

BRANDING

1// Familiar

As soon as you step into any of our three locations the familiar smell of waffle mix fills your nose and tickles your memories of Sunday mornings as a kid.

2// Delicious

All of our mouth watering creations will satisfy any sweet tooth.

3// Modern

The stainless steel appliances and chalkboard menu are complimented with the bright orange accents in the light fixtures, chairs and tables.

LOGO



BLOEM N' SUGAR

Logo Style

There are two logos for Bloem n' Sugar. The typographic logo and the badge. On the website the badge is used as the home button on the website.

Logo Elements

The typefaces of the logo's used are Bank Gothic, Bauer Bodoni, and book antiqua.

COLORS



CMYK

C 0
M 0
Y 0
K 100

RGB

R 35
G 31
B 32

WEB#

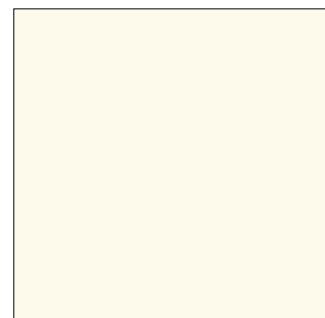
231F20



CMYK
C 13.16
M 22.06
Y 89.68
K 0

RGB
R 225
G 190
B 60

E1BE3C



CMYK
C 0.9
M 1.69
Y 7.8
K 0

RGB
R 253
G 247
B 234

FDF7EA

TYPE

Typeface For Site

The main typeface used for this website is Myriad Pro. I chose this typeface because it has a simple and modern. It is easy to read and is very versatile.

Myriad Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MOCK UP

Home Page:
Simple and with an
enticing photo to draw
the viewer into the
site.

Locations Page:

There are several locations for this restaurant. The final layout for this page is more simple than the mock up and has only one set of hours for all the locations.

LOCATION A: 1 Stockton Street, San Francisco, CA
(415) 392-0202 Monday-Friday 8:00 a.m. to 5:00 p.m.
Saturday-Sunday 8:00 a.m. to 8:00 p.m.

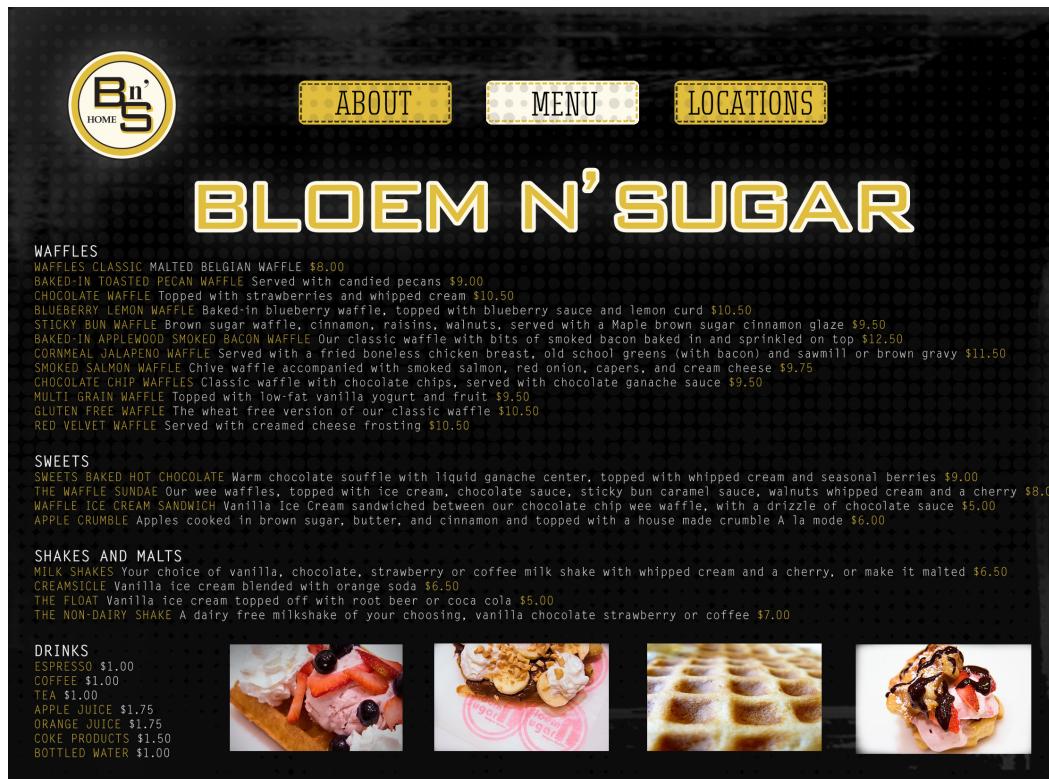
LOCATION B: 2125 Chestnut Street, San Francisco, CA
(415) 848-4445 Monday-Friday 8:00 a.m. to 5:00 p.m.
Saturday-Sunday 9:00 a.m. to 8:00 p.m.

