrimp Spring Rolls
Lettuce Wraps (Tofu or Chicken)

Menu Cover

9" by 14.5"



福

Menu Insert 17" by 14"

福 TOWN

Taste

- | | |
|--|---|
| Pork Dumplings 8 | Steamed Pork Buns 8 |
| Crispy Crab Wontons 10 | Shrimp Spring Rolls 10 |
| Lettuce Wraps (tofu or chicken) 12
water chestnuts, radish, almond | Sesame Seared Ahi Tuna 18
orange carrot dipping sauce |
| Sautéed King Trumpet Mushroom 8
with vegetable salad in pumpkin seed oil | Shanghai Scallion Pancakes 10
mixed vegetable, cilantro, sesame |

Soup & Salad

- | | |
|---|---|
| Jellyfish Salad 12
pickled vegetables, ginger, sesame seed | Crispy Duck Salad 16
butternut squash, pine nut, and cilantro |
| Tiger Vegetable Salad 8
green bell pepper, scallion and chili | Crab and Sweet Corn Soup 16
spinach, chicken and fish broth |
| Smashed Cucumber Salad 6
rice vinegar, sesame oil, garlic | Hot and Sour Soup with Tofu 12
wood ear, golden needle, bambooshoot |
| Lotus Root Salad 10
carrot, daikon, celery, cashew | Chinese Lions Head Soup 12
pork meatball, cabbage, shaoxing wine |

Sea

- | | |
|--|---|
| Whole Steamed Fish 32
seabass, ginger, soy, scallion, cilantro | Butter Prawns with crispy Egg 24
bird's eye chili, garlic, curry leaves |
| Sweet and Sour Fish 26
mandarin fish fried golden with glaze | Steamed Scallops 28
vermicelli, orange miso vinaigrette |
| Salt and Pepper Prawns 22
battered prawn, sea salt, white pepper | Cantonese Style Lobster 38
ginger, yellow chive, long green pepper |

Land

- | | |
|--|---|
| Hainan Chicken Rice 20
braised chicken with jasmine rice | Gong Bao Chicken 22
leek, sichuan peppercorn, peanut |
| Crispy Lemon Chicken 24
panko fried with lemon-apricot sauce | Curry Chicken 24
root vegetables, apple, zucchini |
| Peking Roast Duck 36
mandarin pancakes and hoisin sauce | Sticky BBQ Lamb 38
oil blanched choy sum, potato |
| Red Braised Pork Belly 24
star anise, brown sugar, soy sauce | Sweet and Sour Pork 26
tenderloin, pineapple, sweet onion |
| Wok-fry Beef Tenderloin 36
honey and black pepper sauce | Hunnan Style Beef 28
crispy marinated beef with cumin |

Garden

- | | |
|---|--|
| Golden Sweet Szechuan 16
baby corn, asparagus, yam bean, tofu | Budda's Delight 16
snow pea, black mushroom, ginko nut |
| Carly Chins Vegetable Lo Main 18
bok choy, broccoli, spring onion | Moo Shu Vegetables 20
daylily bud, bean sprout, carrot |

