

Peter Goodrich

SNHU Portfolio



Graphene Design Agency

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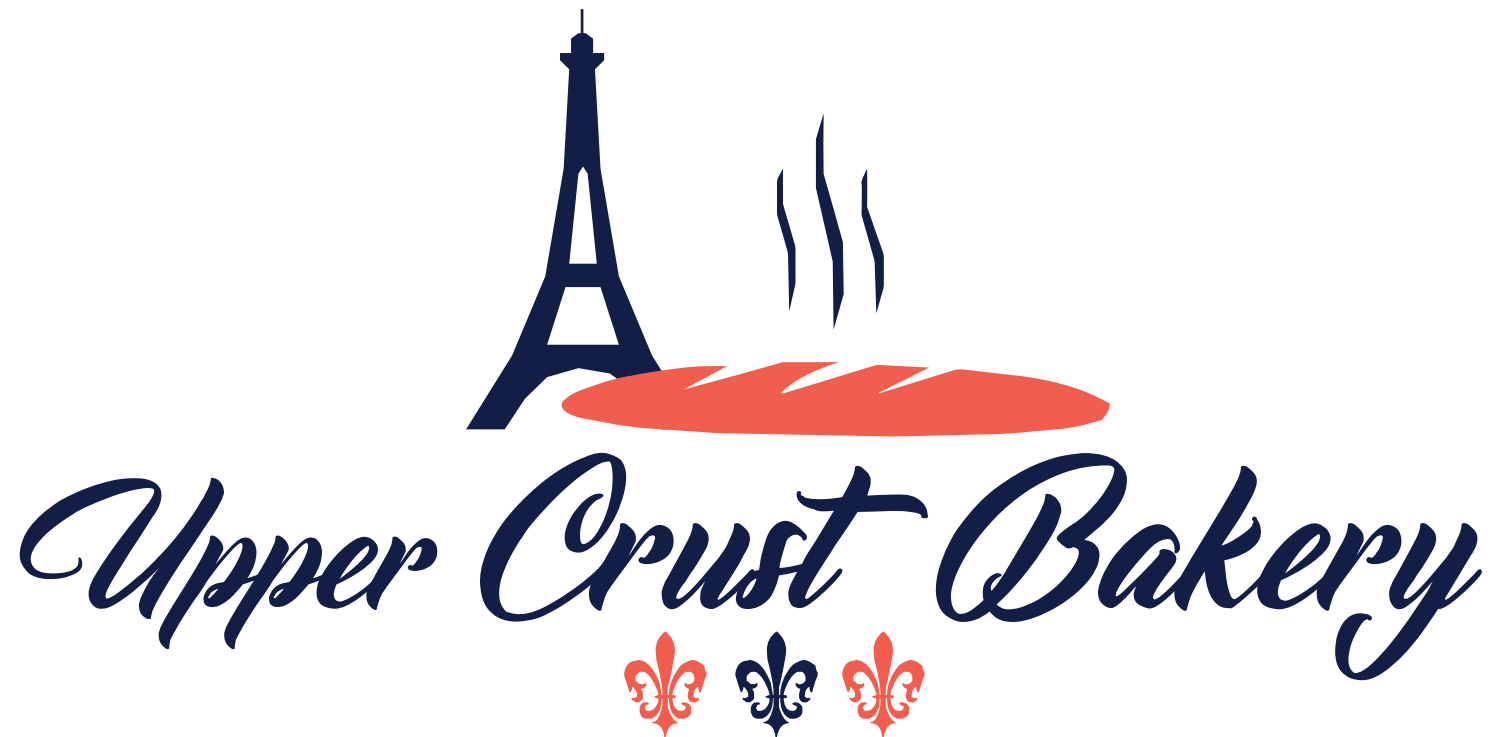
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**BOOK YOUR
STAY TODAY**





