

PRO- JECT 1

Brand Development for a Restaurant

8.28 - 10.14

RESOURCES

Art of the Menu, Designspiration, Retail design blog

// OUTCOME

Brand Guidelines (1 to 3 separate)

Each Featuring:

Concept / Metaphor - With Explanation

Identity package -

Logo(s): include do's and don'ts / Safe Area / Primary (and Secondary)

Colors: with pms, rgb, cmyk, and hex

Typography: List Fonts and uses

Graphic Elements - Examples and uses

Photography style - Examples and how to pick photos

Environmental examples - Pulls and explanations

Executions - Min of 5 pages of collateral (Menus, Cups, napkin, Shirts, hats, bags, stickers, punch cards, koozies, buttons, coasters, take away menus, etc...)