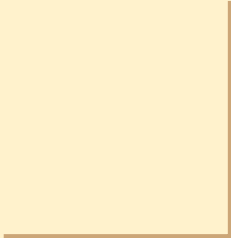




BROWNE SHUGE & THE MOON


Browne, Jacob
Yang, Shuge
Moon, Jamie





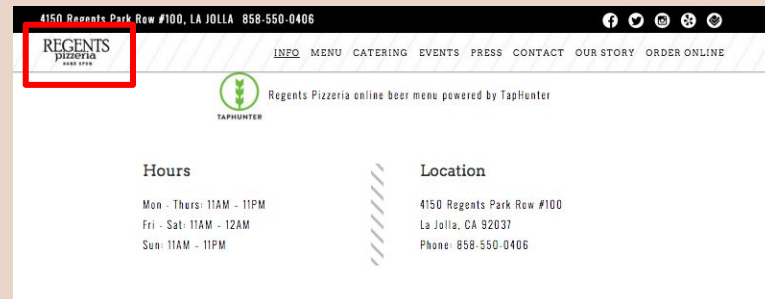
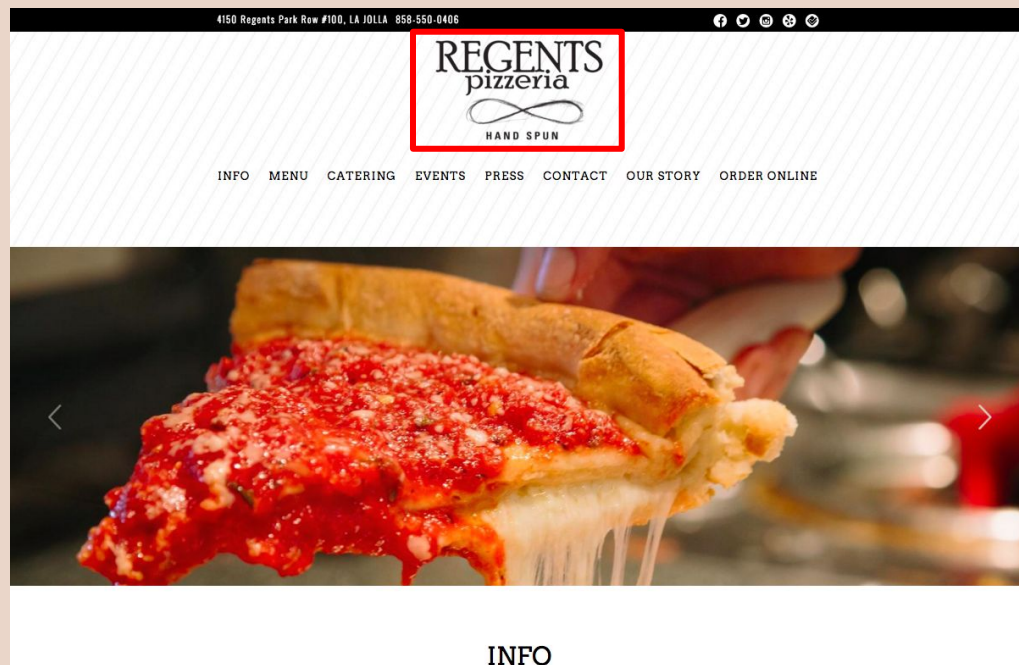
OUR COMPETITION

REGENT'S PIZZERIA
JOSEPHINE ROZMAN PHOTOGRAPHY
ELIXIR COFFEEHOUSE AND WINE BAR
VENICE BEACH ECO-COTTAGES
L'AUBERGE DEL MAR HOTEL



