



ANTHOS MENU DESIGN

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October 7 - October 27, 2025

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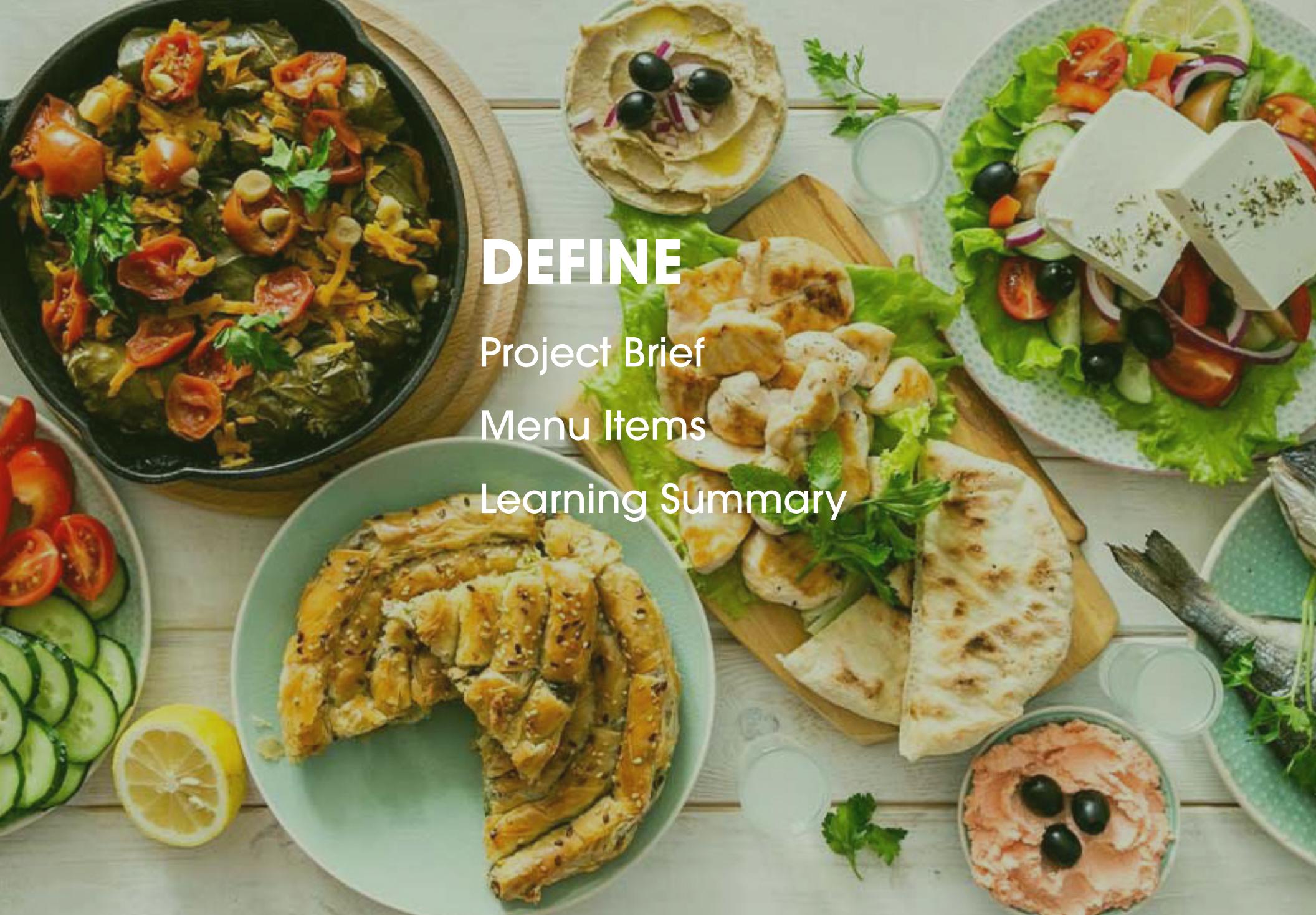
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Project Brief
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PROJECT BRIEF

Create a cohesive, cost-effective menu, logotype, and receipt for a single location sit-down restaurant.

The goal is to develop a visually consistent system, without photography or excessive illustration, that reflects the restaurant's character, stays affordable to reprint each season, and appeals to mid-range diners similar to those at Outback Steak house, Pei Wei, or Carrabba's Italian Grill.

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MENU ITEMS

Demeter's Anthos

Regular Entrées

Served with your choice of side.
Add a side salad for \$3.99

Greek Chicken Plate
590 Cal — \$15.99
Grilled chicken breast topped with lemon and oregano, served with tzatziki.

Beef Gyro Plate
640 Cal — \$16.49
Thinly sliced beef and lamb gyro with tomatoes, onions, and tzatziki.

Falafel Plate
490 Cal V VG — \$14.99
Crispy chickpea patties with hummus, cucumber salad, and pita.

Mediterranean Pasta
760 Cal V — \$15.49
Penne pasta tossed with roasted vegetables, feta, and olive oil herb sauce.

Specialty Entrées

Served with a side salad and your choice of side.

Steak Souvlaki
270 Cal — \$18.99
Marinated sirloin skewers grilled and served with tzatziki, lemon wedge, and warm pita.

Chicken Souvlaki
140 Cal — \$16.99
Tender grilled chicken skewers, served with garlic yogurt sauce and grilled vegetables.

Mediterranean Sea Bass (Lavraki)
420 Cal — \$21.99
Pan-seared sea bass with lemon butter and herbs, served over wilted spinach.

Lamb Moussaka
720 Cal — \$19.99
Layers of eggplant, seasoned lamb, and creamy béchamel sauce baked to perfection.

Desserts

Baklava
350 Cal - \$6.49
Phyllo Dough, Walnuts & Honey

Froyo
350-455 Cal - \$5.99
Topped your way:
Add Baklava & Honey +\$1
Add Chocolate Shell +\$1

Greek Donuts aka Loukoumades
660-900 Cal - \$7.49
Greek Donuts drizzled with honey syrup, cinnamon, and walnuts.
Plain or chocolate-filled.

