



# 福 | TOWN

Design Presentation

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## TABLE TENT DESIGN

### RATIONALE

The design choices were made based on the target audience, which is a high-end clientele between 30 and 60 years old who appreciate quality dining experience and enjoy Chinese cuisine.

I created a trendy, professional and clean design to appeal to this particular audience and to reflect the vision and the mission of the restaurant, which is to provide a high-end experience and to bring people back for both personal dining and events.



## ANNOTATED SAMPLE

The size for this particular design piece is the standard size of a table tent: page size 4" x 6" with margins of 0.5 in.

The main objective of this table tent is to introduce the house's special wines to provide the clients a high-end experience. Thus, half of the space is dedicated to them. I included the prices in a very discrete place and the emphasis is actually on the bottles. Additionally, I included a picture of the most popular dish.

I also included additional information on the bottom of the table tent to inform customers about the private space especially used for events, which is the secondary objective of the design.

For the text "Food/Wine" and "&" (ampersand in italic) I used the primary color palette: Fire Starter and Cool Down, respectively. The fonts are Majesti Banner and Adobe Caslon Pro Italic. I wanted to apply the same technique from the Chapter 7 project to create the illusion of a wrapping letter:



For all the other text, I used the font Athelas with the Bamboo color.



福 | TOWN  
Chinese Cuisine

Food & Wine

WE RECOMMEND

Chili-spiced Bamboo Clams  
Steeped in Chinese Rose  
Wine

\$90 \$214 \$402 \$69 \$56

MOSER FAMILY  
摩塞尔家族

留世  
LEGACY  
FLASK

SILVER 山 HEIGHS  
聖崗山家收藏  
紅葡萄酒  
TOWN'S RESERVE  
2011

Val Enchanté  
吊着天歌  
2013  
珍藏酒

Autenland  
白葡萄酒  
2013  
珍藏酒

We have a space for your intimate or professional private dining needs, events or business presentation.  
Please, contact 123-456-7890 for details and reservations.

Table Tent

## MENU DESIGN

### RATIONALE

Since bringing quality and style are two of the restaurant's missions, I used the black color in most of the design to associate it with luxury, power and elegance.

To bring even more style to the menu design, I included Chinese symbols in each Heading.

Additionally, I applied some elements such as fonts, color palette and the textured background image, from the table tent to the menu design to create cohesiveness.



## ANNOTATED SAMPLE

The size for this design is 4.25" x 10" with margin of 0.25 in.

The menu is composed by six pages distributed into two spreads.

For the Headings, I used Fire Starter color mainly because I believe to be a standard color for Chinese restaurant menus and because it fit well with the brand identity. I used Photoshop to apply overlay color to all Chinese symbols to match the restaurant's color palette.

For the body text and figure captions, I used the Bamboo color. I believe this color highlighted the menu and brought some nice contrast within the background.

For the graphics, except for the front/back cover images, I zoomed in on all of them. I believe pictures have the power to sell. Many times when I go to a restaurant and I do not know what to choose, I choose the picture. So, I wanted to make sure the food was looking as juicy as possible.



Menu - Back



Menu - Front



**TASTE OF TOWN**

Small Eat  
Limited Edition Dish



Main  
Sichuan Chilli-pepper Spotted Grouper Fillet



Desert  
Almond Tofu and Syrupy Smashed Cherries



**福 TOWN**  
Chinese Cuisine



**谢谢你**  
Thank You

123 Main Street Hong Kong, China • 123-456-7890  
• www.town.com •

**凉菜 Cold Dish**

- Spiced bamboo clams in Chinese rose wine ..... \$248
- Green asparagus coated with white sesame ..... \$168
- Marinated geoduck with mung bean noodles ..... \$288
- Chilled bran dough with Chinese fungus ..... \$88
- Shaoxing drunken pigeon ..... \$148
- Crabmeat & turnip rolls with sesame sauce ..... \$158
- Sliced abalone marinated in spring onion oil ..... \$798
- Jade green bamboo shoot in ginger puree ..... \$78



Chilli-spiced  
Bamboo Clams  
Steeped in  
Chinese  
Rose Wine

Green  
Asparagus  
Coated with  
White Sesame



**海鮮 Sea Food**

- Ma La spicy prawns ..... \$298
- Sautéed prawns with coriander & leek ..... \$298
- Prawns fried with salty egg yolk sauce ..... \$298
- Braised prawns with Chinese plum sauce ..... \$298
- Stir-fried prawns with oyster sauce ..... \$298
- Kung Po chili prawns ..... \$298
- Braised Asian king prawns in Sichuan sauce ..... \$348
- Sichuan peppered lobster ..... \$1888

