

PORTFOLIO



2024

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Design Done By [Vignesh M](#)

Hello everyone ! I'm **VIGNESH M**

UI&UX designer

About me

Hi! I'm a UX/UI Designer with a background in Computer Science, which gives me a unique edge in empathizing with users and improving their experience through design. My research experience has refined my problem-solving skills and user insights. I'm constantly seeking new ways to learn and grow through real-world experiences.

Tools used



Photoshop



Illustrator

Project Overview

"Tasty Fride Chicken" is a dedicated fried chicken shop project that aims to bring the joy of delicious, crispy chicken to local communities. This venture is built on the foundation of delivering consistently high-quality fried chicken with a focus on affordability and customer satisfaction.

Brand Name



Reason behind Tasty Fride Chicken

The Tasty Fride Chicken project emerged in response to the growing demand for a fried chicken experience that goes beyond the conventional. Recognizing the evolving preferences of consumers and the vibrant culinary landscape, TastyFry aims to redefine the fried chicken market by combining innovative flavors, advanced cooking techniques, and a commitment to quality. This project is driven by a passion to create a memorable and elevated fried chicken experience, catering to those who seek culinary adventure and exceptional taste. Tasty Fried chicken strives to be a pioneer in the industry, introducing globally inspired flavors and setting new standards for the enjoyment of this beloved comfort food.

TABLE OF **CONTENT**

- ◆ **Brand Identity**
- ◆ **Brochure Design**
- ◆ **Branding Design**
- ◆ **Digital Media**