Upper Crust Bakery Identity Guide

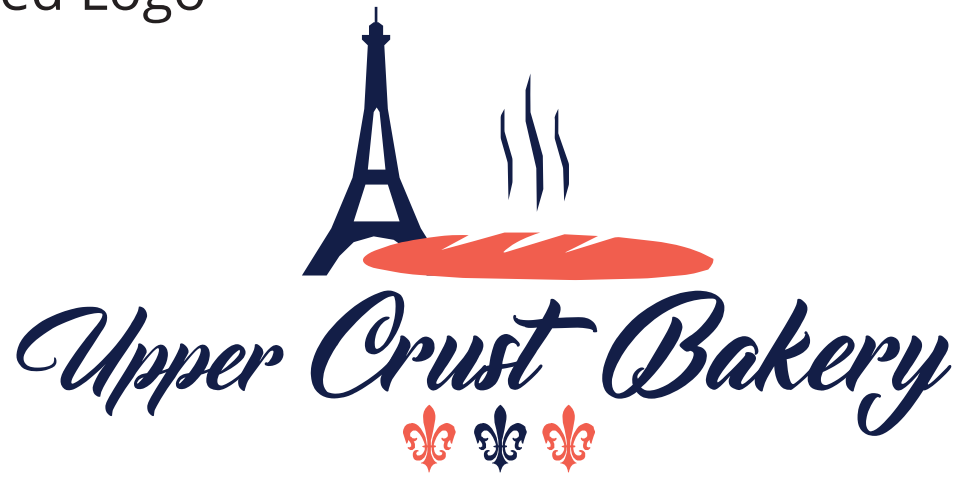
Peter Goodrich • June 25, 2017

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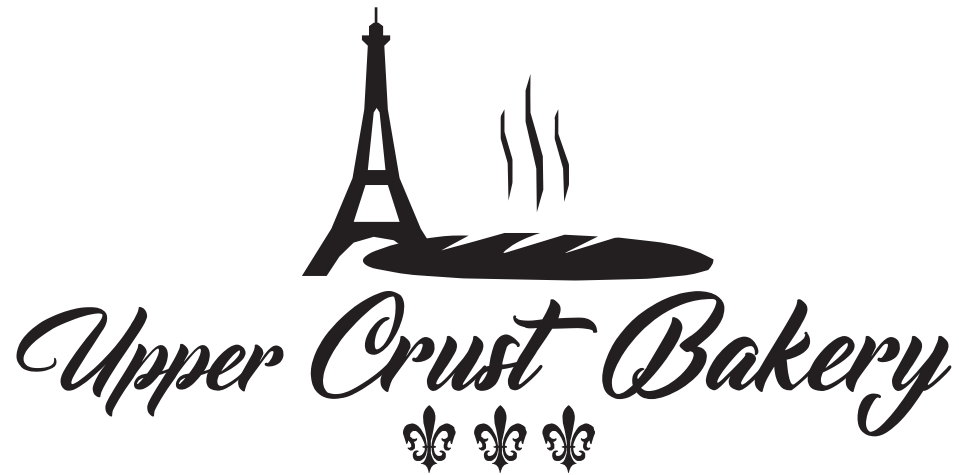
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After twenty years of business in their current location, the Upper Crust Bakery has decided to move to a new location. This move has prompted the owners to look for a new brand identity for the bakery. The Upper Crust Bakery takes pride in their baked goods, having passed down their recipes from generation to generation, dating back their ancestors in France. The owners strive to give their customers a feeling that they are in Paris. The Upper Crust Bakery is renowned for their baked goods and their use of local products to produce the freshest baked goods daily.

