

**Southern New Hampshire University**  
**COM 232 Desktop Publishing**  
**8-1 Final Project Presentation:**  
**TOWN Restaurant Branding**  
**Stephanie Lakin**  
**10/26/2019**



A decorative border surrounds the central text area, consisting of several branches of red cherry blossoms (sakura) with dark brown stems and buds, arranged in a circular pattern.

# Final Designs:

## Table Tent

# 福 | TOWN

## Drink Special!

Enhance your meal with our finest Baijiu



Jiugui brand Baijiu

\$299.00

Per 350ml Bottle

# 福 | TOWN

After Dinner Treats



Chinese Moon Cake  
**\$17.99**

Served with a fresh pot of tea



A decorative border surrounds the central content area. It consists of several black outlines of cherry blossom branches, each bearing clusters of vibrant red flowers. The branches are arranged in a way that frames the central white rectangle.

# Final Designs:

## Menu

# 福 | TOWN

World's Finest Chinese Cuisine

Beijing • Shanghai • New York



Menu

## Main Menu

### Lunch and Dinner

#### SOUPS

SQUID INK SOUP \$16  
with Tofu Threads and Black Truffle

SEASONAL MARKET SOUP \$15

Scallop, Shrimp, Maryland Crab, King Crab, Shiitake, King Oyster Mushrooms

LION'S HEAD \$16

Light-Braised Single Meatball with Clams in a HuaDiao Wine Broth



## Hot Dishes

### ROAST DUCK

DADONG "SU BU NI" ROAST DUCK \$98 Whole / \$58 Half  
Served with Sugar, Pancakes, Crispy Sesame Buns and Special Sauces



## Hot Dishes

### Lunch and Dinner

STIR-FRIED DUCK TREASURES \$24  
Served on a Crisp Potato Nest with Pine Nuts

DADONG KUNG PAO CHICKEN \$22  
Peanuts, Chilies and Scallions

DADONG KUNG PAO SHRIMP \$36  
Peanuts, Chilies and Scallions

CRISPY PRAWNS \$29  
With Sweet Mayo and Pineapple

BLACK PEPPER AND SESAME RIBS \$36  
with Cilantro, Chilies, and Toasted Sesame

POACHED WHOLE LOBSTER WITH SAFFRON RICE \$48

STEAMED KING CRAB \$580 Whole / \$308 Half  
with Egg Whites and Shaoxing Rice wine

BRAISED SEA CUCUMBER WITH LEEKS \$198  
to Share

TRUFFLE BRAISED WHOLE ABALONE \$98  
with Chinese Iron Yam

SONG SHU CRISPY WHOLE FISH \$MP  
with Sweet and Sour Sauce and Pine Nuts



## Hot Dishes

### Lunch and Dinner

SLOW COOKED BEEF SHORT RIB \$68  
with Cumin and Chilies, Spring Onion Salad

HOT AND SPICY LOBSTER (2 1/2 lb.) \$98  
Whole Lobster with Chilies



RED CHILI SEARED BEEF\* (8 oz) \$198 A5 Kobe / \$98 Wagyu  
with Dried Chilies

PRIME CHILI DICED SHORT RIB \* \$48

SIZZLING SLICED SHORT RIB \* \$42  
with Shallots

SAUTEED PENCIL ASPARAGUS \$16  
With Preserved Chinese vegetables

SAFFRON BRAISED BABY CABBAGE \$18  
with Chestnuts

SAUTÈED SNOW PEA SPROUTS \$13  
with Fresh Garlic

## Staples

COLD AVOCADO NOODLES \$12  
with Spicy Sichuan Sauce

DUMPLINGS \$18  
with Pork, Shrimp and Chives (8 pcs.)



