



The Tropics Grill

Date:
Spring 2000

Medium:
Aldus Freehand

Type:
Individual Design Project

Project:
The Tropics Grill opened its doors in the summer of 2000 with walls that had been painted with a island theme by a local artist. I went into the building and photographed all of the walls and rendered illustrations in Freehand for their menus and other printed collateral.

To create the logo I used the Informal 011 and Tango font for the logo type. Then I sketched the tree and scanned it into Freehand to transpose it into a digital format. I was trying to keep a similar look and feel that had been created by the artist who had painted their walls.

Formats:
Menus were printed offset on high gloss paper with laminate. The place mats were printed 2 color on matte paper.