Menu with Cover

福 TOWN

Taste

Pork Dumplings 8

Crispy Crab Wontons 10

Lettuce Wraps (tofu or chicken) 12
water chestnuts, radish, almond

Sautéed King Trumpet Mushroom 8
with vegetable salad in pumpkin seed oil

Steamed Pork Buns 8

Shrimp Spring Rolls 10

Sesame Seared Ahi Tuna 18
orange carrot dipping sauce

Shanghai Scallion Pancakes 10
mixed vegetable, cilantro, sesame

Soup & Salad

Jellyfish Salad 12
pickled vegetables, ginger, sesame seed

Tiger Vegetable Salad 8
green bell pepper, scallion and chili

Smashed Cucumber Salad 6
rice vinegar, sesame oil, garlic

Lotus Root Salad 10
carrot, daikon, celery, cashew

Crispy Duck Salad 16
butternut squash, pine nut, and cilantro

Crab and Sweet Corn Soup 16
spinach, chicken and fish broth

Hot and Sour Soup with Tofu 12
wood ear, golden needle, bambooshoot

Chinese Lions Head Soup 14
pork meatball, cabbage, shaoxing wine

Sea

Whole Steamed Fish 32
seabass, ginger, soy, scallion, cilantro

Sweet and Sour Fish 26
mandarin fish fried golden with glaze

Salt and Pepper Prawns 22
battered prawn, sea salt, white pepper

Butter Prawns with crispy Egg 24
bird's eye chili, garlic, curry leaves

Steamed Scallops 28
vermicelli, orange miso vinaigrette

Cantonese Style Lobster 38
ginger, yellow chive, long green pepper

Land

Hainan Chicken Rice 20
braised chicken with jasmine rice

Crispy Lemon Chicken 24
panko fried with lemon-apricot sauce

Peking Roast Duck 36
mandarin pancakes and hoisin sauce

Red Braised Pork Belly 24
star anise, brown sugar, soy sauce

Wok-fry Beef Tenderloin 36
honey and black pepper sauce

Gong Bao Chicken 22
leek, sichuan peppercorn, peanut

Curry Chicken 24
root vegetables, apple, zucchini

Sticky BBQ Lamb 38
oil blanched choy sum, potato

Sweet and Sour Pork 26
tenderloin, pineapple, sweet onion

Hunan Style Beef 28
crispy marinated beef with cumin

Garden

Golden Sweet Szechuan 16
baby corn, asparagus, yam bean, tofu

Carly Chins Vegtable Lo Main 18
bok choy, broccoli, spring onion

Budda's Delight 16
snow pea, black mushroom, ginko nut

Moo Shu Vegetables 20
daylilly bud, bean sprout, carrot

Brochure Outside

11" by 8.5"



Weddings

Birthdays

Private parties

Corporate events

*Off-site Hospitality
available*

福

*Conveniently located south of
market on Folsom and 5th just
minutes from the Moscone Center
and Yerba Buena Gardens.*

896 Folsom Street
San Francisco CA, 94107
www.sftown.com
Like us on [facebook.com/Town](https://www.facebook.com/Town)

福 | TOWN

Catering

Special Occasions

Events



Brochure Inside 17" by 14"

Here at TOWN, we combine a variety of Chinese cuisine to excite and delight your senses. We use local ingredients from local farmers so we can bring the freshest possible quality products to you and your guests.

We are happy to create a customized menu for your special occasion.

Our mission is to bring quality, style and good fortune to all of our guests.

If you have any questions, would like to make a reservation or would like to speak to own of our banquet specialists please call #555-555-5555



For an *Experience* to *Remember*

We promise to work with you to personalize the perfect event

Semi private rooms available

Meeting spaces ideal for any occasion

We can provide:

- Bar service
- Silverware and linen service
- China
- Wait staff

A deposit may be required.

Hours

Monday-Thursday 11 AM-10 PM

Friday-Saturday 11 AM-12 PM

Sunday-10:30 AM-10 PM



Annotated Sample Brochure

福 TOWN

Happy Hour Specials
From 3pm to 6pm daily

Cocktails \$6
Beijing Bellini, Red Lotus,
Litchini, Ginger Beer Fizz

Beers \$4
Tsingtao, Harbin, Snow

Baijiu \$10
Moutai, Kaoliang

Bites \$5 each
Pork Dumplings
Crispy Crab Wontons
Shrimp Spring Rolls
Lettuce Wraps (Tofu or Chicken)

Logo is properly aligned according to Brand Style Guidelines. Logo is in original colors Fire Starter and Cool down on solid Sleek color background and does not interfere with image.

The Fire Starter color geometric lines are in keeping with the logo symbol. The white color menu headings and Bamboo color body text are the designated colors from Brand Style Guidelines.

Menu headings are set in Athletes Bold Italic 19 pt. font. Body text is set in Athletes Regular 14 pt. font.

A 3 pt. up baseline shift aligned the number four and five dollar amounts with the rest of the text.

A Chinese Fortune coin is set in background with the effects and transparency to not interfere with the menu text.

Table Tent Rationale

The target audience for this restaurant is looking for luxury and quality, the table tent must appeal to the high-end clientele that will be dining at Town. The table tent has a classy and elegant look. The background has the symbol of a Chinese fortune coin. These coins are a symbol of luck and prosperity. The coin is appealing to the client because it is a symbol of wealth in China, and it is appropriate since being frugal is the first step to a good fortune, the meaning of the symbol logo for Town.

The geometric line pattern is in a brush stroke because it creates harmony with the calligraphy look of the Chinese symbol, looking as if done by hand. The lighter color for the menu's body text is an easy to read color from the Brand Style Guidelines. The text is all bold to enhance readability. There is only one font used as to not be too distracting with the background.