CRYSTAL VEGETABLE BUNS \$12

PAN- SEARED PORK AND SHRIMP STEAMED BUNS \$16

BEIJING ZHAJIANG NOODLES \$16  
with Soy Bean Paste and Traditional Accompaniments

STIR FRY HOMEMADE NOODLES \$23  
With Rock Shrimp



WAGYU BEEF FRIED RICE \$22

VEGETABLE FRIED RICE \$16

## Desserts

CRISPY CHOCOLATE RICE PUDDING \$10  
with Passion Fruit, Mandarin, and Whipped Cream



MULTI-FLAVORED WHITE CHOCOLATE SHELLS \$12



TANG YUAN \$10  
with Peanut filling and chilled ginger coconut milk

DADONG 'NATA' CUSTARDS \$12

TRADITIONAL DRIED TANGERINE PEEL FLAVORED ICE CREAM \$9



## RAW BAR MENU

OYSTERS\* \$2.5 each / \$28 dz  
East or West

CHERRYSTONES\* \$2 each / \$22 dz

LITTLENECK CLAMS \* \$2.25 each / \$25 dz

DAILY MARKET CATCH MP

JUMBO SHRIMP COCKTAIL \$15

LOBSTER COCKTAIL \$48

DADONG SEAFOOD PLATTER \$72

6 Oysters\*, 3 Littlenecks\*, 3 Cherrystones\*, 4 Jumbo Shrimp Cocktail



\*CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS

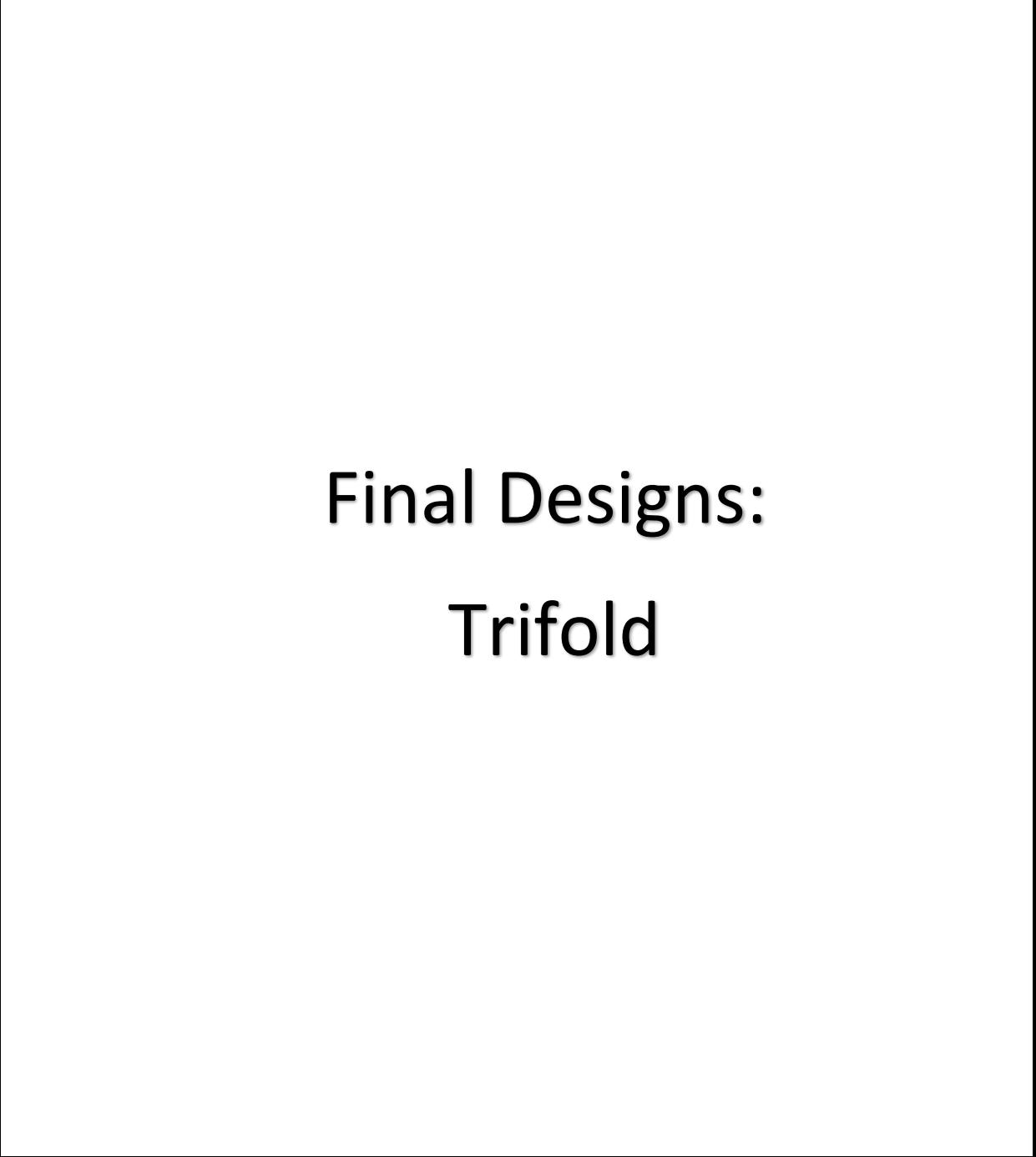
# 福 | TOWN

World's Finest Chinese Cuisine

Beijing • Shanghai • New York



Thank you for Dining  
Please come again!



# Final Designs:

## Trifold

Stop By  
during  
'Happy Hours'

Mon - Fri  
8PM TO 10PM

and receive  
20%  
off  
Your first round!



福 | TOWN

Call for Reservations  
555-333-III

福 | TOWN

World's Finest  
Chinese Cuisine

Beijing • Shanghai  
New York

555-333-III

福 | TOWN



Carry-Out Menu

Call Ahead  
to  
Order

555-333-III