Galaktoboureki
450 Cal - \$6.99
A syrupy custard pie with layers of crispy phyllo pastry filled with a creamy semolina custard.

Salads

Tahini Crunch Salad
790 Cal V - \$12.49
Lettuce, Kale, Cucumbers, Tomatoes, Pickled Onions, Fried Chickpeas, Pita Crunch, Harissa, Chimichurri, Hummus, Banana Peppers, Basil, Tahini Dressing

Greek Salad
550 Cal VG GF - \$11.99
Tomatoes, Cucumbers, Onions, Bell Peppers, Olives, Feta Cheese with Red Wine Vinaigrette

Chopped Salad
670 Cal V - \$11.49
Lettuce, Pickled Onions, Banana Peppers, Persian Cucumbers, Tomatoes, Fresh Chickpeas, Olives, Bell Peppers, Pita Chips, Feta Cheese, Scallions & Dill Mix, with Lemon Zest Dressing

Soup of the Day: Fasolada (White bean soup)
Cup \$4.99 / Bowl \$6.99
Made fresh daily

Dressing Substitutes: Lemon Zest, Tahini, Red Wine Vinaigrette, Greek Yogurt Ranch

Appetizers

Hummus & Pita
510 Cal V VG — \$7.99
Classic creamy chickpea dip with olive oil drizzle, served with warm grilled pita.

Dolmades (Stuffed Grape Leaves)
420 Cal V — \$8.49
Tender grape leaves filled with herbed rice, lemon, and olive oil. Served chilled with tzatziki.

Spanakopita
380 Cal V — \$8.99
Flaky phyllo pastry filled with spinach, feta, and herbs, baked until golden brown.

Calamari Fritti
580 Cal — \$10.49
Lightly breaded calamari rings, flash-fried and served with lemon aioli and marinara.

Sides - \$3.99 Each

Chicken Souvlaki 140 Cal
Grilled Vegetables 190 Cal V
VG GF

Pita Bread 230 Cal V VG
Hummus with Pita 510 Cal V
VG

Beverages - \$2.99
Pepsi Products
Unsweetened Tea
Coffee

"Consuming raw or undercooked meats, poultry, seafood, shellfish, eggs, or unpasteurized milk may increase your risk for foodborne illness."

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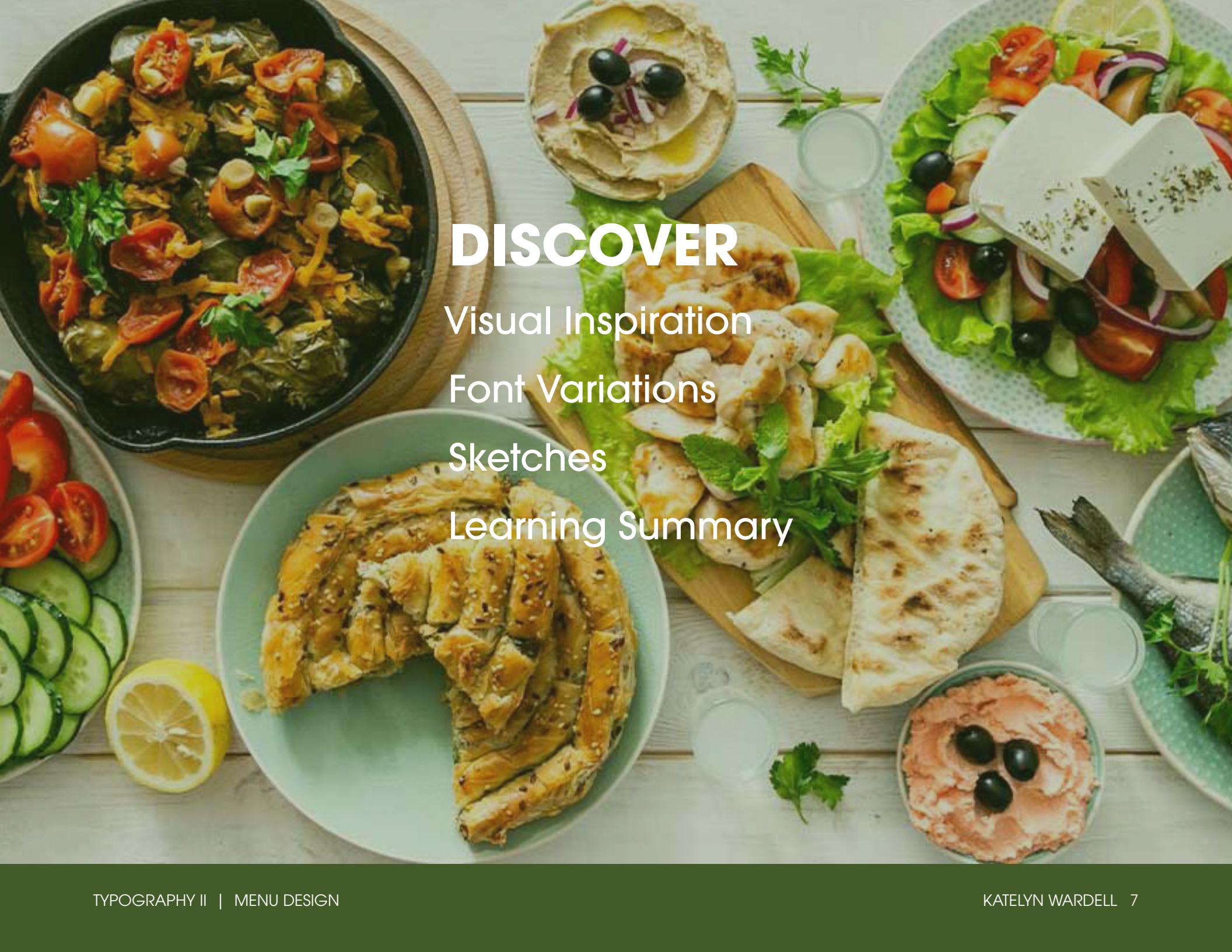
A List of Options

For this project we chose a restaurant type and name from a designated list.