Colored Logo

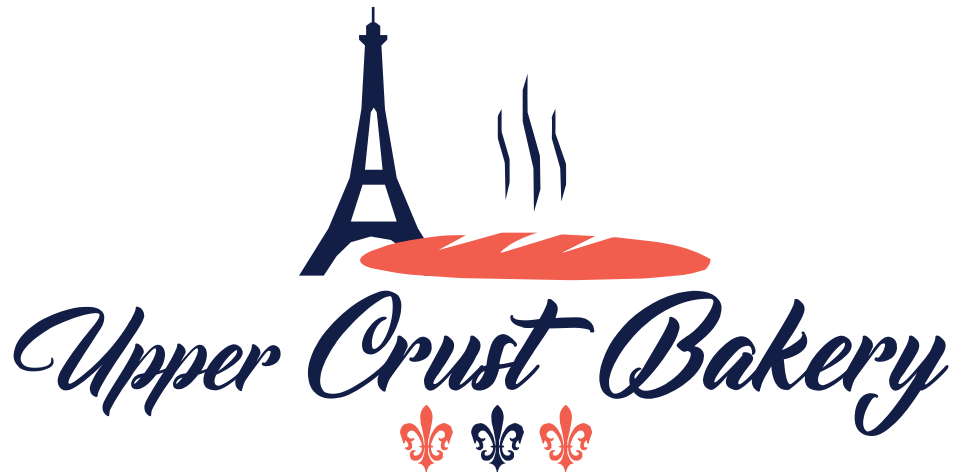


Black & White Logo



Logo Design

Color Specifications



CMYK - 100%, 93%, 40%, 43%
RGB - 22, 31, 72



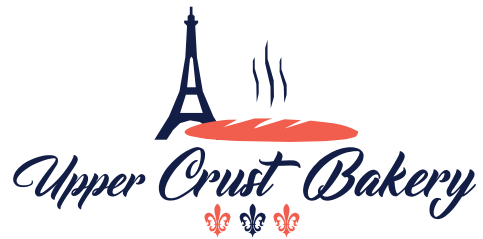
CMYK - 0%, 78%, 70%, 0%
RGB - 241, 94, 79

Type Specifications

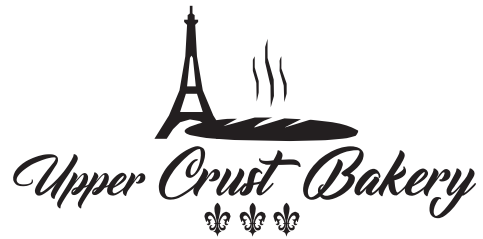
Voice of the Highlander

Color Specifications
Type Specifications

Do's



Do use the correct colors and typeface



Do use black for monochrome usage

Dont's



Do not use incorrect colors



Do not use graphics alone



Do not use the typeface alone



Do not stretch or distort logo

Logo Usage

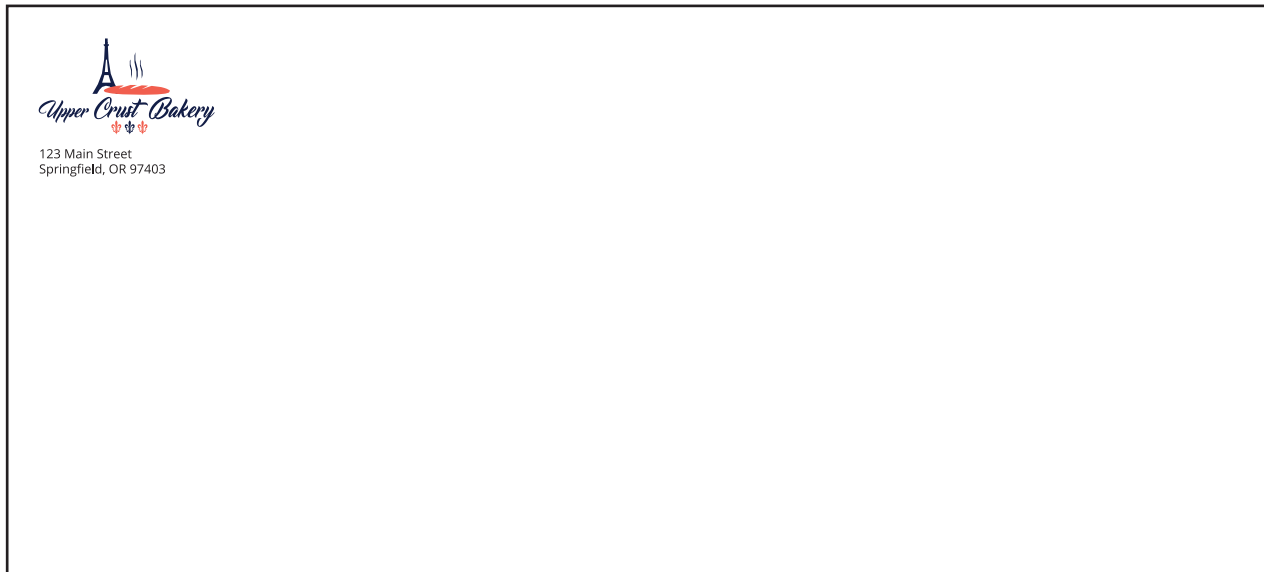


123 Main Street • Springfield, OR 97403 • (123) 456-7890 • uppercrustbakery.com

Letterhead



Business Card



Envelope

Stationary

The Upper Crust Bakery requested a new logo after moving to a new location. They are well known for their bakery items. In designing their new logo, I wanted to incorporate imagery that would be a nod to their baked goods. I also wanted to add a graphic that invokes a sense of France as the bakery's owners are of French descent and use authentic French recipes.