## Lunch and Dinner

### DADONG "SU BU NI" ROAST DUCK

\$98 Whole / \$58 Half

Served with Sugar, Pancakes, Crispy Sesame Buns and Special Sauces



### STIR-FRIED DUCK TREASURES \$24

Served on a Crisp Potato Nest with Pine Nuts

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### DADONG KUNG PAO CHICKEN \$22

Peanuts, Chilies and Scallions

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### DADONG KUNG PAO SHRIMP \$36

Peanuts, Chilies and Scallions

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### CRISPY PRAWNS \$29

With Sweet Mayo and Pineapple

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### BLACK PEPPER AND SESAME RIBS \$36

with Cilantro, Chilies, and Toasted Sesame

## Staples

### COLD AVOCADO NOODLES \$12

with Spicy Sichuan Sauce

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### DUMPLINGS \$18

with Pork, Shrimp and Chives (8 pcs.)



### CRYSTAL VEGETABLE BUNS \$12

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### PAN- SEARED PORK AND SHRIMP STEAMED BUNS \$16

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### BEIJING ZHAJIANG NOODLES \$16

with Soy Bean Paste and Traditional Accompaniments

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### Wagyu beef fried rice \$22

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### Vegetable fried rice \$16

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### Pan- seared pork and shrimp steamed buns \$16