BRAND

REGENTS PIZZERIA • logo always visible



BRAND

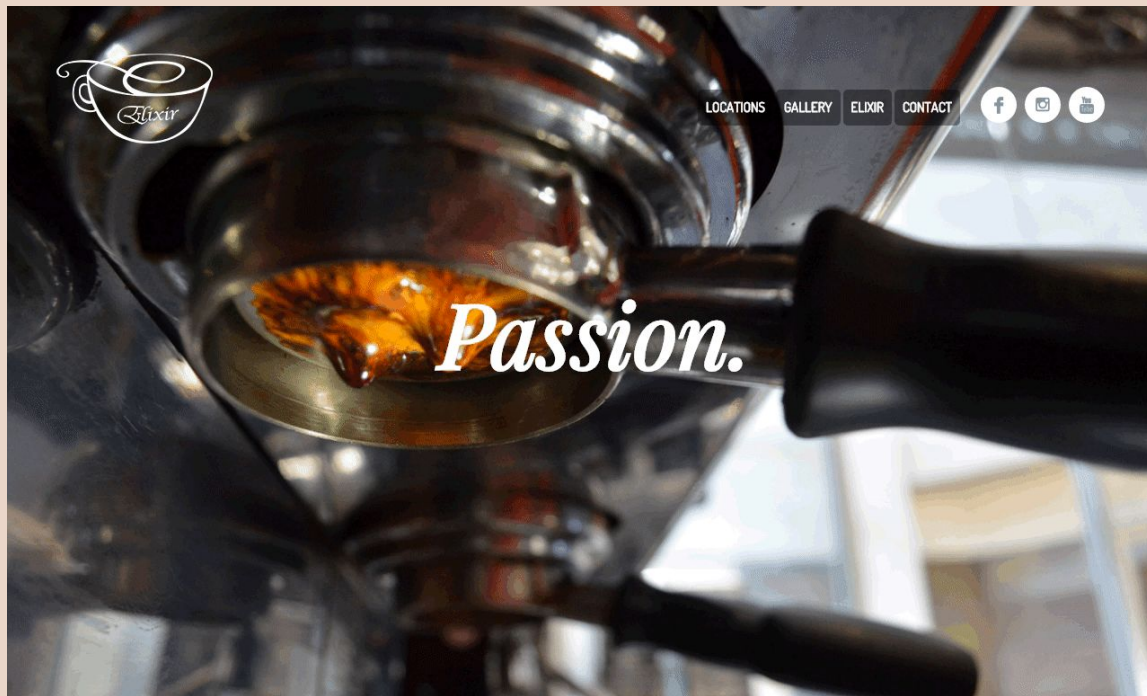
REGENTS PIZZERIA • fresh & modern



- Mostly monochrome
- Simple use of color

BRAND

ELIXIR • quality coffee



BRAND REFLECTION

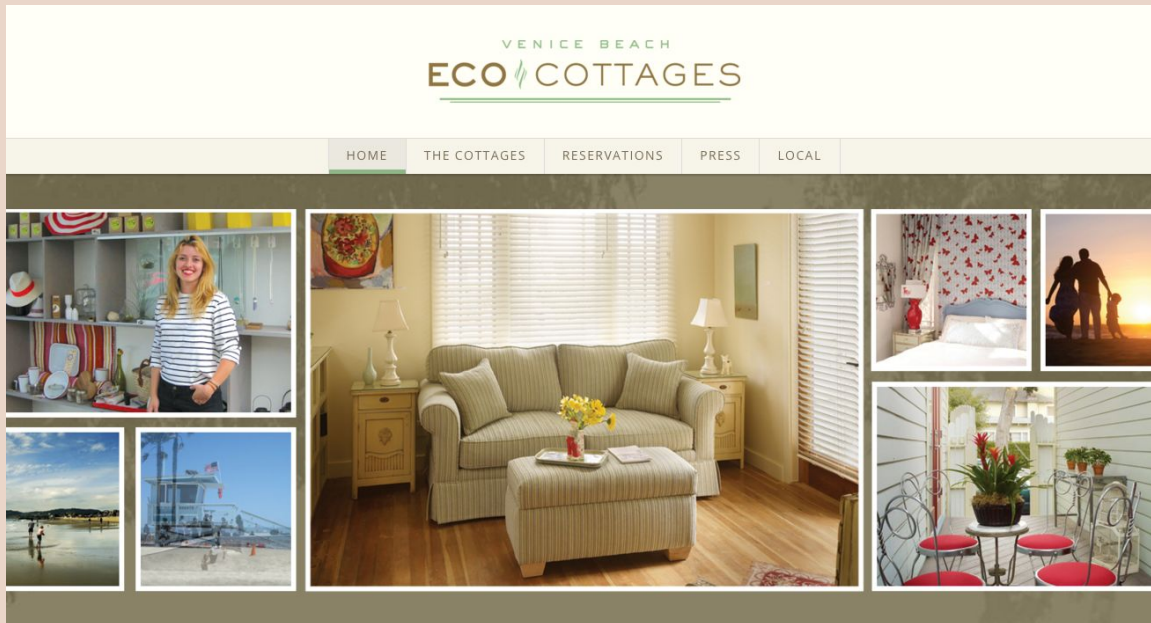
- Logo
- Purpose

FUNCTIONALITY | JOSEPHINE ROZMAN • gallery

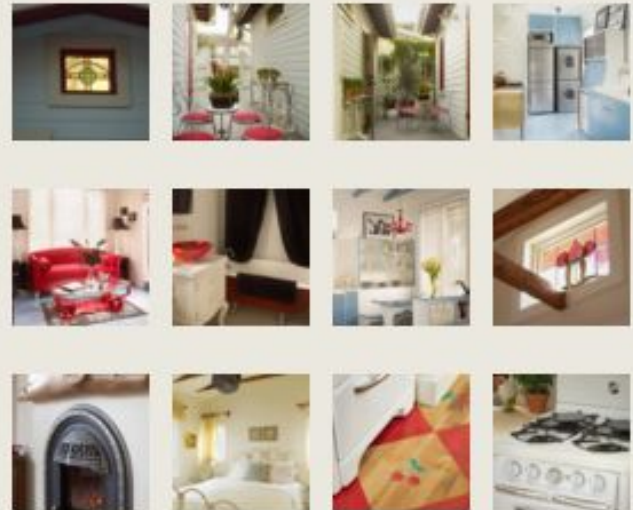


organized with a variety of images

FUNCTIONALITY | VENICE BEACH ECO COTTAGES • gallery



PINTEREST



FUNCTIONALITY | VENICE BEACH ECO COTTAGES • gallery

THE COTTAGES



Papa Hemingway



Aunt Zoe's Place



Le Bébé Cottage

FUNCTIONALITY | REGENTS PIZZERIA • menu

4150 Regents Park Row #100, LA JOLLA 858-550-0406

REGENTS pizzeria since 1978

INFO **MENU** CATERING EVENTS PRESS CONTACT OUR STORY ORDER ONLINE

MENU

NY Pizza	Chicago	Starters	Seconds	Drinks	Beer
-----------------	---------	----------	---------	--------	------

NY PIZZA

Our thin foldable-crust hand-crafted pizza, with hand spun dough baked in our stone-deck oven.