LOGO CONCEPT

TASTY + FRIDE + CHICKEN = TASTY FRIDE CHICKEN



TASTY FRIED CHICKEN

TYPOGRAPHY

Roboto

Ravie

Cooper black

Aa

Regular Medium

Black **Bold**

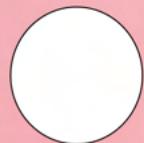
Colors



#c50000



#000000



#ffffff



#f6ff00



#ff6000

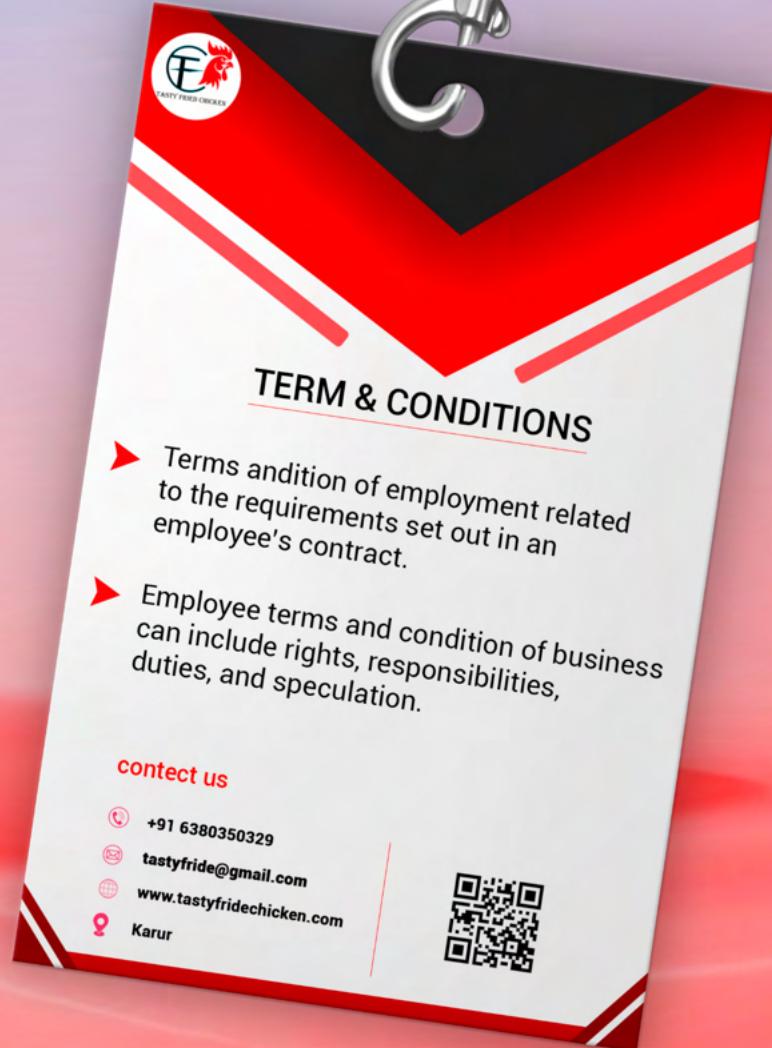
BUSINESS CARD



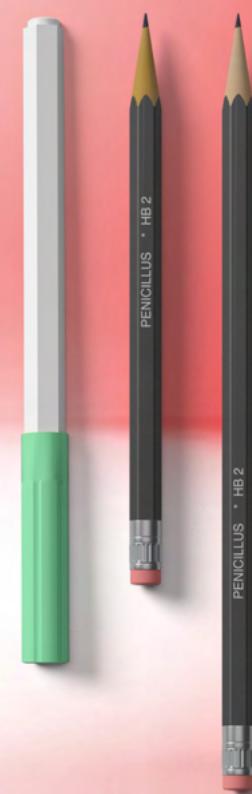
LOGO MOCKUP



ID CARD



LETTER HEAD





Brochure Design

FLYER

The flyer features a large image of a whole fried chicken with potatoes on a white plate at the top left. Below it is a logo with a red rooster inside a circle and the text 'Tasty & Delicious' underneath. At the top right are social media icons for Facebook, Instagram, Twitter, and YouTube. A large, bold, black banner across the middle contains the text 'FRIED CHICKEN' in white, with 'Hot & Delicious' written above it in yellow script, and 'YOUR BEST CHOICE' below it in smaller white text.

PRODUCTS:

- GRILL CHICKEN** (\$15)
- TANDOORI CHICKEN** (\$20)
- FRIED CHICKEN** (\$10)

ORDER NOW! +91 6380350329

HOME DELIVERY AVAILABLE

www.tastydelicious.com

tastydelicious@gmail.com

QR code

TRIFOLD

FRIED CHICKEN / RS.200

PEPER CHICKEN / RS.200

GRILED CHICKEN / RS.200

About

Founded in 2024, our fried chicken shop started as a humble dream with a passion for delivering mouthwatering, crispy goodness. Inspired by love for culinary traditions, we embarked on a flavorful journey to create a haven for fried chicken enthusiasts.

From our first sizzling pan to the heart of our bustling kitchen today, every crispy bite tells a story of dedication, quality ingredients, and a commitment to culinary excellence. We've evolved our recipes over the years, staying true to the essence of peice irresistible fried chicken while adding unique styles twists that set us apart

As we celebrate our 1 years, we remain dedicated to providing not just a meal, but an experience. to Join us in savoring the chapters of our delicious food history, one golden piece at a time. Thank you for being part of our flavorful journey!