## STIR FRY HOMEMADE NOODLES \$23

With Rock Shrimp



## Desserts

### Tang Yuan

With Peanut Filling and Chilled Ginger Coconut Milk \$10

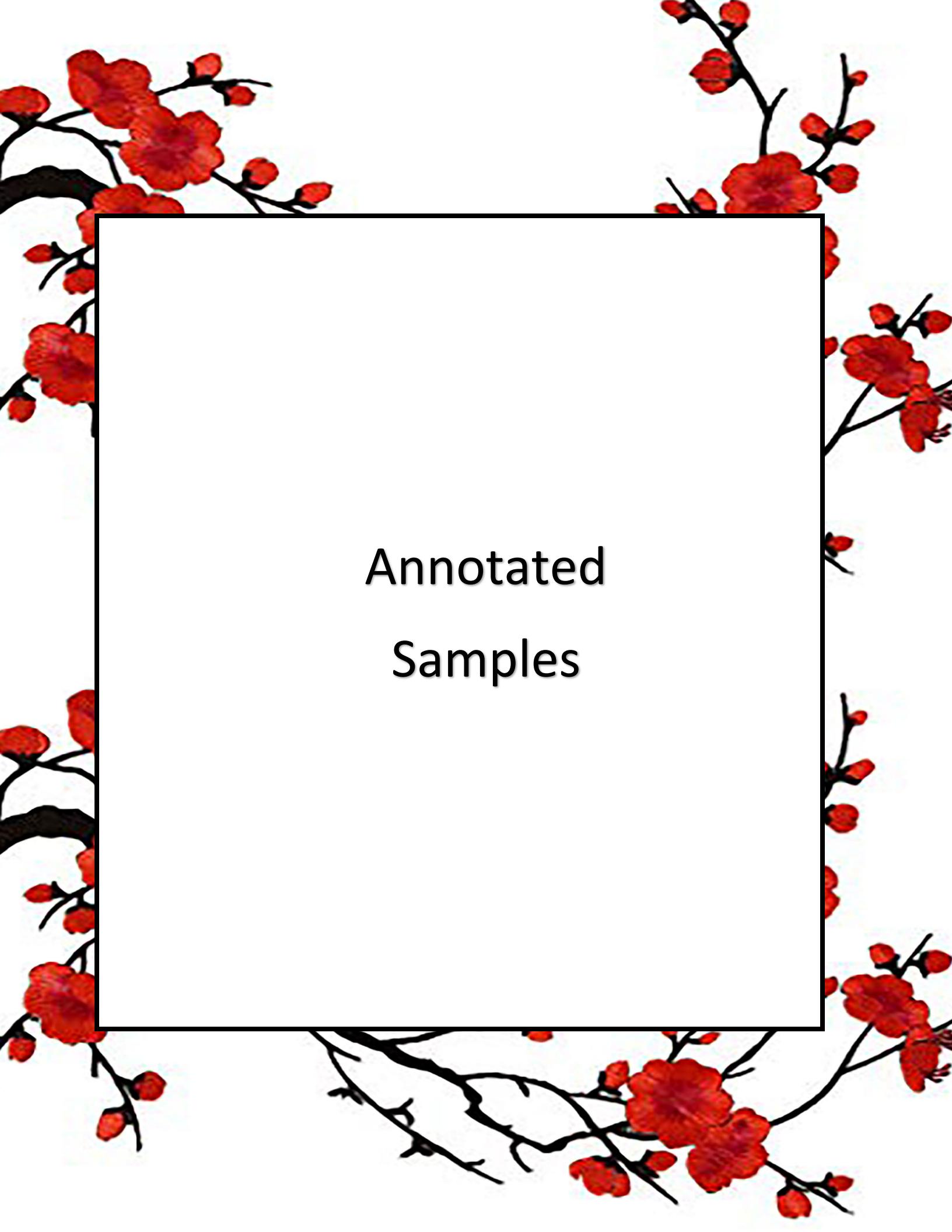
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### Dadong 'Nata' Custards \$12

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Traditional Dried Tangerine Peel Flavored Ice Cream \$9





An annotated  
samples



## Table Tent

2<sup>nd</sup> page of brochure is advertising for happy hour to tempt carry out patrons to become in house diners, where they are likely to spend more.

Made changes to font size and back cover design to distinguish from front.

Front of trifold reflects main menu design

Interior of trifold reflects styling and retains images from the interior design of the main menu to maintain continuity in branding

Cherry blossom theme is continued throughout each branded item



# Trifold Brochure

Simple color scheme selected as I felt this reflects the image of elegance and style. Too many colors combined can appear too casual

White logo on black background chosen for impact

Soup bowl image selected for the continuation of color theme and reflects the Chinese characters in the logo

Cherry blossom theme is continued throughout each branded item

## Restaurant Menu Exterior

Brand identity was maintained through use of client's selected font. Variations in weight & size were used for contrast & readability

A white background was used for readability, and negative space was taken into consideration regarding design elements of balance and emphasis