I chose Greek food and the name “Anthos” because I wanted to choose a type of food that I wasn’t too familiar with so I would be able to come up with something less generic. I also thought it would be a great way to help challenge myself.

Small Menus

That being said, I realized that there is a lot of information that goes into creating a menu! Once I had everything written down, I realized that it was going to be a challenge to create a menu layout that was legible, but visually interesting. I was hoping to make the text larger and easier to read, but I suppose that’s why all menus have smaller type.



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Visual Inspiration
Font Variations
Sketches
Learning Summary

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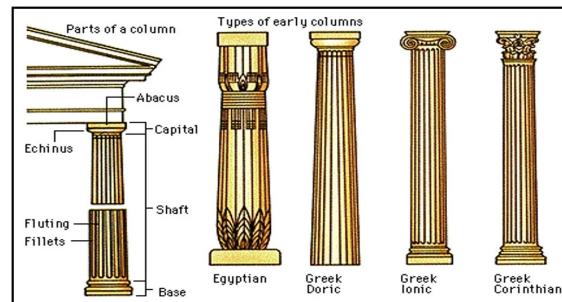
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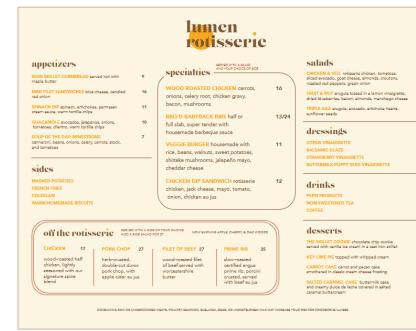
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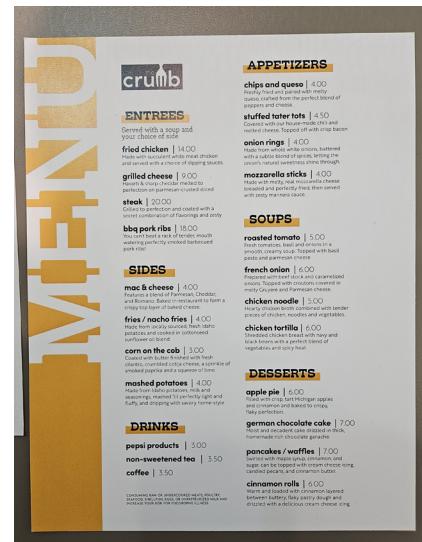
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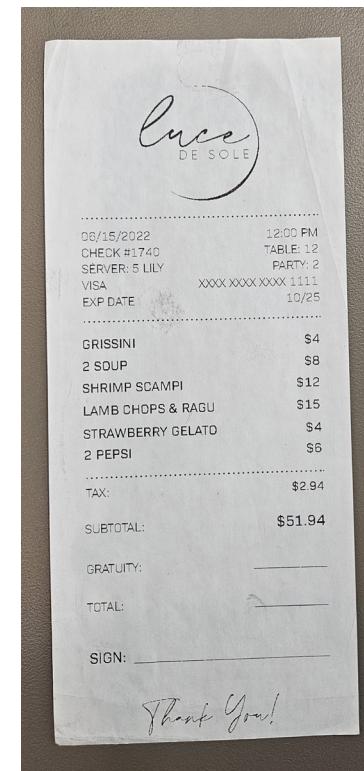
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FONT EXPERIMENTS