Milano A bed of fresh spinach, topped with aged mozzarella blend, roasted garlic, prosciutto and white truffle oil on an extra virgin olive oil base 14" - 21.95 16" - 24.95 18" - 27.75	Pizza Pazzo Aged mozzarella blend, goat cheese, marinated portabello mushrooms, thinly sliced onions, pancetta, white truffle oil and a dusting of parmesan 14" - 21.95 16" - 24.95 18" - 27.75	Margherita Semi-dried tomatoes, fresh basil and fresh mozzarella on a light rosemary garlic olive oil sauce 14" - 17.75 16" - 20.95 18" - 23.95
Party Pepperoni, sausage, green peppers, onions and mushrooms 14" - 19.75 16" - 22.25 18" - 25.95	Stephen's Mozzarella Classic His favorite mozzarella and aged provolone blend 14" - 14.95 16" - 16.75 18" - 19.25	Dominic's Fresh and Aged Mozzarella Cheese on an old world Italian tomato sauce, dusted with parmesan, drizzled with extra virgin olive oil and sprinkled with fresh oregano and basil 14" - 18.25 16" - 21.25 18" - 24.50

MENU

NY Pizza	Chicago	Starters	Seconds	Drinks	Beer
-----------------	----------------	----------	---------	--------	------

CHICAGO PIZZA

Thick, hearty, stuffed-crust pizza. Two layers of dough, tons of cheese, sauce on top and baked to perfection.
Call ahead - these suckers take about 45 minutes to cook.

Popeye Spinach, artichoke hearts, ricotta and parmesan	Master Pepperoni, sausage, green peppers, onions and mushrooms	Windy City Mozzarella Classic Just Cheese
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FUNCTIONALITY REFLECTION

- Images
- Gallery
- Menu

CONTENT | JOSEPHINE ROZMAN • variety

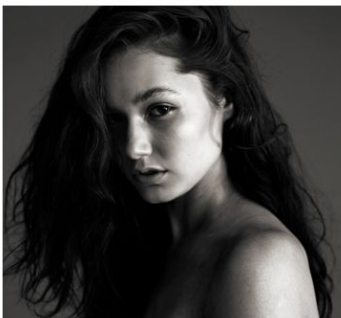


CONTENT | JOSEPHINE ROZMAN • variety



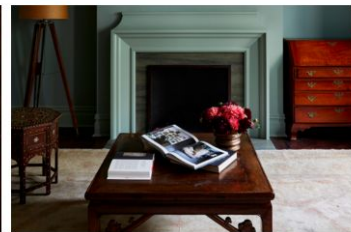
Food + Drink
Interior + Lifestyle
People

Nomadic Journal
About
Testimonials
Contact



Food + Drink
Interior + Lifestyle
People

Nomadic Journal
About
Testimonials
Contact



CONTENT | REGENTS PIZZERIA • breadth of content



[INFO](#) [MENU](#) [CATERING](#) [EVENTS](#) [PRESS](#) [CONTACT](#) [OUR STORY](#) [ORDER ONLINE](#)

CONTENT | REGENTS PIZZERIA • breadth of content

INFO



Regents Pizzeria online beer menu powered by TapHunter

Hours

Mon - Thurs: 11AM - 11PM

Fri - Sat: 11AM - 12AM

Sun: 11AM - 11PM

Location

4150 Regents Park Row #100

La Jolla, CA 92037

Phone: 858-550-0406



MENU

NY Pizza

Chicago

Starters

Seconds

Drinks

Beer

NY PIZZA

Our thin foldable-crust hand-crafted pizza, with hand spun dough baked in our stone-deck oven.

Milano

Pizza Pazza

Margherita

CONTENT | REGENTS PIZZERIA • breadth of content

CATERING

More information coming soon!

Download our Catering Menu

[Inquiry Form](#)

[Download PDF](#)

PRESS

FOR MEDIA INQUIRIES, PLEASE EMAIL PEYTON@BAYBIRDINC.COM



6 Reasons to Visit Regents Pizzeria's New Location
Zagat



SanDiegoVill.com: La Jolla Favorite Regents Pizzeria Expands into New 4,100 Square Foot Space
San Diego Vile



On The Menu: Crust styles abound at Regents Pizzeria in La Jolla
La Jolla Light



La Jolla's Regents Pizzeria is Moving On Up to Bigger Digs
Eater San Diego



Eat These 10 Summer Dishes Before They're Gone
Dec 7, 2015



New York battles Chicago in University City
Dec 7, 2015



6 Reasons to Visit Regents Pizzeria's New Location
Dec 7, 2015



Uni's best beer bet
Dec 3, 2015

CONTENT | REGENTS PIZZERIA • breadth of content

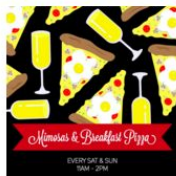
EVENTS



Reverse Happy
Hour



Weekend
Brunch



OUR STORY

It all began in 2005 when Stephen Carson purchased and became the 3rd owner of Regents Pizzeria. We'd like to say the rest is history, but there's so much more to it than that. Stephen was a very talented chef with over 20 years of experience in casual dining concepts of all kinds. If you were to ask Stephen about his strengths, he would have immediately said that his talents lay in "comfort foods." Well, what better comfort food than pizza, the world's most popular food?

