

WELCOME
HOME

Saving the planet, one plate at a time

STRATEGY AND SCOPE

After reading through the design fiction, I decided to pinpoint the reason and meaning behind the restaurant. One of the key points that I noticed was that Mike and Mindy wanted to combat food waste created by the local supermarkets and distributors in their area. They also wanted to allow their customers to have the choice of paying if able, as well as still get a meal of nourishing food for themselves and their family, if unable. The target audience for their restaurant are students, and young families who might be struggling, along with people in the community who feel passionately about the problem of food waste within society. The couple also want to help educate the public on food waste and destigmatise the prejudices they may have. The next step in my design process was to use the information that I had collected from the design fiction and apply it to the design and branding of the restaurant.

NAME AND IDENTITY

I came up with a few keywords on what I wanted the restaurant to represent and they were warm, sustainable, simple and welcoming. With these words as the foundation of the brands’ identity, I came up with a few names that I thought would work well with the restaurants concept. Welcome Home, Fresh Start and Mind-full were among the names that I finalised. After discussing it through with my tutors and getting feedback from my peers, I decided on the name Welcome Home. The reason behind this being, I wanted the restaurant to symbolise a place that felt warm, and welcoming towards the customers whom largely consist of struggling families and individuals. I felt as though this name symbolised a place where you could go to get support and help without feeling judged or uncomfortable.

COLOUR PALETTE

The next step in my design process was to figure out the fonts and colour scheme’s that suited the restaurant. After much consideration, I felt that using a rounded, bubbly styled font would suit the brand’s identity. I found a few different fonts, but ended up using a font named Gloomie Saturday that I felt worked the best with logo’s design. After our font-pairing workshop I did some research to find a font that would complement the main, Gloomie Saturday, to be used on the website and mock-ups. And with that I was able to find a font named Berlin Sans. During this process, I also gave some thought on the color scheme I wanted to implement for the brand. I decided to use a mixture of warm, fresh and earthy colours. The brightness of the tones of the green and yellow give it a more bubbly, vibrant energy. However the use of the dark brown and earth colours such as green add to the warmth and earthiness of the brand.