LOCATION C: 5656 Bay Street,
San Francisco, CA
(510) 350-2400 Monday-Friday 8:00 a.m. to 5:00 p.m.
Saturday-Sunday 9:00 a.m. to 8:00 p.m.

LOCATION D: 506 Clement Street, San Francisco, CA
(415) 387-2272 Monday-Friday 8:00 a.m. to 5:00 p.m.
Saturday-Sunday 9:00 a.m. to 8:00 p.m.

Follow Us On:
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MOCKUP



Bn' HOME

[ABOUT](#) [MENU](#) [LOCATIONS](#)

BLOEM N'SUGAR

WAFFLES

WAFFLES CLASSIC MALTED BELGIAN WAFFLE \$8.00
 BAKED-IN TOASTED PECAN WAFFLE Served with candied pecans \$9.00
 CHOCOLATE WAFFLE Topped with strawberries and whipped cream \$10.50
 BLUEBERRY LEMON WAFFLE Baked-in blueberry waffle, topped with blueberry sauce and lemon curd \$10.50
 STICKY BUN WAFFLE Brown sugar waffle, cinnamon, raisins, walnuts, served with a Maple brown sugar cinnamon glaze \$9.50
 BAKED-IN APPLEWOOD SMOKED BACON WAFFLE Our classic waffle with bits of smoked bacon baked in and sprinkled on top \$12.50
 CORNMEAL JALAPENO WAFFLE Served with a fried boneless chicken breast, old school greens (with bacon) and sawmill or brown gravy \$11.50
 SMOKED SALMON WAFFLE Chive waffle accompanied with smoked salmon, red onion, capers, and cream cheese \$9.75
 CHOCOLATE CHIP WAFFLES Classic waffle with chocolate chips, served with chocolate ganache sauce \$9.50
 MULTI GRAIN WAFFLE Topped with low-fat vanilla yogurt and fruit \$9.50
 GLUTEN FREE WAFFLE The wheat free version of our classic waffle \$10.50
 RED VELVET WAFFLE Served with creamed cheese frosting \$10.50

SWEETS

SWEETS BAKED HOT CHOCOLATE Warm chocolate souffle with liquid ganache center, topped with whipped cream and seasonal berries \$9.00
 THE WAFFLE SUNDAE Our wee waffles, topped with ice cream, chocolate sauce, sticky bun caramel sauce, walnuts whipped cream and a cherry \$8.00
 WAFFLE ICE CREAM SANDWICH Vanilla Ice Cream sandwiched between our chocolate chip wee waffle, with a drizzle of chocolate sauce \$5.00
 APPLE CRUMBLE Apples cooked in brown sugar, butter, and cinnamon and topped with a house made crumble A la mode \$6.00

SHAKES AND MALTS

MILK SHAKES Your choice of vanilla, chocolate, strawberry or coffee milk shake with whipped cream and a cherry, or make it malted \$6.50
 CREAMSICLE Vanilla ice cream blended with orange soda \$6.50
 THE FLOAT Vanilla ice cream topped off with root beer or coca cola \$5.00
 THE NON-DAIRY SHAKE A dairy free milkshake of your choosing, vanilla chocolate strawberry or coffee \$7.00

DRINKS

ESPRESSO \$1.00
 COFFEE \$1.00
 TEA \$1.00
 APPLE JUICE \$1.75
 ORANGE JUICE \$1.75
 COKE PRODUCTS \$1.50
 BOTTLED WATER \$1.00



About Page:

The about page is very image heavy and enticing. I want to show people what the look and feel of the locations are like.