The table tent has a Chinese inspired theme that is appropriate for the fine dining experience. Because fine dining establishments tend to not have promotional materials at the table. A happy hour menu is a great way to bring in more customers during non-traditional dinner hours.

Annotated Sample Menu

福 TOWN

Taste

Pork Dumplings 8 *Steamed Pork Buns 8*
Crispy Crab Wontons 10 *Shrimp Spring Rolls 10*
Lettuce Wraps (tofu or chicken) 12 *Sesame Seared Ahi Tuna 18*
water chestnuts, radish, almond *orange carrot dipping sauce*
Sautéed King Trumpet Mushroom 8 *Shanghai Scallion Pancakes 10*
with vegetable salad in pumpkin seed oil *mixed vegetable, cilantro, sesame*

Soup & Salad

Jellyfish Salad 14 *Crispy Duck Salad 16*
Pickled vegetables, ginger, sesame seed *Butternut squash, pine nut, and cilantro*
Tiger Vegetable Salad 8 *Crab and Sweet Corn Soup 16*
Green bell pepper, scallion and chili *Spinach, chicken and fish broth*
Smashed Cucumber Salad 6 *Hot and Sour Soup with Tofu 12*
Rice vinegar, sesame oil, garlic *Wood ear, golden needle, bambooshoot*
Lotus Root Salad 10 *Chinese Lions Head Soup 14*
Carrot, daikon, celery, cashew *Pork meatball, cabbage, Shaoxing wine*

Sea

Whole Steamed Fish 32 *Butter Prawns with crispy Egg 24*
seabass, ginger, soy, scallion, cilantro *bird's eye chili, garlic, curry leaves*
Sweet and Sour Fish 26 *Steamed Scallops 28*
mandarin fish fried golden with glaze *vermicelli, orange miso vinaigrette*
Salt and Pepper Prawns 22 *Cantonese Style Lobster 38*
battered prawn, sea salt, white pepper *ginger, yellow chive, long green pepper*

Garden

Hainan Chicken Rice 20 *Gong Bao Chicken 22*
braised chicken with jasmine rice *leek, sichuan peppercorn, peanut*
Crispy Lemon Chicken 24 *Curry Chicken 24*
panko fried with lemon-apricot sauce *root vegetables, apple, zucchini*
Peking Roast Duck 36 *Sticky BBQ Lamb 38*
mandarin pancakes and hoisin sauce *oil blanched choy sum, potatoe*
Red Braised Pork Belly 24 *Sweet and Sour Pork 26*
star anise, brown sugar, soy sauce *tenderloin, pineapple, sweet onion*
Wok-fry Beef Tenderloin 36 *Hunnan Style Beef 28*
honey and black pepper sauce *crispy marinated beef with cumin*

Golden Sweet Szechuan 16 *Budda's Delight 16*
baby corn, asparagus, yam bean, tofu *snow pea, black mushroom, ginko nut*
Carly Chins Vegetable Lo Main 18 *Moo Shu Vegetables 20*
bok choy, broccoli, spring onion *daylilly bud, bean sprout, carrot*

Logo is properly aligned according to Brand Style Guidelines. Logo is in original colors Fire Starter and Cool down and does not interfere with image.

The background is a gradient made with the brand guideline colors Cool Down and Bamboo, with a larger percentage of the lighter color to keep it easy to read.

Painted Fire Starter Colored lines are same style as table tent, adjusted for both menu size and not to interfere with the text.

Menu headings are set in Majesti Banner Heavy 29 pt. font with a swash on the first letter. It has a paragraph rule below of thin thin in 5pt in the Fire Starter color

Body text has a heading with Athletes Bold Italic 20 pt. font, 18pt leading and soft return. The descriptions are set in Athelas Italic 16pt.

The prices are set in Majesti Banner Bold Italic 17 pt. as the old style figures of Athletes take away from the neatness and symmetry of the rest of the text.

Menu Rationale

Town's menu communicates their vision of a special dining experience. This design is one that is long lasting, as both the design and materials are resilient. The cover is a simulated leather with a fine texture, soft to the touch. When the menu changes the insert can be switched out for a new one easily. The inside of the menu is meant to be bound in the center by an elastic cord with clear tabs to hold the corners down. The longer length of the menu emphasizes the overall look and feel. The goal is to have the customer be able to see everything at once, as it can be overwhelming if it is too long or there are too many choices. There are no prices on the menu as it causes the customer to price shop when they are deciding what they want to eat. Town wants to excite the client's appetite and listing prices distracts from the client's senses.