Ma La Chilli  
Prawns



**肉類 Meat**

- Braised Chinkang pork ribs with vinegar sauce .... \$248
- Sautéed beef tenderloin with onion & soy sauce .... \$338
- Beggar Chicken ..... \$588
- Spicy minced pork with lettuce & pine nut ..... \$208
- Osmanthus honey glazed ham with lotus seed ..... \$248



Braised Vinegar Spare Ribs

**蔬菜 Vegetable**

- Bai Choy poached in fish soup ..... \$158
- Spicy minced pork fried with strings beans ..... \$168
- Stewed baby bamboo shoots with dark soy ..... \$138
- Sautéed assorted vegetables with garlic ..... \$158
- Wok-fried okra with minced pork ..... \$168
- Wok-fried kale with ginger jus ..... \$138
- Shanghai cabbage poached in chicken broth ..... \$158
- Lotus root fried with green bell pepper ..... \$138

Bai Choy Poached in Fish Soup



Town's Spicy Fried Rice

**飯麵 Rice and noodle**

- Town's spicy fried rice ..... \$158
- Seafood fried rice with salty fish & ginger ..... \$158
- Egg white fried rice with crushed conpoy ..... \$158
- Spiced sea cucumber fried rice ..... \$168
- Wok-fried noodles ..... \$158
- Vegetarian fried noodles ..... \$158
- Town Dan-Dan noodles ..... \$78
- Mixed vegetable soup noodle ..... \$68

**甜品 Desert**

- Birds nest dessert ..... \$38
- Almond tofu and syrupy smashed cherries ..... \$38



Birds Nest Dessert

Our mission is to bring quality, luxury, style and good fortune and provide a high-end experience through Chinese cuisine.

Prices in HK\$\*  
Hong Kong Dollar

Flap that folds in

Back

Front

Page 2

Page 3

Page 4



# BROCHURE DESIGN

## RATIONALE

I created a trifold brochure design for TOWN restaurant which is intended to be mailed to companies, offices and agencies to promote the area reserved for business dinners and corporation events.

I used some elements from the menu design to create cohesiveness and communicate the intended message to the client's audience.

For this composition, I focused on type as an element of design. I explored InDesign typography features to provide a visual resource for the customer who wants to find a place for corporation or business meetings.

## ANNOTATED SAMPLE

The size for this design is 8.5" x 11" with margins of 0.5 in.

For the front page, I used the Town logo and a photo of an Asian woman. I thought including a person on the front page would impart a more inviting and personal approach. The gesture she is doing means “yummy” and this gesture is known in some parts of Europe (it would work as a wink for some clients). I believe she added lots of loveliness to the design.

As soon as the reader opens the brochure, she will find two attractive pictures of the restaurant’s private space and its stunning view (pages 2 and 5). I tried to play with the fonts and their positions in a formal way, but at the same time I tried to convey a relaxed atmosphere.

On page 3 I created a teaser of the menu restaurant which features some special dishes.

On page 4 I included information for the customer to understand why the restaurant provides an excellent opportunity for any business to hold meeting. Additionally, I created a badge to impart a fun look! I used many different types of fonts and sizes. To make the badge I included, besides the text, an asset (bowl with chopsticks) from Adobe Stock, and 3 circles (2 solids and 1 Japanese dots) to bring all elements together. Also, I used drop shadow and Inner Bevel in some of the text. I wanted this part to be the most appealing and important design element of the brochure.

Finally, on the back page (page 6) I included the mail info with return address and the logo. I wanted this part to be clean and elegant.

Since the brochure is going to be mailed, I wanted to create a design which would easily fit in a standard envelope. And since the brochure is going to be widely printed, I wanted to use as little color as possible – except for the images, the colors I used for the text were Cool Down and Bamboo.



Front



Page 2 (Inside Page) – Font: Majesti Banner and Minion Pro Bold 62pt



Page 5 (Flap Page) – Font: Al Fresco Bold 48pt and Minion Pro Bold 50pt





Badge – Fonts: Tempus Sans, Al Fresco, Majesti Banner, Hotel, Blow Brush, HWT Catchwords, and Kinescope



Page 6 (Back Page – mailing) – Fonts: Majesti Banner and Athelas



Brochure full pages



Please, contact 123-456-7890 for details and reservations.

## CONCLUSION

A great way I found to keep all my designs cohesive was to utilize elements and specifications from the client-provided Brand Style Guide such as color palette and typography. Another factor that helped me to keep coherency and balance throughout the entire project was creating a simple but versatile grid system for aligning objects.

I considered using the basic elements and principles of design to create each piece of my presentation. The principles I worked with were Unity, Emphasis & Focal Point, Scale & Proportion, and Balance. The elements of design I mostly used were Line, Shape, Texture, and Color.

The style and designs reflect the brand personality because they are sophisticated and they impart the feeling of luxury. Additionally, each piece communicates a clear message to the intended audience through the use of pertinent text, images and symbols making the user experience more pleasant and memorable.



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