

Design Rationale

For my project, I created “La Petite Bistro”, a small bistro restaurant that focuses on freshly baked goods. My logo and menu were designed to show the idea of feeling warm, cozy while it still stays simple to attract people.

Logo Design

My logo uses flowing, hand-drawn lines that the cursive word “bistro” also look like a croissant. This shows that the bistro that I create is about bread and baking goods. I chose warm brown and beige colors because they are the color that represent of fresh bread and coffee. I made both a color version and a black-and-white version so the logo can be used in many ways, such as on the menu or flyer, even if the printer could only print out black and white, the lines are thick enough so the logo is clear even when it is small.

Menu Design

The menu is made in a two-page layout. Page 1 has Fresh Baked, Soup & Salad, and Drinks. Page 2 has Desserts, Specialty Bread, and Chef’s Picks. In this way, the savory food is on one page and the sweet baked goods are on the other. The total amount of the menu is more than ten food items, and the design makes it easy for customers to find what they want to order for.

Typography and Layout

I used a “Georgia” for titles and a simple font for the food items and both on the logo that I designed. This makes the menu look elegant but also easy to read, while it is not as formal as “Times New Roman”. Both pages are in a three column format so that they look balanced on the page. I also added space between items so the menu does not look too crowded. The pr

Color Scheme

The colors are cream, beige, and brown. These were chosen because they are the natural colors of bread, pastries, and coffee. The warm colors help create a cozy and comfortable feeling that matches the theme of a bistro.

Overall Reflection

My design wants to reach the idea of a bistro with many fresh baked goods. Every choice, from the logo to the menu layout, supports this theme. This project allows me to find that how planning, creativity, and clear design is also important when designing.