Open 09am - 12pm

50% OFF

www.tastyfridechicken.com

KARUR

TASTY FRIED CHICKEN

SPECIAL FOOD MENU

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BILL BOARD



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CHICKEN
FRESH AND TASTY



60%
OFF

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CHICKEN

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karur



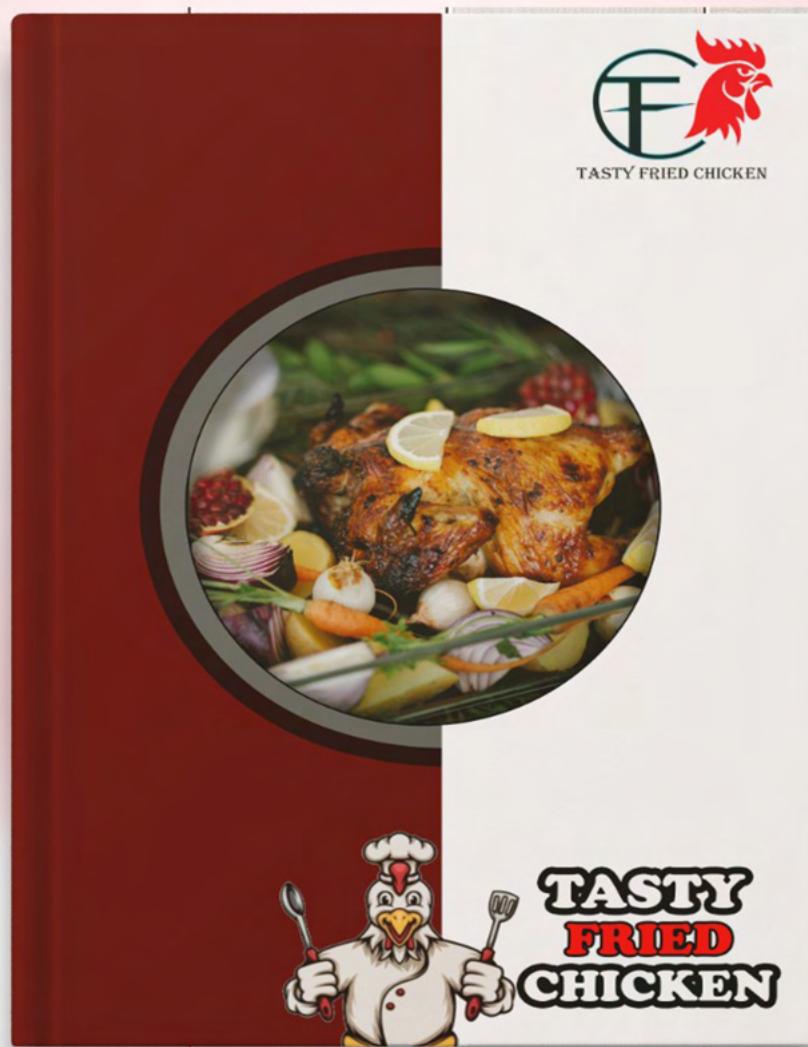
MEGAZINE



ROLLUP
STANDEE



DAIRY



CATALOGUE

The catalogue features a header with the logo "TASTY FRIED CHICKEN" and social media icons for Facebook, Instagram, Twitter, and YouTube. Below the header is a large image of fried chicken wings.

GRILLED CHICKEN
Rs ₹500
50% OFF

TANDOORI CHICKEN
Rs ₹300
30% OFF

FRIED CHICKEN
Rs ₹600
40% OFF

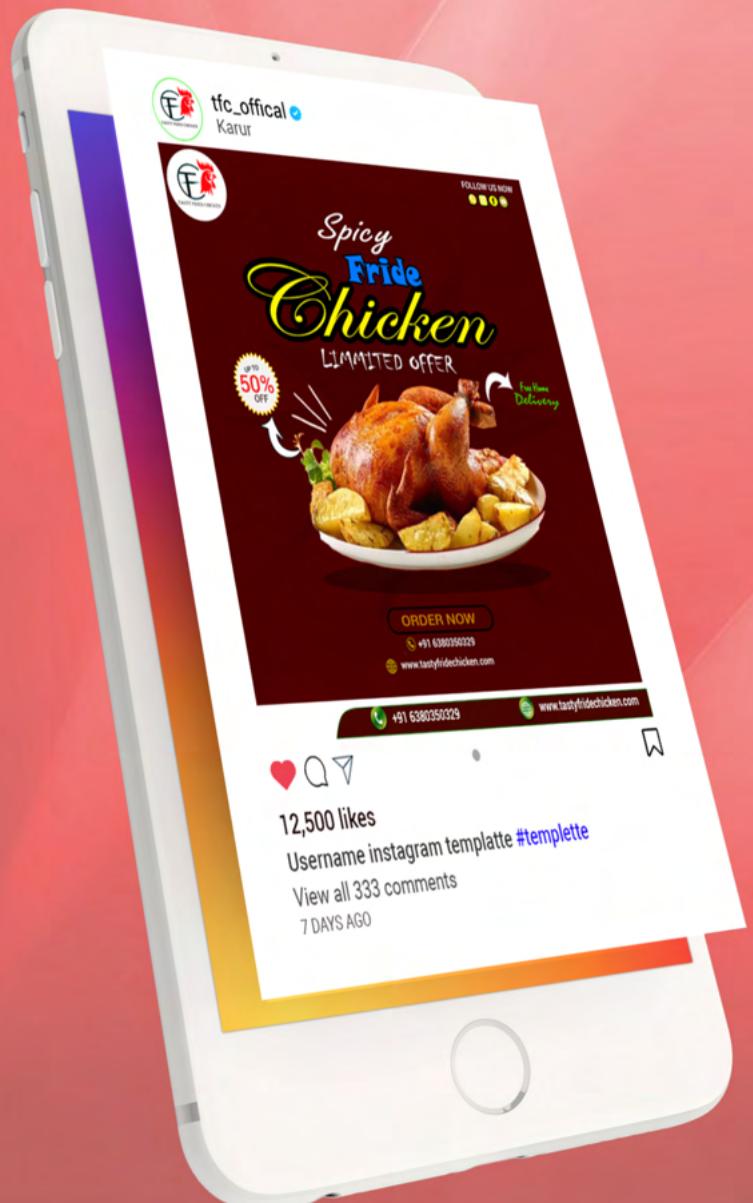
CHICKEN KEBAB
Rs ₹200
60% OFF

BOOK ORDER

www.tastyfridechicken.com +91 6380350329 Karur



INSTAGRAM ADS



GOOGLE ADS

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facebook 



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tfc_offical 
7.7M followers. 66 following

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Intro

The ONLY official page managed by Tasty Fride Chicken.

 [Page . Art](#)

 www.tasytfriedchicken.com

 [Rating . 5.0 \(4.703\)](#)

 [Filters](#)

Tasty Fride Chicken
13 June 2024 . 

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