For the baked goods imagery I included a graphic of a loaf of bread (an oft-used symbol of French cuisine) with scent/heat lines coming off of the bread. I hoped this element would help equate the bakery's freshly baked goods in customer minds. For the other graphics, I decided to use a fleur-de-lis as a symbol of France to help equate their French baking style. In the end, I ended up using the fleur-de-lis for France and the Eiffel Tower to represent Paris in particular. I had originally planned to not use the Eiffel Tower but included it as the bakery specifically wanted to have a sense of Paris itself in their logo. To finish off the design, I used a script typeface as I have seen various French bakery logos use this type of typeface and I knew that it would help to invoke the idea of France I wanted to achieve.

For the design, I decided to use a simple design for the graphics. Thought a more detailed and stylized design would have also worked, I felt the more simple design would help give make the logo appear more modern. The colors I chose were a dark blue and muted red. I chose these colors as they reference the French flag, and I opted to not use white as I believe that the logo will mostly be used on a white background, as it is used in the stationary I designed (the business card itself was designed to mimic the French flag). All together, I feel that new design for the logo will help appeal to the bakery's target demographic, especially younger customers, and it fits the client's needs by using traditional bakery/French imagery but in a modern way.

Rationale

BEVERAGES

WINE *(by glass)*

<i>cabernet sauvignon</i>	\$28
<i>zinfandel</i>	\$15
<i>pinot noir</i>	\$19
<i>chardonay</i>	\$22
<i>savignon blanc</i>	\$15

SAKE *(by bottle)*

<i>junmai</i>	\$28
<i>honjozo</i>	\$38
<i>ginjo</i>	\$22
<i>daiginjo</i>	\$28
<i>namazake</i>	\$29

COCKTAILS

<i>piña colada</i>	\$8
<i>mojito</i>	\$6
<i>long island iced tea</i>	\$8
<i>sangria</i>	\$8
<i>margarita</i>	\$9

NON-ALCOHOLIC

<i>soda</i>	\$3
<i>thai iced tea</i>	\$3
<i>hot tea</i>	\$3
<i>coffee</i>	\$3
<i>juice</i>	\$3

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福 | TOWN

FEATURED ENTRÉE



FRIED SHRIMP IN GARLIC SAUCE

*Deep-fried shrimp, stir-fried with onions, peas, carrots,
topped with homemade garlic sauce.*

福 | TOWN



special dishes

SHRIMP & CHICKEN COMBO 14.45

Fresh shrimp and chicken with carrots, mushrooms, water chestnuts sautéed in a “Wild Pepper” hot spicy sauce.

KUNG PAO COMBO 13.45

Chicken, beef, shrimps stir-fried with carrots, water chestnuts, onion, celery, zucchini & peanuts mixed with spicy Kung Pao sauce.

SZECHUAN KING’S CHICKEN 12.95

Chunks of chicken, crispy outside, tender inside, sautéed in a mildly spicy ginger garlic sauce.

HONG KONG CHICKEN 12.95

Chicken stir-fried and mixed with carrots, onions, zucchini, baby corn in Szechuan sauce.

HONEY WALNUT PRAWNS 13.45

Large whole shrimps, crispy outside, juicy inside, mixed with our chef’s special honey sauce.

BEEF WITH ONIONS 12.45

Sliced tender beef sautéed with green and yellow onions. Served with steamed rice.



drinks

SODA 3.00

THAI ICED TEA 3.00

HOT TEA 2.00

COFFEE 2.00

JUICE 3.00



**AUTHENTIC
CHINESE CUISINE**

EST. 2017



town-seattle



town-seattle



town-seattle

appetizers

EGG ROLLS, ROAST PORK (2)	5.95
SHRIMP SPRING ROLL (2)	5.95
VEGETBAL ROLL (2)	4.95
CHICKEN FINGERS	5.95
BEEF STICKS (2)	6.95
STEAM or PAN-FRIED DUMPLINGS (6)	5.95
BBQ PORK	7.95
BBQ SPARE RIBS (6)	10.95
FRIED SHRIMP (2)	5.95
CRISPY BEAN CURD	5.95
SZECHUAN DUMPLINGS	5.95
CRAB RANGOON (6)	5.25
PU PU PLATTER (FOR 2)	13.25
<i>Egg Roll, Chicken Wings, Crab Rangoon, Chicken Fingers, Beef Sticks, Spare Ribs</i>	