### Hot Dishes

#### Lunch and Dinner

SLOW COOKED BEEF SHORTRIB \$68  
with Dumplings and Chilies, Spring Onion Salad

HOT AND SPICY LOBSTER (2 1/2 lbs) \$98  
Whole Lobster with Chilies



RED CHILI SEARED BEEF\* (8 oz) \$198 A5 Kobe / \$98 Wagyu  
with Dried Chilies

PRIME CHILI DICED SHORTRIB \* \$48

SIZZLING SLICED SHORT RIB \* \$42  
with Shallots

SAUTEED PENCIL ASPARAGUS \$16  
With Preserved Chinese vegetables

SAFFRON BRAISED BABY CABBAGE \$18  
with Chestnuts

SAUTÉED SNOW PEA SPROUTS \$13  
with Fresh Garlic

### Staples

COLD AVOCADO NOODLES \$12  
with Spicy Sichuan Sauce

DUMPLINGS \$8  
with Pork, Shrimp and Chives (8 pcs.)



CRYSTAL VEGETABLE BUNS \$12

PAN-SEARED PORK AND SHRIMP STEAMED BUNS \$16

BEIJING ZHAJIANG NOODLES \$16  
with Soy Bean Paste and Traditional Accompaniments

STIR FRY HOMEMADE NOODLES \$13  
With Rock Shrimp



WAGYU BEEF FRIED RICE \$22

VEGETABLE FRIED RICE \$16

Images were selected for graphic quality as well as emotional appeal for main menu items. A red border was placed around them for unity & balance

Cherry blossom theme is continued throughout each branded item

# Restaurant Menu Interior

# Rationale

8-1 Final Project Presentation: TOWN  
Restaurant Branding

# Rationale

8-1 Final Project Presentation: TOWN Restaurant Branding

## Menu:

The color red was selected as the main focus in hierarchy as this represents fire in Chinese culture, an element that is symbolic of happiness, luck and joy as well as celebration and life. I feel that this is in keeping with the client's mission statement "Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand."

The cherry blossoms are known to be representative of power, love, fertility and creativity so in addition to the design and color aspect, I felt it was in keeping with the brand's mission regarding the statement "*Within our vision always lives the promise of inspiring creativity, conversation and quality.*" I feel that this captures the brand's mission to provide not only quality cuisine, but also a luxurious and memorable dining experience for their customers with their friends and loved ones. I also felt that the cherry blossom background kept the overall design from being too heavy, as some of the elements were in the table tent design. I was focusing on unity and balance in design elements, trying to remember that less is more. For the font selection, I felt limited by the style guide. I would have preferred to incorporate a contrasting sans serif font, as this is more modern and is customary in web design. I feel that I've achieved the proper style for the client branding overall.

## Table Tent:

For the table tent, I tried to keep the elements to a minimum, as it is a simple advertisement for dessert and a drink special that is not offered on the main menu. I kept the design unified with the menu through text, format, colors and background image. My goal was to present the specials without adding a lot of clutter to the small piece.

## Tri-Fold:

For this project, I tried to keep all of the design elements from the menu and included them in the tri-fold menu so as to create brand unity. I had to scale down the font and image sizes as well as the logo dimensions. I used images from the menu as requested in the rubric, though I did add one extra image for the happy hour advert, since I am going to try to include drinks as part of the final menu and/or table tent design revisions. I tried to maintain a balance of elements within each section, and unity as a whole for each side of the flyer.

I used the brand guide font Athelas, and the color Fire Starter as an accent color to match the menu design. I changed things a bit by coloring the text fire starter red for emphasis in some areas. The layout design is pretty basic; since it is a higher end venue, I thought it best to keep the layout a bit traditional, apart from the floral background. I added a bit of asymmetrical cropping to the front and first fold images for interest rather than scaling them down, and I like how this turned out. I was thinking of actually making the back-center page look like an envelope for a mailer but decided a high-end restaurant would not need that type of advertising. I staggered the placement of the logo on the back of the flyer, because though I wanted it on each of the three sides, it appeared redundant when looking at the piece as a whole. Overall, I think it is in keeping with the client's style and brand guidelines and maintains the elegant image that they are trying to project.