Sadly, Stephen developed cancer and left us in 2011, but his legacy lives on. And what a legacy it is! Here, in the Regents Pizzeria family, we continue to take the craft seriously, just as Stephen would have wanted it. Every recipe was changed and changed again until it developed into the award-winning food we serve today. Every recipe is made from scratch, using the best ingredients available to us. We don't own a freezer and never will. Our ovens and dough mixers are imported from Italy, simply because they produce the best possible crust. Believe it or not, we use San Diego tap water in our dough. Our water has a high content of minerals, which translates to a well-balanced dose of salt on your palate.

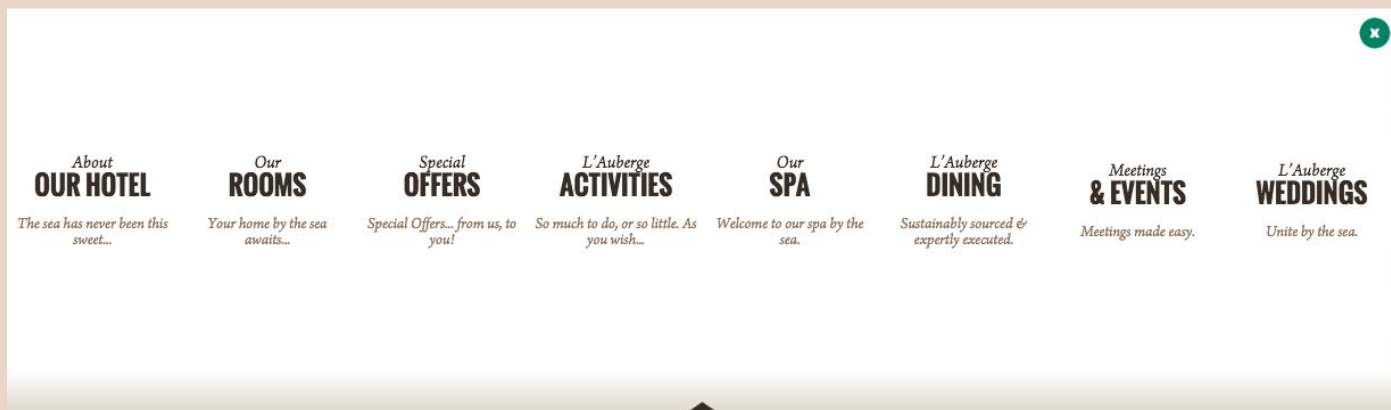
And then there's the cheese. We use only Grande cheese- the best we can buy. All of the milk in that cheese comes from dairy farms in Wisconsin and everything about the milk is highly regulated, down to the acceptable pH range. This translates into big flavor that's consistently delicious. The cheese blend also incorporates a sharp aged provolone which adds a new layer of flavor.

Our tomato sauce is more acidic and "bright" because we use the highest quality tomatoes available and never use tomato paste as some of our competitors do. Even in New York! That's saying something.

So really, if you could taste test a true NY pizza side by side with a slice from Regents, you would find that the one from our East Coast neighbors would taste much blander. So much for NYC water!

CONTENT

L'AUBERGE DEL MAR • breadth of content

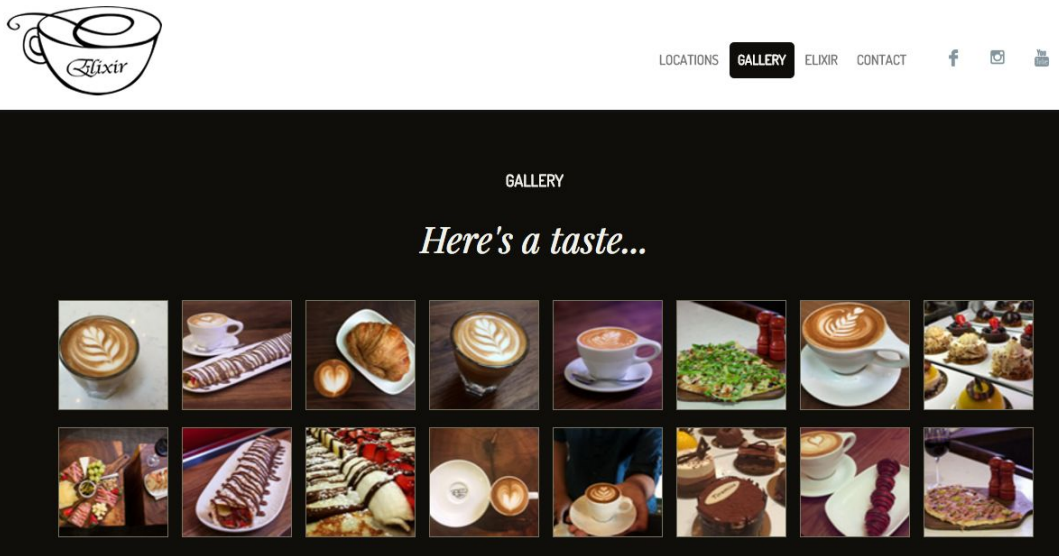


CONTENT

L'AUBERGE DEL MAR • breadth of content



CONTENT | ELIXIR • lack of content



Elixir Espresso & Wine Bar

www.elixirespressobar.com/

We invite you to visit our 3rd location - Elixir Espresso & Wine Bar at the center court of Westfield North County Mall and enjoy one of our elixirs right in the ...