The menu has a very clean, simple and elegant look, that adds to the high end quality that the client is looking for. Green was chosen as the main background color as it is the color of freshness and harmony. The gradient, from Bamboo green to darker gray creates drama, adding to the experience. The menu has the same red brush stroked line graphics as the table tent which are complementary to the Bamboo green gradient background creating contrast. And the geometric lines are slightly modern and add interest with their varied repetition. The energy that the red and the calmness of the green, create balance for the menu.

Majestic Banner font is used for the main headers; it has a slightly Asian brushwork look with the swash effect added. The paragraph rule separates the sections of the menu keeping it easy to read and scan over for the customer. Athelas font is used for the menu items because it has better readability in smaller sizes. The smaller font size distinguishes the names of the menu items from the descriptions help guide the reader through. The descriptions are simple ingredients lists, to add to the imagination and drama of ordering.

The accuracy and attention to details show respect both to the customer and the clients respect for their establishment. This is a major contributor to the overall quality of the experience. The style is sophisticated and fascinating.

Annotated Sample Brochure



Weddings

Birthdays

Private parties

Corporate events

Off-site Hospitality available

福

福 TOWN

Catering

Special Occasions

Events

Conveniently located south of market on Folsom and 5th just minutes from the Moscone Center and Yerba Buena Gardens.

896 Folsom Street
San Francisco CA, 94107
www.sftown.com
Like us on facebook.com/Town



Logo is properly aligned according to Brand Style Guidelines. Logo is in original colors Fire Starter and Cool down on solid Bamboo color background for greater contrast.

Pictures on outside page have a black 1pt solid stroke with a bevel join

Body text on outside page is Athletes Italic 16 pt. font to compliment the headers. The address and e-mail is in regular font to be very clear.

The background is the brand guideline color Sleek. The middle page of outside of the brochure has a Fire Starter colored background object with a Feather effect.

Here at TOWN, we combine a variety of Chinese cuisine to excite and delight your senses. We use local ingredients from local farmers so we can bring the freshest possible quality products to you and your guests.

We are happy to create a customized menu for your special occasion.

Our mission is to bring quality, style and good fortune to all of our guests.

If you have any questions, would like to make a reservation or would like to speak to own of our banquet specialists please call #555-555-5555



Painted Fire Starter Colored lines are same style as table tent and menu, adjusted for brochure size and to enhance and guide the reader through the text.



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Experience
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Remember

We promise to work with you to personalize the perfect event
Semi private rooms available
Meeting spaces ideal for any occasion

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• Silverware and linen service
• China
• Wait staff

A deposit may be required.

Hours

Monday-Thursday 11 AM-10 PM

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Sunday-10:30 AM-10 PM



Headers are set in Athelas Bold Italic 26 pt. font. They have a glyph divider in the Fire Starter color.

Body text on inside page is Athletes Bold 13 pt. font for easy readability and elegant look.

Large text in center of inside page is Majesti Banner Heavy Italic 26 and 20 pt. with a swash on the first letter.

Brochure Rationale

The brochure has a high end look and feel, that is not too busy. It looks great for fancy parties and catering, meant to impress people and create those “lifetime memories” Town talks about. The brochure shows that Town is proficient at creating the experience and luxury for the customer that their vision states.

The Brochure helps maintain cohesiveness through all of Town’s pieces. The brochure’s style is appropriate for the restaurant, it looks modern and has nice contrast. The design is well organized and does not look overcrowded. These qualities add to the high end aesthetic the restaurant is looking for and what they want to communicate to the target audience.

The outside of the brochure works well both as individual pages, and as one whole page. The red brush strokes create good balance and visual flow. The inside reads as a complete page. Photos were used on this piece to give the customer an idea of how their event might look. Lines, photos, and textboxes are placed on a 3 by 3 grid.

Because the fonts are from the brand guidelines, visual hierarchy is created by changing the size and style. Menu items are not included because with higher end catering the menu is customized and tailored to the event and customer. Majesti Banner is used for the large header in the center of the inside page. The copy font, Athelas, works really well for the brochure. The serif font has a formal and elegant look, and has an established and confident feel that relates to Town’s personality. The font is white for contrast, readability and it looks nice and clean.