soups

HOT AND SOUR SOUP	4.60
EGG DROP SOUP	4.60
WONTON SOUP	4.60
CHICKEN MUSHROOM SOUP	6.25
MIXED VEGETABLE AND BEAN SOUP	5.95
WOR WONTON SOUP (FOR 2)	9.95
SEAFOOD HOT AND SOUR SOUP	6.25



entrées

FRIED SHRIMP	11.95
<i>Deep-fried shrimp, stir-fried with onions, peas, carrots, topped with homemade garlic sauce.</i>	
MONGOLIAN BEEF	11.95
<i>Deep-fried sliced steak, stir-fried with scallions and white sweet onions. Optional free bell peppers, no substitutions.</i>	
SWEET & SOUR TEMPURA CHICKEN	10.75
<i>Golden fried chicken breast, pineapple, tomatoes, carrots, bell peppers, celery, zucchini, baby corn, onions, topped with homemade sweet and sour sauce.</i>	
HONEY GLAZED CHICKEN	11.95
<i>Slices of golden fried chicken breast in a 100% US Grade A honey sauce with broccoli; topped with nuts.</i>	
STIR FRY VEGETABLES	10.75
<i>Stir-fried mixed vegetables in a light brown sauce. Choice of tofu, veggie, chicken breast, pork, or beef.</i>	
STEAMED VEGETABLES	10.75
<i>Steamed fresh mixed veggies topped with homemade peanut sauce. Choice of tofu, veggie, chicken breast, pork, or beef.</i>	
CASHEW NUTS DELIGHT	10.95
<i>Stir-fried meat with cashew nuts, onions, bell peppers, zucchini, baby corn, celery, carrots, and chili paste.</i>	
CHICKEN STIR FRY	11.75
<i>Stir-fried rice with chicken breast, onion, green onions and egg. Garnished with cilantro and cucumber.</i>	
CRAB & CHICKEN FRIED RICE	12.95
<i>Stir-fried rice with real crab meat, chicken breast, egg, tomato, onions, peas, and carrots. Garnished with cilantro and cucumber.</i>	

福 TOWN

drinks

SODA	3.00
THAI ICED TEA	3.00
HOT TEA	3.00
COFFEE	3.00
JUICE	3.00

contact

ADDRESS

4005 Broad St.
Seattle, WA 98109

PHONE

(206) 905-2150

HOURS

Monday 11:00 PM – 9:30 PM
Tuesday 11:00 PM – 9:30 PM
Wednesday 11:00 PM – 9:30 PM
Thursday 11:00 PM – 9:30 PM
Friday 11:00 PM – 10:30 PM
Saturday 11:00 PM – 10:30 PM
Sunday 11:00 PM – 9:30 PM

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福 TOWN
4005 Broad St.
Seattle, WA 98109

福 TOWN

AUTHENTIC CHINESE CUISINE
EST. 2017

*Our promise
to you!*

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



entrées

FRIED SHRIMP 11.95

Deep-fried shrimp, stir-fried with onions, peas, carrots, topped with homemade garlic sauce.

MONGOLIAN BEEF 11.95

Deep-fried sliced steak, stir-fried with scallions and white sweet onions. Optional free bell peppers, no substitutions.

HONEY GLAZED CHICKEN 11.95

Slices of golden fried chicken breast in a 100% US Grade A honey sauce with broccoli; topped with nuts.

STIR FRY VEGETABLES 10.75

Stir-fried mixed vegetables in a light brown sauce. Choice of tofu, veggie, chicken breast, pork, or beef.

STEAMED VEGETABLES 10.75

Steamed fresh mixed veggies topped with homemade peanut sauce. Choice of tofu, veggie, chicken breast, pork, or beef.

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Stir-fried meat with cashew nuts, onions, bell peppers, zucchini, baby corn, celery, carrots, and chili paste.

CHICKEN STIR FRY 11.75

Stir-fried rice with chicken breast, onion, green onions and egg. Garnished with cilantro and cucumber.



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