1 Trade Gothic Next LT Pro Bold

Adobe Garamond Pro

Ánthos

3 ITC Avant Garde Gothic Pro Book

Baskerville Pro Regular

Ánthos

5 Corbel Bold

Arno Pro Regular

Ánthos

1 PF HELLÉNICA BOLD

Bermino Sans Light

ÁNTHOS

3 Brother 1816

Neue Haas Grotesk Display Pro 55 Roman

Ánthos

5 Savoye Regular

Segoe UI Variable

Anthos

2 Futura PT Heavy

Palatino Linotype

Ánthos

4 ITC Benguiat Medium

Avenir LT Pro 45 Book

Ánthos

ITC Avant Garde
Gothic Pro Book

Arno Pro Regular

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Surprising Realizations

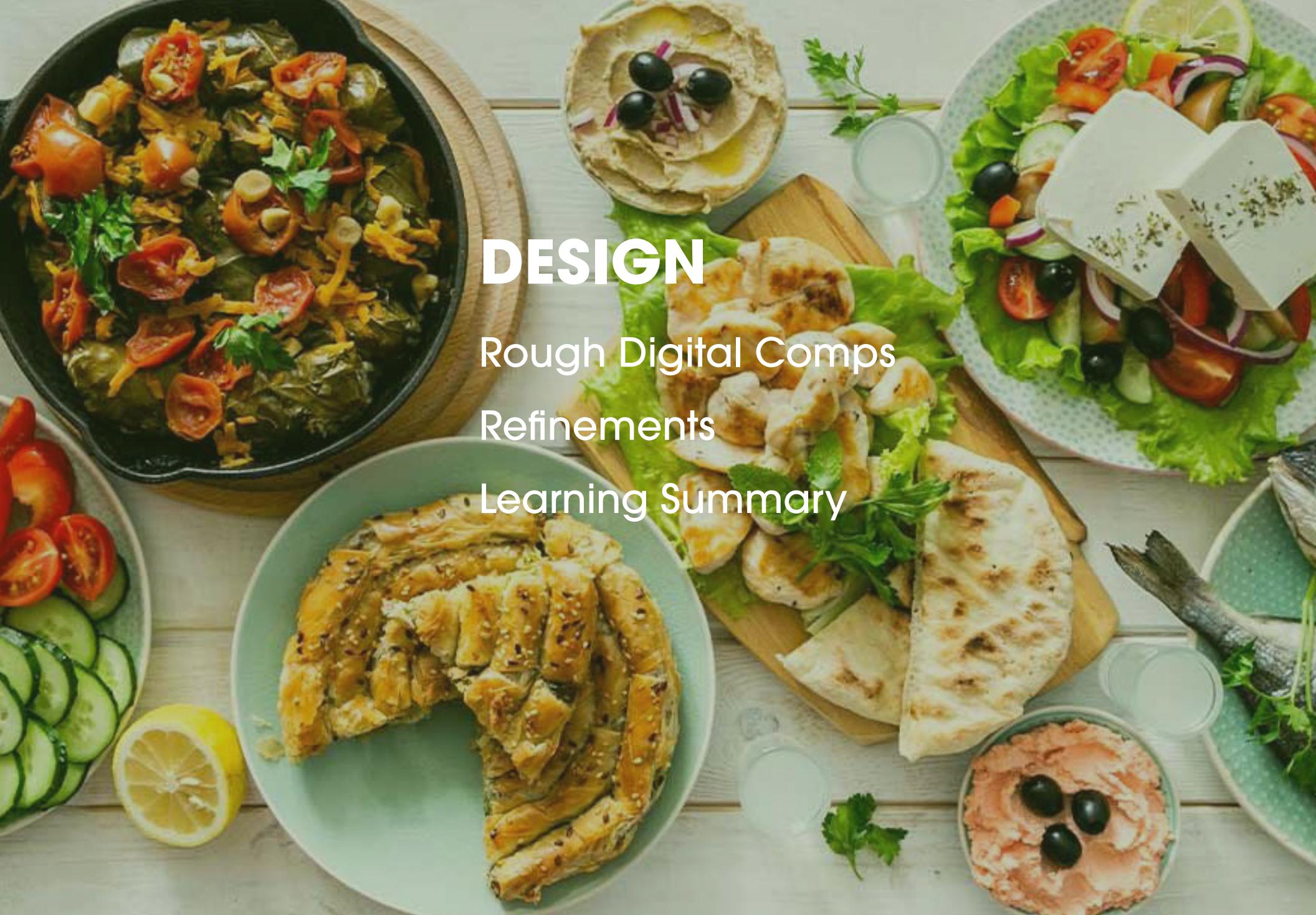
The biggest surprise in my Discovery phase was the Greek restaurant signs. Perhaps I was just searching in the wrong place, but it shocked me how the signs that I found were extremely similar. This really inspired me to create something different than all the inspiration I found, but using elements of Greek culture and/or cuisine to influence my design.

Even though I wanted to make something unique, I was still trying to explore all the usual options for my

sketches, including a common pattern in Greek signs, classical architecture, and simple typefaces reminiscent of mythological writing.

Classical Inclinations

With the classical Greek Architecture, I wanted my type to be very geometric to convey that sense of perfect shapes and simplicity. This is what drew me to ITC Avant Garde Gothic Pro. I chose a simple serif, Arno Pro, to compliment my Sans Serif.



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Rough Digital Comps
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MENU ROUGH DRAFTS

- DESSERTS -

Greek Donuts aka Loxoumades	350 Cal - \$5.99
Greek donuts drizzled with honey, syrup, cinnamon, and walnuts. Plain or chocolate-filled.	Greek donuts drizzled with honey, syrup, cinnamon, and walnuts. Plain or chocolate-filled.
Baklava	360 Cal - \$5.49
Phyllo dough, walnuts, and honey.	Phyllo dough, walnuts, and honey.

Served with your choice of a side. Add a side salad for \$3.99

- REGULAR ENTRÉES -

Greek Chicken Plate	390 Cal - \$15.99
Grilled Chicken Breast	Tender chicken breast topped with lemon, oregano, served with tzatziki.
Beef Gyro Plate	440 Cal - \$16.49
Thinly sliced beef and lamb gyro, tzatziki, lemon wedges, onions, and tzatziki.	Thinly sliced beef and lamb gyro, tzatziki, lemon wedges, onions, and tzatziki.

Served with your choice of a side. Add a side salad for \$3.99

- APPETIZERS -

Hummus and Pita	510 Cal V - \$7.99
Classic creamy chickpea dip with pita bread and warm grilled pita.	Classic creamy chickpea dip with pita bread and warm grilled pita.
Dolmades (Stuffed Grape Leaves)	420 Cal V - \$8.49
Tender grape leaves filled with herbed rice, lemon, and olive oil. Served chilled with tzatziki.	Tender grape leaves filled with herbed rice, lemon, and olive oil. Served chilled with tzatziki.

- BEVERAGES -

Pepsi Products	\$2.99 Each
Unsweetened Tea	\$3.99 Each
Coffee	140 Cal
Pita Bread	190 Cal V VG GF
230 Cal V VG	230 Cal V VG

dēmētēr's ANTHOS

- SPECIALTY ENTRÉES -

Falafel Plate	450 Cal V - \$14.99
Crispy chickpea patty with hummus, cucumber salad, and pita.	Crispy chickpea patty with hummus, cucumber salad, and pita.
Mediterranean Pasta	360 Cal V - \$15.49
Penne pasta tossed with herbed ricotta, marinara, and olive oil herb sauce.	Penne pasta tossed with herbed ricotta, marinara, and olive oil herb sauce.

Served with a side salad and your choice of side. Add a side salad for \$3.99

- SALADS -

Tahini Crunch Salad	700 Cal V - \$12.49
Lettuce, pickled onions, tomatoes, pickled cucumbers, feta cheese, hummus, chickpeas, olives, bell peppers, basil, tahini dressing.	Lettuce, pickled onions, tomatoes, pickled cucumbers, feta cheese, hummus, chickpeas, olives, bell peppers, basil, tahini dressing.
Greek Salad	580 Cal V - \$11.99
Tomatoes, cucumbers, onions, bell peppers, olives, feta cheese with red wine vinaigrette.	Tomatoes, cucumbers, onions, bell peppers, olives, feta cheese with red wine vinaigrette.

