

Bjorn's Brew Menu Board Redesign

Production-Ready Specifications | January 24, 2026

EXECUTIVE SUMMARY

This redesign applies menu engineering research to increase profitability by an estimated **10-15%** through:

- * Golden Triangle placement of high-margin items
- * Removal of dollar signs (increases spend ~30%)
- * Reduction of choice overload (max 7 items per section)
- * Strategic price de-emphasis
- * Mission integration for brand differentiation

COLOR PALETTE

Role	Hex Code	Usage
Forest Green	#226246	Headers, dividers, footer
Warm Beige	#F5EDE4	Primary background
Blush Pink	#E8B4B8	Featured callouts
Deep Charcoal	#2D2D2D	Item names, headers
Warm Gray	#6B635B	Descriptions, prices

TYPOGRAPHY

Fonts: Inter (body), Josefin Sans (headers), Playfair Display (featured)

Section Headers: 1.5-2 inches (108-144pt)

Item Names: 0.75-1 inch (54-72pt)

Prices/Descriptions: 0.5-0.625 inch (36-45pt)

CRITICAL RULES

- * NO dollar signs - use '6.00' not '\$6.00'
- * NO price columns - don't align prices vertically

- * Featured item in CENTER (Golden Triangle)
- * Max 7 items per section
- * Include mission: 'Every sip supports local animal rescues'

RENAMED SECTIONS

Current	Redesigned
BLENDED DRINKS	FROZEN FAVORITES
SMOOTHIES	SMOOTHIES & SHAKES
FOOD	BITES & BAKERY
FLAVORS	MAKE IT YOURS
EXTRAS	LEVEL UP

LAYOUT STRUCTURE

1. **Header (10%)** - Logo + tagline
2. **Featured Zone (15%)** - Signature item (GOLDEN TRIANGLE CENTER)
3. **Main Menu (35%)** - Blended drinks (left) + Shakes (right)
4. **Food (15%)** - 4 hero items with photos
5. **Customization (12.5%)** - Flavors, milk options, extras
6. **Mission Footer (7.5%)** - Charity messaging

Full specs: FINAL-MENU-BOARD-REDESIGN.md | Claw Consulting | January 24, 2026