You visited this page on 1/24/16.

WHERE'S YOUR WINE??

CONTENT REFLECTION

- Variety
- Wealth of content (still minimizing the cognitive load)

SITE ARCHITECTURE | REGENTS PIZZERIA • hierarchy of needs

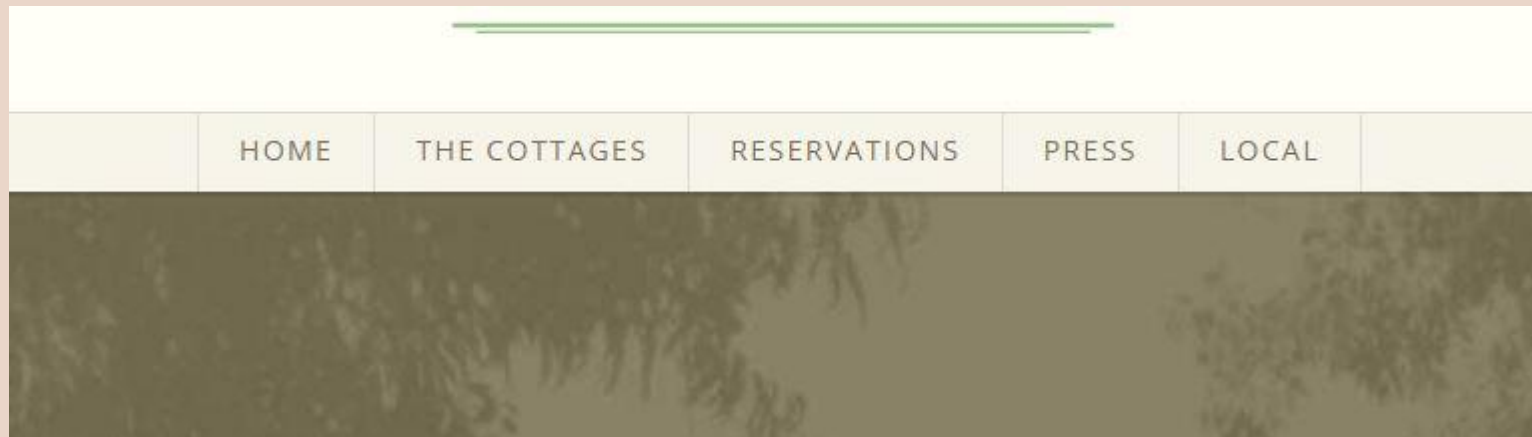
INFO MENU CATERING EVENTS PRESS CONTACT OUR STORY ORDER ONLINE



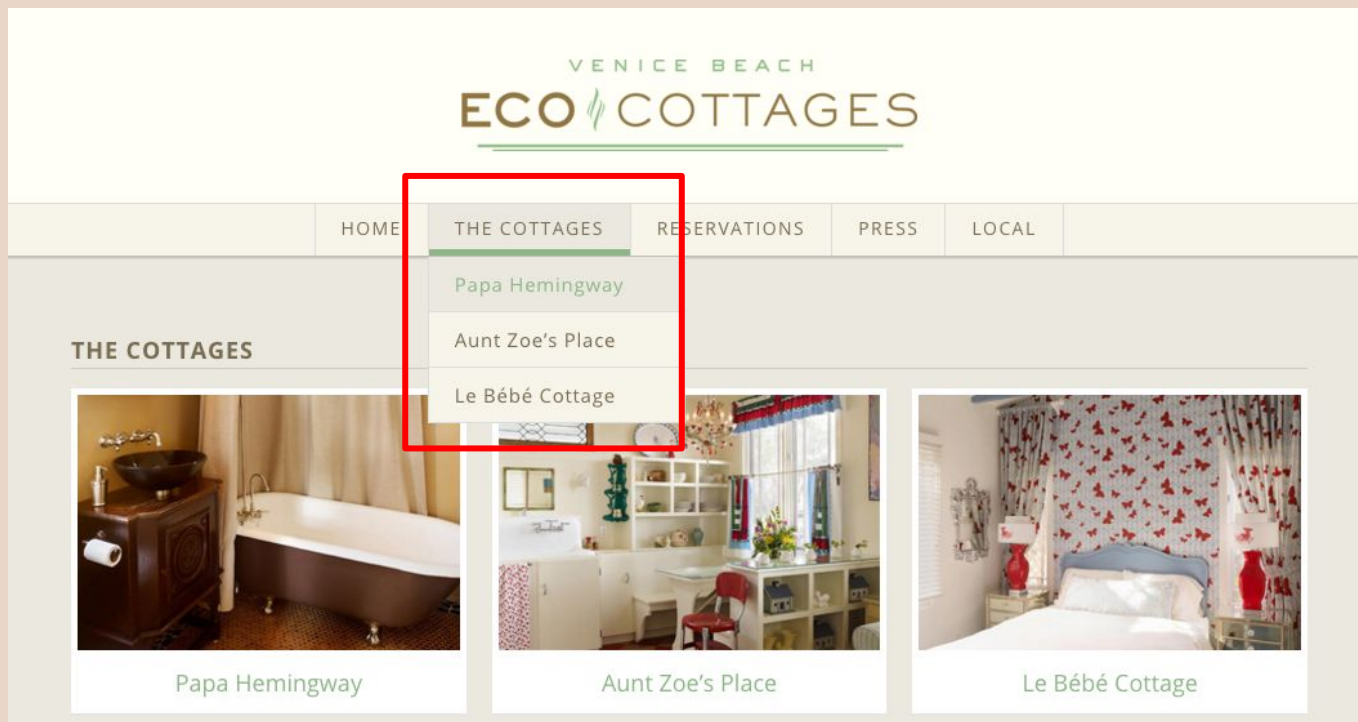
read left to right → ordered left to right