- DRESSING SUBSTITUTES -

Lemon zest	550 Cal V - \$11.99
Tahini	550 Cal V - \$11.99
Red wine Vinaigrette	550 Cal V - \$11.99
Greek Yogurt Ranch	550 Cal V - \$11.99

CONDIMENT RATES FOR DRESSING SUBSTITUTES: LEMON ZEST, TAHINI, RED WINE VINAIGRETTE, GREEK YOGURT RANCH

- DESSERTS -

Froyo	330 - 455 Cal - \$5.99
Topped your way: Add baklava and honey +\$1 Add a chocolate shell +\$1	Topped your way: Add baklava and honey +\$1 Add a chocolate shell +\$1

- BEVERAGES -

Pepsi Products	\$2.99 Each
Unsweetened Tea	\$3.99 Each
Coffee	140 Cal
Pita Bread	190 Cal V VG GF
230 Cal V VG	230 Cal V VG

- SIDES -

Chicken Souvlaki	140 Cal
Grilled Vegetables	190 Cal V VG GF
Pita Bread	230 Cal V VG

- BEVERAGES -

Pepsi Products	\$2.99 Each
Unsweetened Tea	\$3.99 Each
Coffee	140 Cal
Pita Bread	190 Cal V VG GF
230 Cal V VG	230 Cal V VG

- SIDES -

Chicken Souvlaki	140 Cal
Grilled Vegetables	190 Cal V VG GF
Pita Bread	230 Cal V VG

- REGULAR ENTRÉES -

Greek Chicken Plate	590 Cal - \$15.99
Grilled chicken breast topped with lemon, oregano, and tzatziki. Served with baked potatoes.	Grilled chicken breast topped with lemon, oregano, and tzatziki. Served with baked potatoes.

Served with your choice of a side. Add a side salad for \$3.99

- APPETIZERS -

HUMMUS AND PITA	510 Cal V - \$7.99
Classic creamy chickpea dip with pita bread and warm grilled pita.	Classic creamy chickpea dip with pita bread and warm grilled pita.
DOUGHNUTS STUFFED GRAPE LEAVES	420 Cal V - \$8.49
Tender grape leaves filled with herbed rice, lemon, and olive oil. Served chilled with tzatziki.	Tender grape leaves filled with herbed rice, lemon, and olive oil. Served chilled with tzatziki.

- BEVERAGES -

Pepsi Products	\$2.99 Each
Unsweetened Tea	\$3.99 Each
Coffee	140 Cal
Pita Bread	190 Cal V VG GF
230 Cal V VG	230 Cal V VG

- SALADS -

TAHINI CRUNCH SALAD	700 Cal V - \$12.49
Lettuce, pickled onions, tomatoes, pickled cucumbers, feta cheese, hummus, chickpeas, olives, bell peppers, basil, tahini dressing.	Lettuce, pickled onions, tomatoes, pickled cucumbers, feta cheese, hummus, chickpeas, olives, bell peppers, basil, tahini dressing.
CHOPPED SALAD	450 Cal - \$8.99
Lettuce, pickled onions, banana peppers, Persian cucumbers, tomatoes, pickled cucumbers, feta cheese, olives, bell peppers, pita chips, feta cheese, scallions and all mix, with lemon zest dressing.	Lettuce, pickled onions, banana peppers, Persian cucumbers, tomatoes, pickled cucumbers, feta cheese, olives, bell peppers, pita chips, feta cheese, scallions and all mix, with lemon zest dressing.

- SPECIALTY ENTRÉES -

STEAK SOUVLAKI	670 Cal V - \$11.49
Marinated sirloin steaks served with tzatziki, lemon wedge, and warm pita.	Marinated sirloin steaks served with tzatziki, lemon wedge, and warm pita.
MEDITERRANEAN SEA BASS (LOUKOU)	420 Cal - \$21.99
Fresh sea bass with lemon butter and herbs, served with tzatziki, lemon wedge, and warm pita.	Fresh sea bass with lemon butter and herbs, served with tzatziki, lemon wedge, and warm pita.

- DESSERTS -

FROYO	NO - 45 Cal - \$5.99
Topped your way: Add baklava and honey +\$1 Add a chocolate shell +\$1	Topped your way: Add baklava and honey +\$1 Add a chocolate shell +\$1

