

Xiaochi | 小吃

About The Project

The Restaurant Brief: The project for the semester requires you to select a restaurant in the Los Angeles area to take on as a “client.” Imagine that the owners of this restaurant are interested in hiring you to redesign their website. To avoid trademark and copyright violations, you will need to rebrand and rename this restaurant as part of the website redesign.

The Style Tiles Brief: Design two different Style Tiles for your restaurant website redesign project. The important thing to remember about Style Tiles is that they are not a literal representation of how the site will look; instead, they help define the mood, tone and “feeling” of a site based on what you’ve learnt from the client and know about the project.

Typography

Source Han Sans TW (brand name)
Span (headers and paragraphs)

Brand Name Style

Header Style 1

Header Style 2

Header Style 3

Header Style 4

Paragraph Style 1

Paragraph Style 2

Paragraph Italic Style 1

Paragraph Italic Style 2

Footnotes / Endnotes

Colors



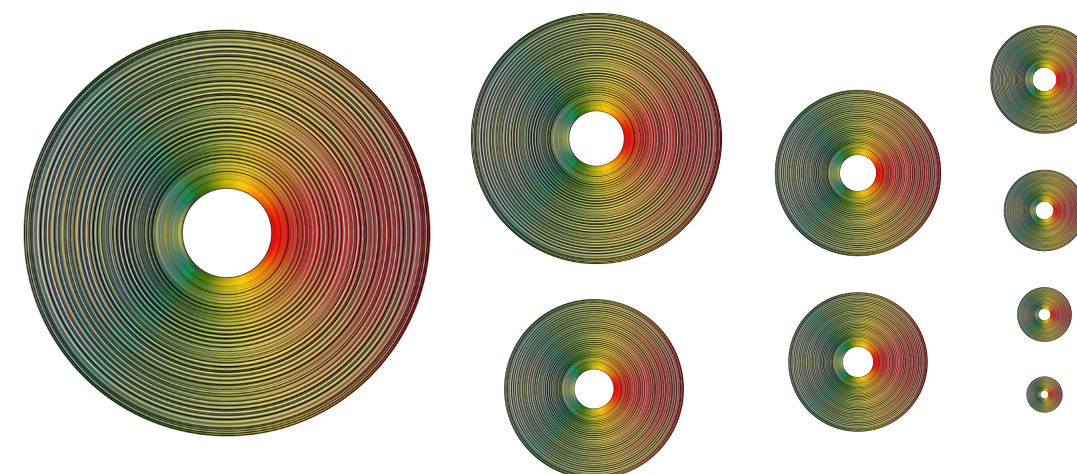
Image Styles



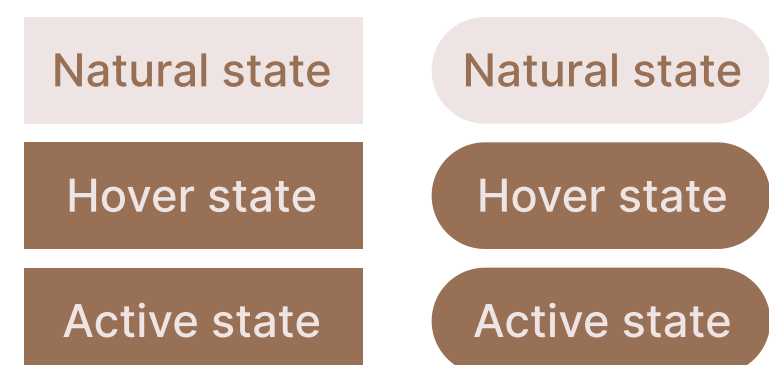
Adjectives

Community, Family, Lively,
Quality, Local, Fast-Casual, friendly,
creative, shareable, tasty, delicious

Logo (Color)



Buttons



Style Tile
Version One: Color
educational concept restaurant project
Jonathan Hackner
Professor Ian Besler
Web Design #2
Santa Monica College
27 October 2020

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Style Tile
Version Two: Grayscale
educational concept restaurant project
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Branding: The Logo is based on three images: a plate, a circle representing unity, and a record. These three images describe the brand, while it is creative and modern, it holds heritage towards it’s roots. The brand is focused on providing local produce, with great food, creative vibes, and a family experience for everyone to enjoy Xiaochi, “small plates.”

Identity: Xiaochi | 小吃 is a restaurant in Los Angeles, California, based on Taiwanese and Chinese street markets. Each with their own respective rich cultural traditions, the restaurant seeks to create a dining location for great eats, comfort food, with locally sourced produce. The fast-casual space essence is quality and community dining.

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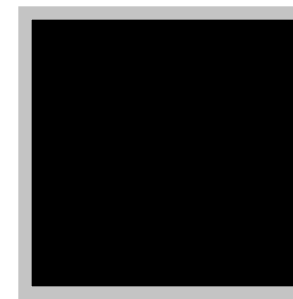


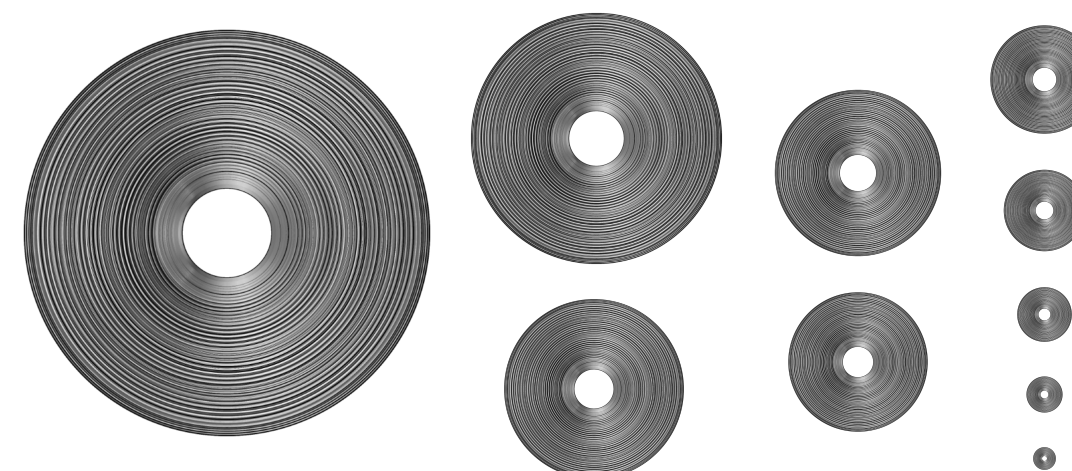
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Logo (Grayscale)



Buttons

Natural state

Hover state

Active state

Natural state

Hover state

Active state