SITE ARCHITECTURE

VENICE BEACH ECO COTTAGES • hierarchy



SITE ARCHITECTURE | VENICE BEACH ECO COTTAGES • subcategories



SITE ARCHITECTURE | ELIXIR • hierarchy of needs



[LOCATIONS](#) [GALLERY](#) [ELIXIR](#) [CONTACT](#)



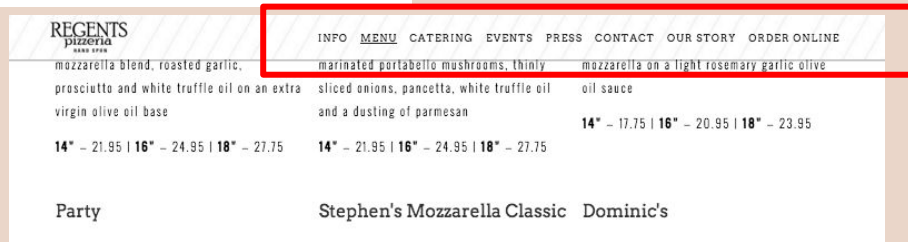
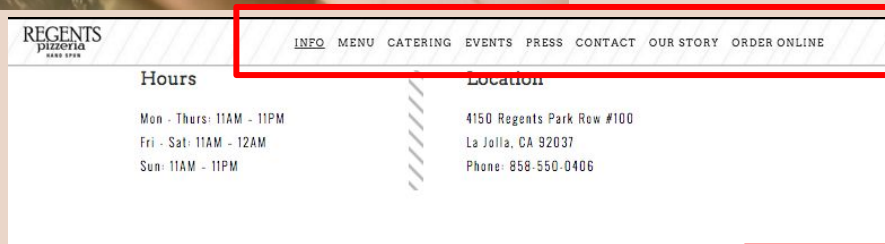
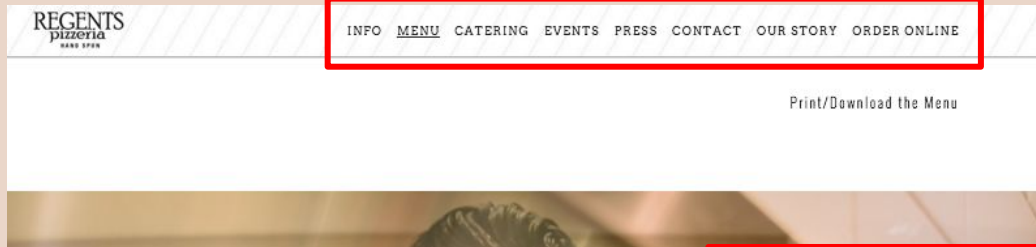
SITE ARCHITECTURE REFLECTION

- Hierarchy
- Categories
- Flow

NAVIGATION | REGENTS PIZZERIA • always accessible



NAVIGATION | REGENTS PIZZERIA • always accessible



NAVIGATION

JOSEPHINE ROZMAN • always accessible



Food + Drink

Interior + Lifestyle

People

Nomadic Journal

About

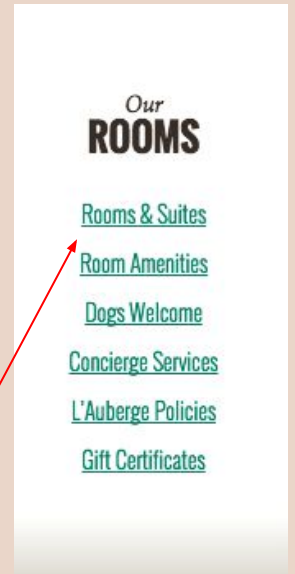
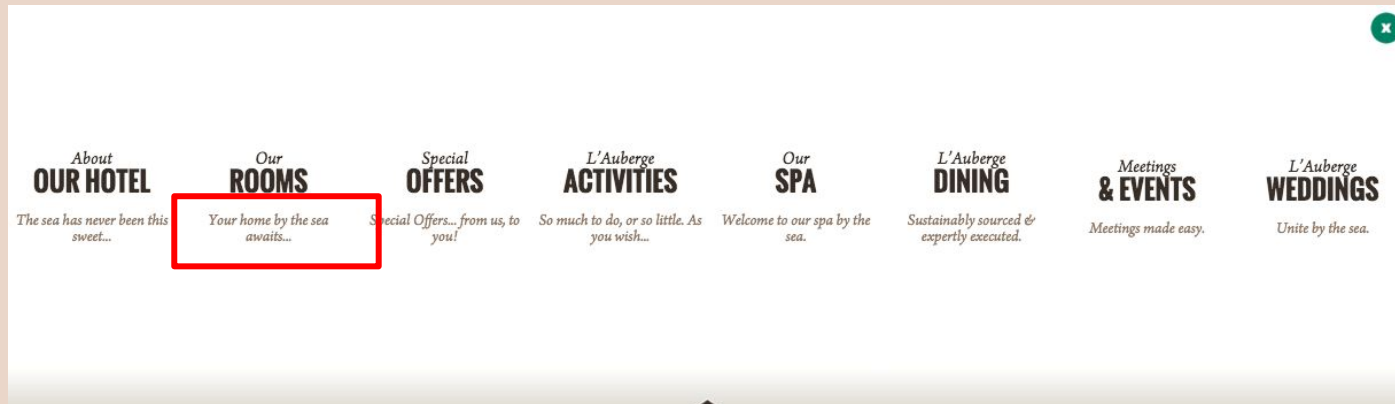
Testimonials