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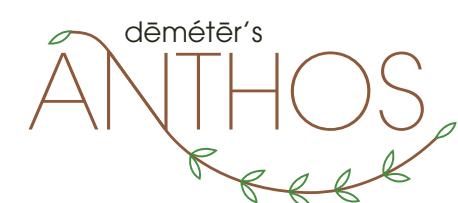
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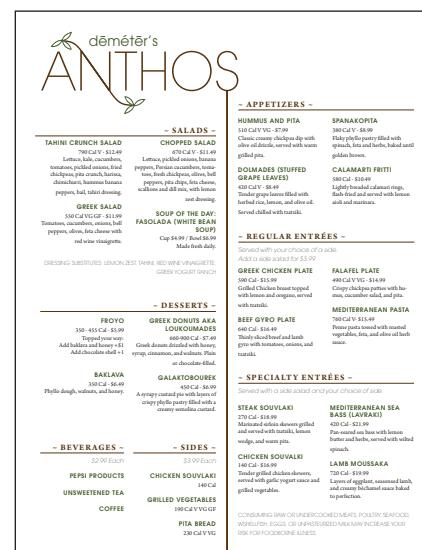
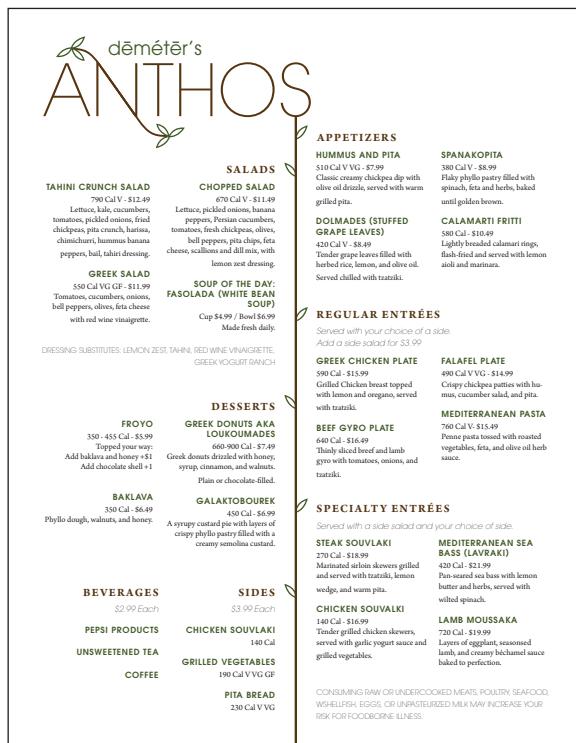
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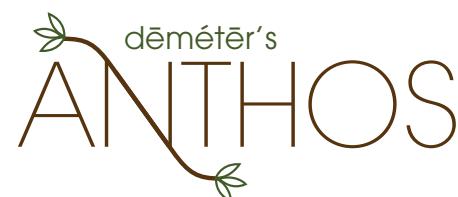
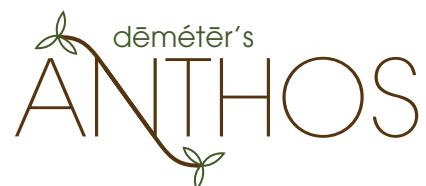
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MENU SECOND DRAFTS

Version 1 (Left):

Logo: dēmētēr's ANTHOS

Salads:

- Greek Salad: \$5.99 (Tossed, olives, feta cheese, bell peppers, olive oil vinaigrette)
- Tahini Crunch Salad: \$7.99 (Lettuce, kale, cucumbers, tomatoes, chickpeas, pita cruch, herbes, lemon juice, bell pepper, feta, olive oil, salt and vinegar)
- Greek Salad: \$6.99 (Tossed, cucumbers, tomatoes, bell peppers, feta, olive oil, salt and vinegar)

Dressing Substitutes: LEMON ZEST, TAHINI, RED WINE VINAIGRETTE, GREEK YOGURT RANCH

Desserts:

- Froyo: \$2.99 Each (Topped over w/ 15% toping, Add halva and honey, Add chocolate shell)
- Baklava: \$6.49 (Phyllo dough, walnuts, and honey)

Beverages:

- PEPSI PRODUCTS: \$2.99 Each
- UNSWERED TEA: \$3.99 Each
- COFFEE: \$3.99 Each

Sides:

- CHICKEN SOUVLAKI: \$3.99
- MEDITERRANEAN SEA BASS (LAVRAKI): \$3.99
- GRILLED VEGETABLES: \$4.99
- PITA BREAD: \$2.99 Cal
- HUMMUS WITH PITA: \$3.99 Cal

CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, EGGS, OR UNPASTEURIZED MILK MAY INCREASE YOUR RISK FOR FOOD-BORNE ILLNESS.

Version 2 (Middle):

Logo: dēmētēr's ANTHOS

Salads:

- Greek Salad: \$5.99 (Tossed, olives, feta cheese, bell peppers, olive oil vinaigrette)
- Tahini Crunch Salad: \$7.99 (Lettuce, pickled onions, cucumbers, tomatoes, fresh chickpeas, olives, cheese, scallions and dill mix, with tahini dressing, feta, olive oil, salt and vinegar)
- Greek Salad: \$6.99 (Tossed, cucumbers, tomatoes, bell peppers, pita cruch, herbes, lemon juice, bell pepper, feta, olive oil, salt and vinegar)

Dressing Substitutes: LEMON ZEST, TAHINI, RED WINE VINAIGRETTE, GREEK YOGURT RANCH

Desserts:

- Froyo: \$2.99 Each (Topped over w/ 15% toping, Add halva and honey, Add chocolate shell)
- Baklava: \$6.49 (Phyllo dough, walnuts, and honey)

Beverages:

- PEPSI PRODUCTS: \$2.99 Each
- UNSWERED TEA: \$3.99 Each
- COFFEE: \$3.99 Each

Sides:

- CHICKEN SOUVLAKI: \$3.99
- MEDITERRANEAN SEA BASS (LAVRAKI): \$3.99
- GRILLED VEGETABLES: \$4.99
- PITA BREAD: \$3.99 Cal
- HUMMUS WITH PITA: \$3.99 Cal

CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, EGGS, OR UNPASTEURIZED MILK MAY INCREASE YOUR RISK FOR FOOD-BORNE ILLNESS.

Version 3 (Right):

Logo: dēmētēr's ANTHOS

Salads:

- Greek Salad: \$5.99 (Tossed, olives, feta cheese, bell peppers, olive oil vinaigrette)
- Tahini Crunch Salad: \$7.99 (Lettuce, pickled onions, cucumbers, tomatoes, fresh chickpeas, olives, cheese, scallions and dill mix, with tahini dressing, feta, olive oil, salt and vinegar)
- Greek Salad: \$6.99 (Tossed, cucumbers, tomatoes, bell peppers, pita cruch, herbes, lemon juice, bell pepper, feta, olive oil, salt and vinegar)

Dressing Substitutes: LEMON ZEST, TAHINI, RED WINE VINAIGRETTE, GREEK YOGURT RANCH

Desserts:

- Froyo: \$2.99 Each (Topped over w/ 15% toping, Add halva and honey, Add chocolate shell)
- Baklava: \$6.49 (Phyllo dough, walnuts, and honey)

Beverages:

- PEPSI PRODUCTS: \$2.99 Each
- UNSWERED TEA: \$3.99 Each
- COFFEE: \$3.99 Each

Sides:

- CHICKEN SOUVLAKI: \$3.99
- MEDITERRANEAN SEA BASS (LAVRAKI): \$3.99
- GRILLED VEGETABLES: \$4.99
- PITA BREAD: \$3.99 Cal
- HUMMUS WITH PITA: \$3.99 Cal

CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, EGGS, OR UNPASTEURIZED MILK MAY INCREASE YOUR RISK FOR FOOD-BORNE ILLNESS.

