



BRANDING PRESENTATION

for

福 | TOWN

TABLE TENT RATIONALE & ANNOTATED SAMPLE



Heading Text: 28Pt.
Athelas

Sub Heading Text:
28pt. Athelas

Promo Text: Athelas,
Bold & Italic. Various
point sizes

Description Text:
14pt. Athelas Bold,
Italics

Color Palette:
PMS200c, PMS439c
PMS7485c, &
PMS Cool Gray 8C

LOGO: TOWN,
Majesti Heavy Bold
& symbol of fortune

Images:
Utilized a collage of
the dishes provided
at restaurant

For my table tent rough design, I used the template provided for positioning in a different layer in InDesign, and once my layout design and positioning was established, I turned it off before exporting to a PDF.

In this particular piece, I focused on the table tent to be tall enough for customer's eyes to make contact with it, and read what it was about. I would place these in the bar area, at the reception/waiting area, and in all tables for the first few month, depending on how the traffic turns out.

I focused on the particular demographic, which is business, and wealthy clientele that like to go out after work, or after club activities, as a place where they can make it a hub, or meeting place. This table tent covers specific hours, and to draw attention to over 21 customers.

I utilized the color palette that was provided, as well as the font usage per customer's branding style. The images came from the actual branding package, as well as the internet for the Asian food collage (pixabay, 2017), with permission to use in personal and commercial use.

Sources:

1). Asian food collage, <https://pixabay.com/en/asia-food-food-collage-photo-collage-1501584/> Retrieved March 26, 2017.

2). TOWN Branding Style Guide, Provided by SNHU Blackboard to be used for COM232 assignment. Retrieved March 26, 2017.

MENU RATIONALE & ANNOTATED SAMPLE



Symbol logo (fortune): 5% opacity PMS 200 C placed on all pages.

Menu Items Text: 15pt.
Athelas & prices Athelas Italic

Each page will be individually trimmed, and inserted in existing menus that have clear vinyl pouches for viewing the menu.

Heading Text: 24Pt.
Majesti Banner Bold

Images: Utilized a image of the dishes consistent throughout pieces of brand campaign

Color Palette:
PMS200c, PMS 439c
PMS 7485c, &
PMS Cool Gray 8C

For the menu's formatting, I used the Master pages to setup all the elements that would be repeated throughout the rest of the menu pages. I also used the styles for character and paragraphs for the menu headings, and the menu selections.

The trim size is 10" wide x 7.5" height, one-sided print, with full bleeds all the way around. Each page will be individually trimmed, and inserted in existing menus that have clear vinyl pouches for viewing the menu. This will be an easy fix, if ever comes a time to make changes on just one, or some of the pages, so that they can be easily replaced, and more economical to print in the long run.

The choice for using the same cover of the brand style guide was an obvious one - in that the cover is sleek, contemporary, modern style, and that is what I want to communicate to the customer. The texture of the cover is used as a border and repeated throughout the inside of the menu pages. The purpose of having a border for framing around the page is to assist and redirect the reader's eye and focus on the actual menu items. I also placed the logo on the front and back covers. Although it's more prominent on the front, and it's more like an after thought on the back.

The color palette supplied by the client's branding guide was utilized primarily with the following three colors: a tint of the green for the background, reminds me of ginger, which is commonly used in Asian art. The red color, which is already incorporated in the logo for the symbolic Chinese meaning of "fortune", is used in a light opacity, as a backdrop on very page, (similar to subliminal messaging) for the reader as a continuous reminder of its meaning.

The fonts used were retrieved from the brand style guide provided by the client. The text uses the same gray as the word, "TOWN" in the logo.

The choice of using Majesti Banner Bold for all the headings, to keep consistent with the logo style of branding, and the size in text was a lot larger and prominent in comparison to the menu items. For the menu items, the font used was Athelas Regular, and for the numeric pricing, the Italicized version of Athelas was used.

The overall concept design for the menu was designed with a sleek, and upscale taste in mind. I focused on providing a visually appealing menu for the reader by making it simplistic, and inviting to read. I did use the same "Asian collage" photo to keep with consistency of branding for the reader. I wanted to provide minimal images, so that it does not cause indecisiveness on the customer's choices. The menu has the right amount of choices for its faire, without all the nonsense verbiage, and let the wait-person explain the Menu to the customer, as a form of building rapport and a one-on-one connection. I also utilized continuity in every page by having the same layout design in a really uniformed manner.

Sources:

1). Asian food collage, <https://pixabay.com/en/asia-food-food-collage-photo-collage-1501584/>
Retrieved March 26, 2017.

2). TOWN Branding Style Guide, Provided by SNHU Blackboard to be used for COM232 assignment. Retrieved March 26, 2017.



COVER: Has image style used in branding guide with
LOGO: TOWN, Majesti Heavy Bold
& symbol of fortune

BROCHURE RATIONALE & ANNOTATED SAMPLE



The purpose of this trifold brochure for the restaurant: TOWN - served to inform current and prospect customers about their service offerings and operational hours. The trifold brochure is the third and last piece for this restaurant client. Since all the pieces for this branding campaign need to work as a stand-alone, as well as a group for which they all have the same concept design, I referred back to the MENU rough for guidance on the trifold brochure.

I used and reorganized the same components towards the new revised size for the trifold brochure design rough. I made sure that the new layout would work and function successfully as the menu design with the new updated front cover by adding the purpose of the brochure, "Takeout Menu", and had the same image placed vertically to balance the overall layout design.

On the back panel, the map was added as an informational component, along with the restaurant's information, operational hours, and website. The addition of the postage permit was included in case their business owner wanted to use this piece as a mailer for brand exposure and marketing to new and existing residence in the community.

Since the panels are narrow, the overall layout of each was vertical - as oppose to horizontal for the menu. The inside panels provide images of their most popular dishes right below the headings, followed by the restaurant's menu with pricing. I played around with their color palette on each panel to provide diversity among each of the different offerings that their menu has to offer.

There is great continuity with the font usage: Majesti Banner Bold for all the headings, to keep consistent with the logo style of branding, and the size in text was a lot larger and prominent in comparison to the menu items. For the menu items, the font used was Athelas Regular, and for the numeric pricing, the Italicized version of Athelas was used.

The file was sized to 8.5" x 11" letter-size, 300dpi, to CMYK format, and used an existing template that provided the correct fold dimensions in order for the trifold to fold properly.

Finally, I exported as a pdf file, and added crop marks, bleeds, registration, and color bars.

Sources:

1). Asian food collage, <https://pixabay.com/en/asia-food-food-collage-photo-collage-1501584/> Retrieved March 26, 2017.

2). TOWN Branding Style Guide, Provided by SNHU Blackboard to be used for COM232 assignment. Retrieved March 26, 2017.