Contact



NAVIGATION

L'AUBERGE DEL MAR • too much



Underline

NAVIGATION REFLECTION

- The user must have control and feedback
- Always able to navigate

DESIGN | REGENTS PIZZERIA • font styles

INFO

Pizza Pazza

Aged mozzarella blend, goat cheese, marinated portabello mushrooms, thinly sliced onions, pancetta, white truffle oil and a dusting of parmesan

14" - 21.95 | **16"** - 24.95 | **18"** - 27.75



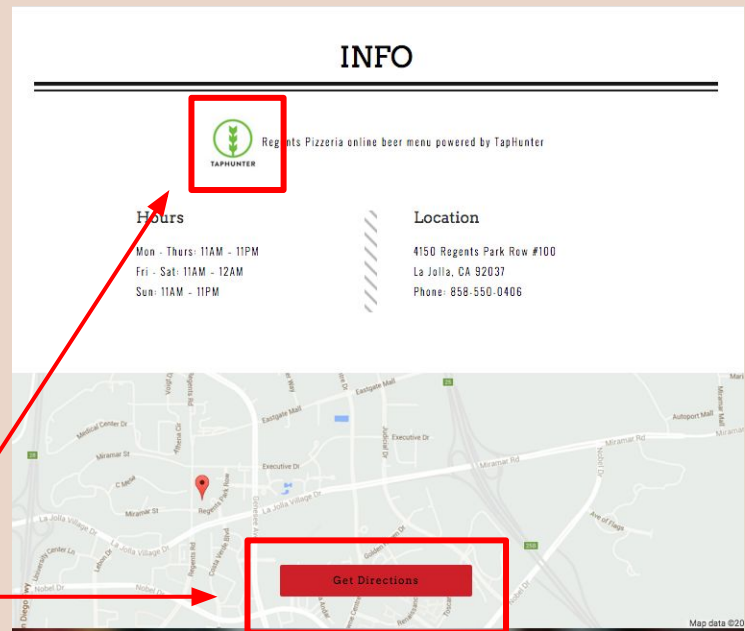
**6 Reasons to Visit Regents
Pizzeria's New Location**

Zagat

DESIGN | REGENTS PIZZERIA • monochrome



Minimal color

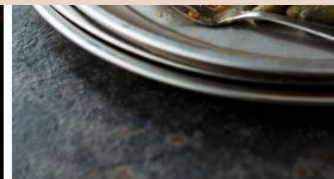
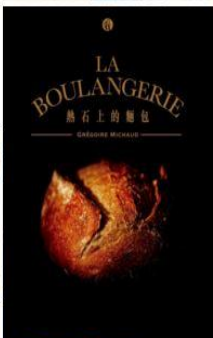


DESIGN | JOSEPHINE ROZMAN • color saturation



Food • Drink
Interior • Lifestyle
People

Nomadic Journal
About
Testimonials
Contact



DESIGN

VENICE BEACH ECO COTTAGES • earth tones

VENICE BEACH
ECO COTTAGES

HOME

THE COTTAGES

RESERVATIONS

PRESS

LOCAL

THE COTTAGES



Papa Hemingway



Aunt Zoe's Place



Le B b  Cottage

These three solar-powered urban retreats are only four blocks from world famous [Venice Beach](#) and two blocks from the hip eateries of the famed bohemian-chic shopping district of [Abbot Kinney Blvd](#), voted the Coolest Block in America by

Shades of green and brown

DESIGN REFLECTION

- Reflect branding
- Emphasize product

MOBILE | VENICE BEACH ECO COTTAGES • alignment

VENICE BEACH
ECO COTTAGES

Menu ≡



Welcome to the Venice Beach Eco-Cottages, which offer visitors to Los Angeles the chance to live like a local, while enjoying an inspired, cozy, healthy and green alternative to the standard hotel experience.