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No Space To Spare

During my first experiments, I focused on comfortably fitting the text within the space before launching into decorative paragraph styles. I was shocked when I realized just how much text goes into making a menu. I struggled during my rough drafts to get an idea of where to place things.

My second drafts weren't terrible, but rather plain and boring, and while my style for this project had been simple, I felt that it still had a way to go. That's when I reviewed examples and turned to my receipt.

For my layout, I began to see how others had began to display their

work, and I noticed that aligning the text both on the right and left towards the middle, gave more room for design elements and gave me greatly needed white space.

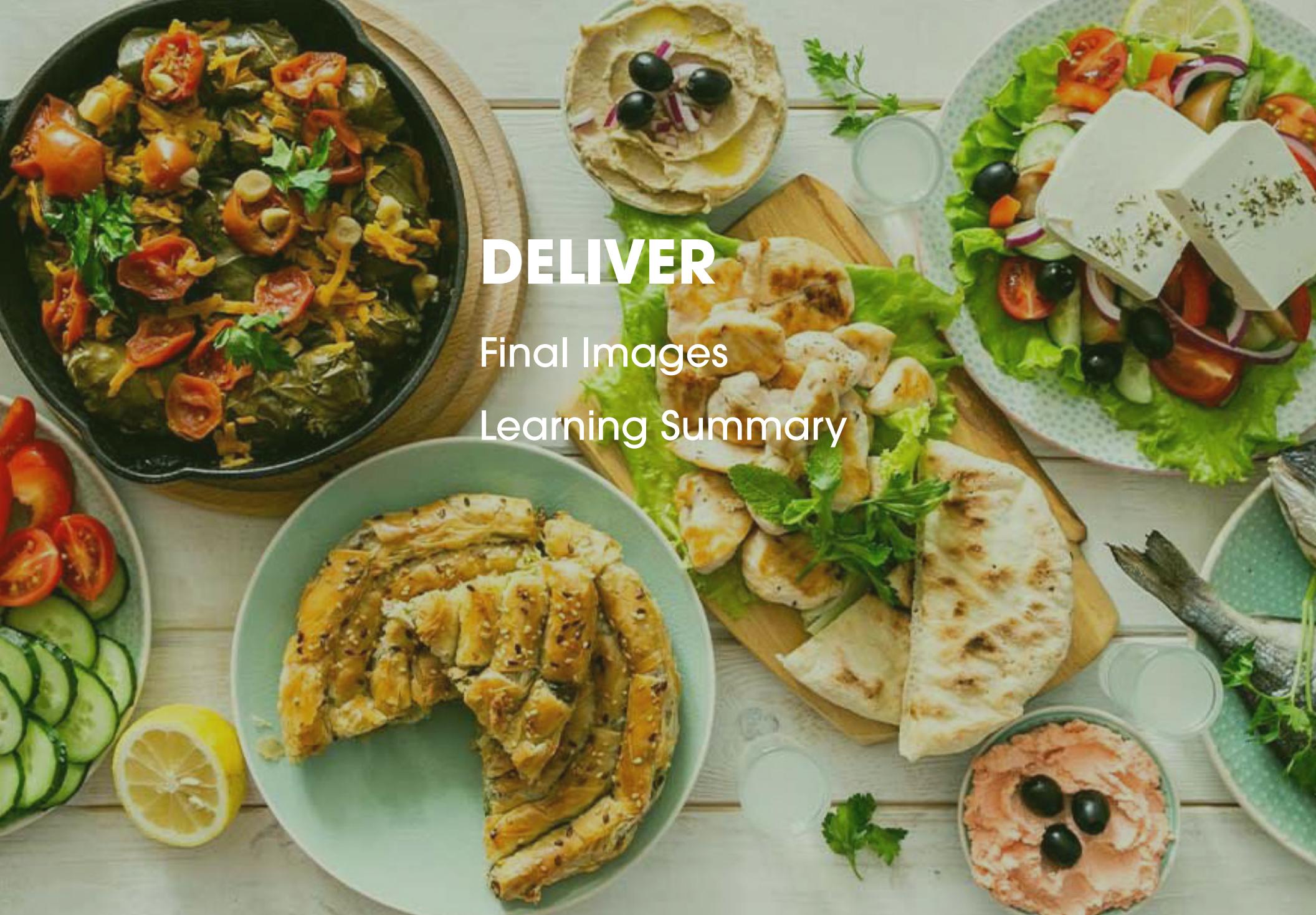
A Solution Begins To Bloom

The Greek word Anthos, means to "bloom" or "blossom." This had already inspired my earthy color palette and the logo design as an actively growing and blossoming franchise. Someone had pointed out to me that I had used the leaves in my logo as an end decoration for my lines, and they suggested that I could utilize it again in my menu.

Encouraged by this idea, I began

to apply this idea by simply making the leaves grow from the middle stem. That however, gave more playful and unrefined look than I was hoping for, so I cut the middle man out, and started experimenting it in the form of lines as I had in my receipt design.

It was fascinating to me to see that what had simply started as a simple embellishment to make the receipt unique, became the element that tied the whole system, including the logo, together.



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dēmētēr's
ANTHOS

SALADS

- GREEK SALAD**
550 Cal - \$11.99
Tomatoes, cucumbers, onions, bell peppers, olives, feta cheese with red wine vinaigrette.
- TAHINI CRUNCH SALAD**
790 Cal - \$12.49
Lettuce, kale, cucumbers, tomatoes, pickled onions, fried chickpeas, pita crunch, harissa, chimichurri, hummus banana peppers, bai, tahini dressing.
- SOUP OF THE DAY: FASOLADA (WHITE BEAN SOUP)**
Cup \$4.99 / Bowl \$6.99
Made fresh daily.