MOODBOARD

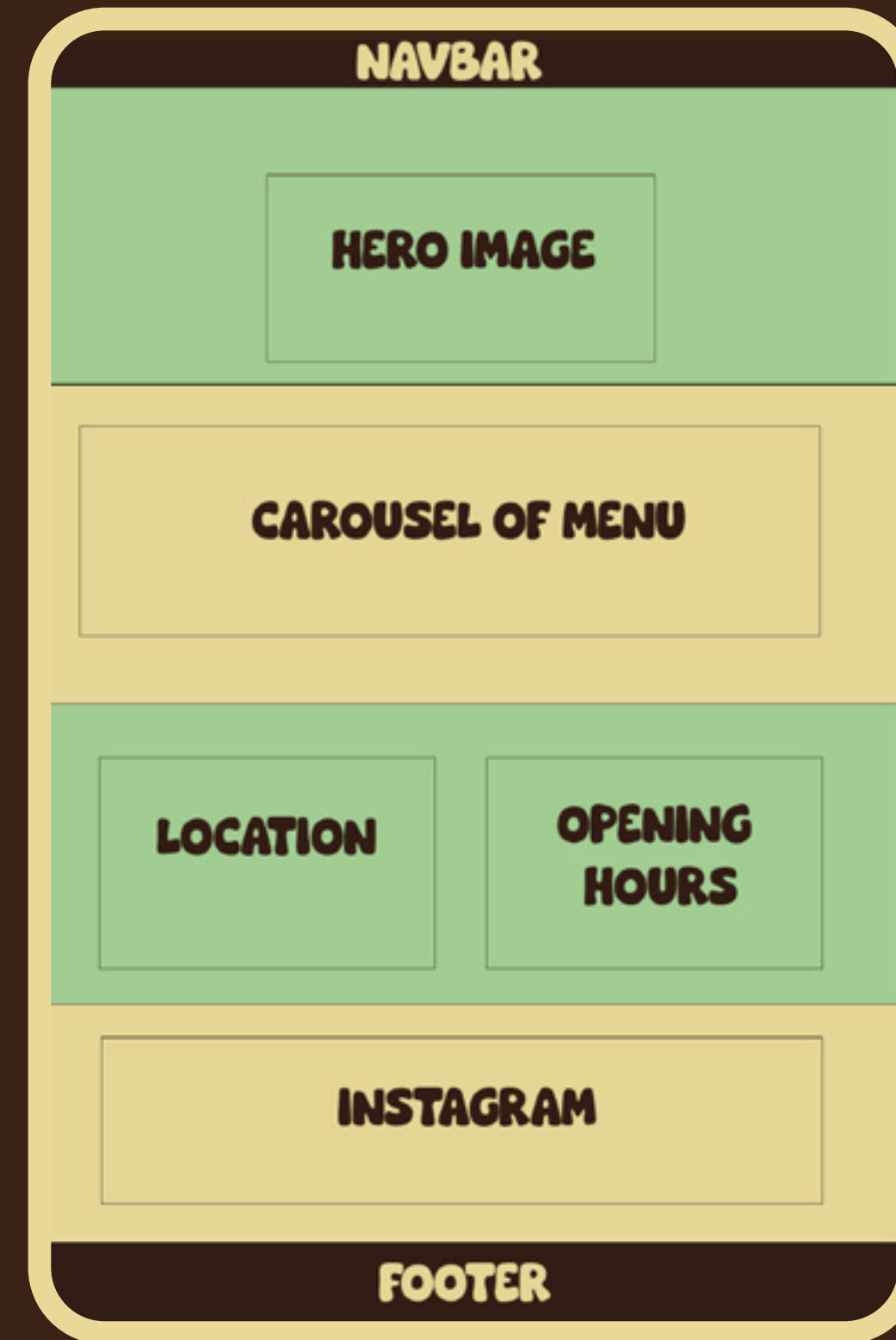


LOGO DESIGN



Amongst all the design pieces that we had to create for this assignment, I definitely spent the most amount of time on creating the logo for the restaurant. It definitely surprised me how much time and thought goes into the process of creating logo's. Initially, I just found an image of a rice bowl online and tried to apply the font that I had found to it in a typical logo styled manner. After getting feedback from one of our tutors, I decided to start from scratch and rethink the process of designing my logo. I was advised to fingerstorm my ideas onto paper and then gradually edit and precise the design ideas that were best. Whilst designing, I really had to think about how the logo would symbolise/connect with the name and concept behind the restaurant. Not only that, I also had to think about the contrast of the colours being used so that the logo would be clear and legible. As you can see above, I went through many different ideas and versions, whilst consistently getting feedback from our class tutor. After getting the opinions of my peers and looking through my logo's, I felt as though the one I chose was the best suited. I think the contrast of the colours work well, and the shape of the logo clearly visualises a home. Asides from that, I think the way that the cutlery pieces connect into the lettering makes the individual parts of the logo more connected, creative and understandable.

WIREFRAMES





FRONTAGE



PACKAGING AND SIGNAGE

INTERIOR



BUS SHELTER POSTER

**NOT ALL
HEROES WEAR
CAPE**



Some save the planet,
one plate at a time

Join us at Welcome Home where our food is
prepared with the intention of making the
world a better place. Located at BS19 9DW.



B2 PASTE POSTER



**MAYBE
WE
CAN**

ALL

SAVE

**THE
WORLD**



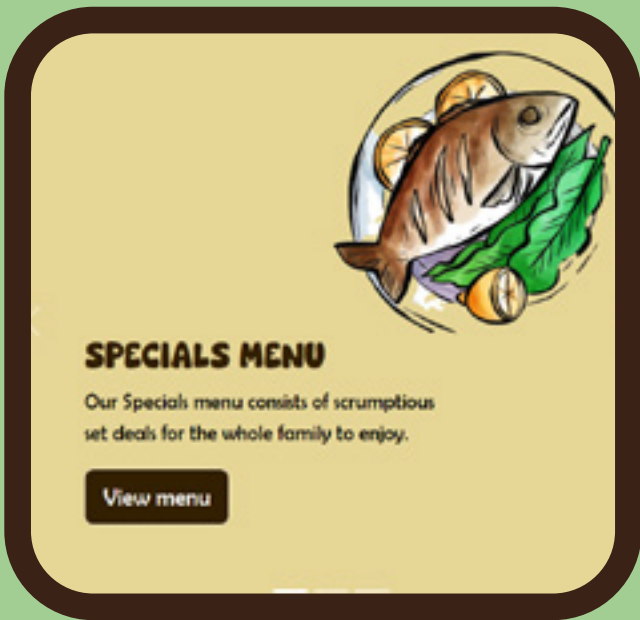
B2 PASTE POSTER MOCKUP



BUS SHELTER POSTER MOCKUP



DESIGN PROCESS



Throughout the process of creating these posters, mock-ups and the website for this brand I noticed how important it was for us to apply the CARP and Gestalt principles that we were taught in semester 1 when designing. Not only that, I realised that even if I didn't consciously apply them, after designing and altering, the final piece always displayed these principles. Since, realising this, I've tried to apply these principles more consciously as it almost always ends up saving me time. I tried to apply the CARP principles in the posters, mockups and logo I designed through the use of contrasting colours as well as the repetition of themes and lettering. Asides from that, I tried to ensure that my design and type were all aligned and followed a grid, though I still think I have some improving to do regarding this topic.

In terms of the web design, I tried my best to apply the Gestalt principles that we learnt by placing the components of the websites into clear groups and sections, whilst ensuring the aesthetic and concept of the design was connected to the broader concept for the brand. I think this made the website clearer and also added to the aligned with the brand's image.