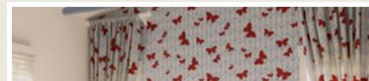
THE COTTAGES



Papa Hemingway



Aunt Zoe's Place



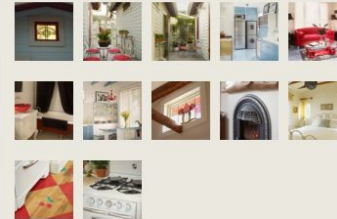
Coastal Living

"Venice Beach - A trio of Technicolor bungalows makes California dreaming a reality.R... [Read more](#) →

Conscious Living TV

Hidden L.A.: A Personal Retreat in the City of Angels "On this episode of Conscious Living, we... [Read more](#) →

PINTEREST



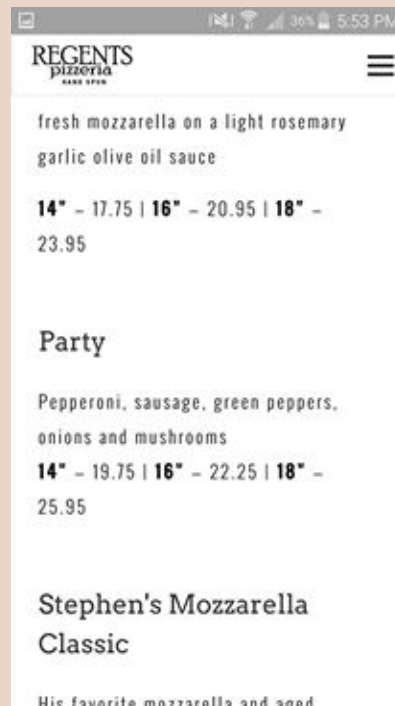
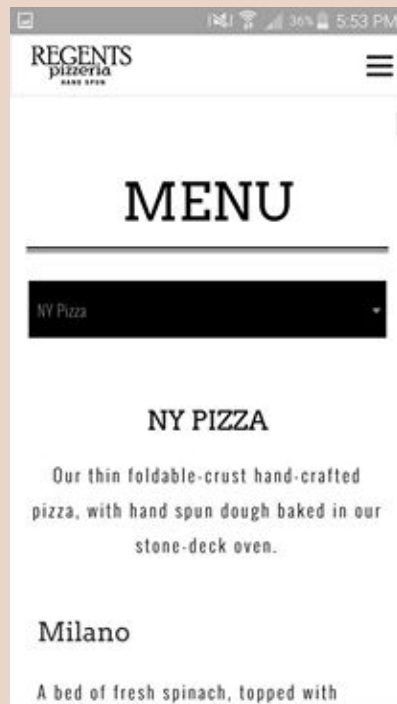
© 2016 VENICE BEACH ECO COTTAGES

447 Grand Boulevard, Venice, California 90291 | Tel: 866 802 3110 | info@vbecottages.com | Site by 454 Creative

MOBILE | HOTEL PORT AUX BASQUES • portrayal



MOBILE | REGENTS PIZZERIA • scrolling



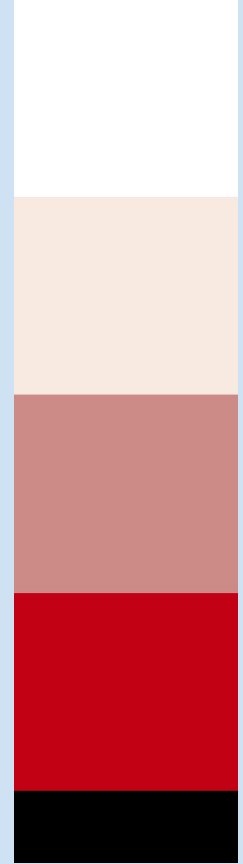
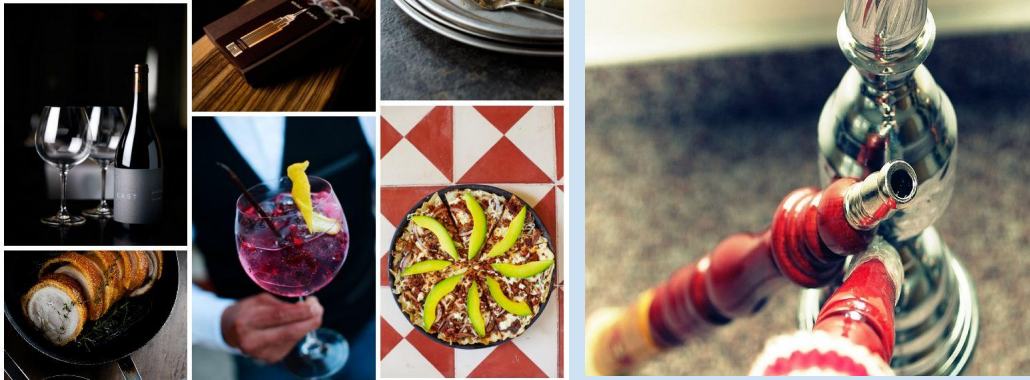
MOBILE REFLECTION

- Make the most out of your limited space
- Most pertinent things first

BOTTOM LINE

- Trending-**one pagers** (separate information easily).
- Several **image galleries**
- Well-organized, readily accessible **menu**.
- The client realizes that they have a ton of **content** and right now
 - it's not presented in the best way
 - wants to be able to present it in a way that's clean and simple
 - this will probably be done best through a well made site architecture and clean design.

MOOD BOARD #1: Good place to kick back



MOOD BOARD#2: Inviting & cozy