DRESSING SUBSTITUTES: LEMON ZEST, TAHINI, RED WINE VINAIGRETTE, GREEK YOGURT RANCH

DESSERTS

- FROYO**
350-455 Cal - \$5.99
Topped your way, \$1 per topping:
Add baklava and honey
Add chocolate shell
- BAKLAVA**
350 Cal - \$6.49
Phyllo dough, walnuts, and honey.
- GREEK DONUTS AKA LOUKOUMADES**
660-900 Cal - \$7.49
Greek donuts drizzled with honey, syrup, cinnamon, and walnuts. Plain or chocolate-filled.
- GALAKTOBOUREK**
450 Cal - \$6.99
A syrupy custard pie with layers of crispy phyllo pastry filled with a creamy semolina custard.

BEVERAGES

- PEPSI PRODUCTS**
\$2.99 Each
- UNSWEETENED TEA**
\$3.99 Each
- COFFEE**
\$3.99 Each

SIDES

- CHICKEN SOUVLAKI**
140 Cal
- GRILLED VEGETABLES**
190 Cal
- PITA BREAD**
230 Cal
- HUMMUS WITH PITA**
\$10 Cal

APPETIZERS

- HUMMUS AND PITA**
510 Cal - \$7.99
Classic creamy chickpea dip with olive oil drizzle, served with warm grilled pita.
- DOLMADAES (STUFFED GRAPE LEAVES)**
420 Cal - \$8.49
Tender grape leaves filled with herbed rice, lemon, and olive oil. Served chilled with tzatziki.
- SPANAKOPITA**
380 Cal - \$8.99
Flaky phyllo pastry filled with spinach, feta and herbs, baked until golden brown.
- CALAMARI FRITTI**
580 Cal - \$10.49
Lightly breaded calamari rings, flash-fried and served with lemon aioli and marinara.

REGULAR ENTRÉES

Served with your choice of a side. Add a side salad for \$3.99

- GREEK CHICKEN PLATE**
590 Cal - \$15.99
Grilled Chicken breast topped with lemon and oregano, served with tzatziki.
- FALAFEL PLATE**
490 Cal - \$14.99
Crispy chickpea patties with hummus, cucumber salad, and pita.
- BEEF GYRO PLATE**
640 Cal - \$16.49
Thinly sliced beef and lamb gyro with tomatoes, onions, and tzatziki.
- MEDITERRANEAN PASTA**
760 Cal - \$15.49
Penne pasta tossed with roasted vegetables, feta, and olive oil herb sauce.

SPECIALTY ENTRÉES

Served with a side salad and your choice of side.

- STEAK SOUVLAKI**
270 Cal - \$18.99
Marinated sirloin skewers grilled and served with tzatziki, lemon wedge, and warm pita.
- CHICKEN SOUVALKI**
140 Cal - \$16.99
Tender grilled chicken skewers, served with garlic yogurt sauce and grilled vegetables.
- MEDITERRANEAN SEA BASS (LAVRAKI)**
420 Cal - \$21.99
Pan-seared sea bass with lemon butter and herbs, served with wilted spinach.
- LAMB MOUSSAKA**
720 Cal - \$19.99
Layers of eggplant, seasoned lamb, and creamy béchamel sauce baked to perfection.

CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH, EGGS, OR UNPASTEURIZED MILK MAY INCREASE YOUR RISK FOR FOOD-BORNE ILLNESS.

dēmētēr's
ANTHOS

11/21/2025 1:20 p.m.
Server: Sarah Order #163

2 BEEF GYRO PLATE	\$32.98
1 FALAFEL PLATE	\$14.99
1 MEDITERRANEAN PASTA	\$15.49
1 PEPSI	\$2.99
1 UNSWEETENED TEA	\$2.99
1 SPANAKOPITA	\$8.99
2 SPRITE	\$2.99

SUBTOTAL: \$81.42
TAX: \$16.28
TIP: \$ _____
TOTAL: \$ _____

THANK YOU!

3008 Ross Avenue, Dallas TX 75204
214-839-8626

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LEARNING SUMMARY

Colors And Typefaces Are Hierarchy's Best Partners In Crime

One of my last, but most crucial steps in this process, was refining my typography. I made sure that all the menu item amounts were the same font and that everything was both legible and compelling on both the menu and on the receipt.

Color played a big part in this process. Since I couldn't add color to the receipt, it was all about exploring what typefaces would give the same hierarchical order as the menu, but would

still function properly for the receipt's purposes. This helped me realize how changing text to be all caps can make a large difference in typographical texture. As far as the menu goes, I knew color had to be used as an eye-catcher. I decided that the best way to use color was to make the sections and the menu item names be most different colors. This really helped the user to know exactly what section to go to and what item they would be interested in after they navigated to that section.



PROJECT PONDER

PROJECT PONDER | CONSIDERING THE ENTIRE PROJECT INCLUDING CLASS DISCUSSIONS:

What Did I Learn?

Overall, this project was a great exercise in utilizing hierarchy and branding elements together without the use of excessive illustration or photography.

While I have always known that hierarchy is important, I didn't realize how crucial it becomes when it is one of your only design options. For companies that have a low budget, or would like to have a high end, anti-fast food style, it is important to learn how you can design without those more decorative elements.

I also learned that whether you are creating a project that has

two pieces, or fifty pieces, you absolutely need to consider branding and how you are going to make everything feel unified. Sure, you can just put the same element on each thing, but ideally for it to be compelling, it should carry a concept forward, similar to the idea of blossom or bloom, that opens the door to other applications of that brand in the future.

Whether you are designing something incredibly simple, or complex, contrast is, and has always been, an essential principle to create effective hierarchy and design.