Bn' HOME

[ABOUT](#) [MENU](#) [LOCATIONS](#)

BLOEM N'SUGAR

BLOEM N' SUGAR is a stylishly modern yet familiar eatery conveniently located in the center of San Francisco. Mosey up to our diner style counter for some tasty food, or relax on our breezy (and dog friendly) patio.



RED LINE

Bloom n' Sugar

file:///Users/mroguschka/Desktop/Bloem%20website/menu.html Google

grid for fashion website images for f...ion website Epson Stylus...merica, Inc. Ramona Fall... - YouTube fashion webs...inspiration fashin website Golden Fields-dining Hall Pass Soundtrack

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4 width:144px; height:41px; display: block; padding-left:15px;

5

BLOEM N' SUGAR

WAFFLES:

6

7 CLASSIC MALTED BELGIAN WAFFLE: Served with maple syrup and butter
BAKED-IN TOASTED PECAN WAFFLE: Served with candied pecans, maple syrup and butter
CHOCOLATE WAFFLE: Served with berries and whipped cream
BLUEBERRY LEMON WAFFLE: Baked-in blueberry waffle, topped with blueberry sauce and lemon curd
STICKY BUN WAFFLE: Brown sugar waffle, cinnamon, raisins, walnuts, served with a Maple brown sugar cinnamon glaze
BAKED-IN APPLEWOOD SMOKED BACON WAFFLE: Served with Waffle Maple Syrup and butter
CORNMEAL JALAPENO WAFFLE: Served with a fried boneless chicken breast, old school greens (with bacon) and sawmill or brown gravy
SMOKED SALMON WAFFLE: Classic Belgian waffle with fresh chives, and accompanied with smoked salmon, red onion and cream cheese
CHOCOLATE CHIP WAFFLE: Classic waffle with chocolate chips, served with chocolate ganache sauce
MULTI GRAIN WAFFLE: Served with low-fat vanilla yogurt and fruit
GLUTEN FREE WAFFLE: Served with Waffle Maple Syrup and butter
RED VELVET WAFFLE: Served with creamed cheese frosting

SWEETS:

BAKED HOT CHOCOLATE: Warm chocolate souffle with liquid ganache center, topped with whipped cream and seasonal berries
THE WAFFLE SUNDAE: Our wee waffles, topped with ice cream, chocolate sauce, caramel sauce, frosted almonds and whipped cream
WAFFLE ICE CREAM SANDWICH: Vanilla Ice Cream sandwiched between our chocolate chip wee waffle, with a drizzle of chocolate
APPLE CRUMBLE: Apples cooked in brown sugar, butter, and cinnamon and topped with a house made crumble A la mode

SHAKES AND MILTS:

MILK SHAKES: Your choice of vanilla, chocolate, strawberry or coffee milk shake with whipped cream and a cherry, or make it a malted
CREAMSICLE: Vanilla ice cream blended with orange soda
THE FLOAT: Vanilla ice cream topped off with root beer or coca cola
THE NON-DAIRY SHAKE: A dairy free milkshake of your choosing, vanilla chocolate strawberry or coffee

BEVERAGES:

COKE, DIET COKE, SPRITE, DR PEPPER, ROOTBEER, ORANGE FANTA, GINGER ALE
CRANBERRY JUICE, LEMONADE
FRESH SQUEEZED OJ
COFFEE, DECAF, ICED COFFEE AND TEAS
SINGLE SHOT ESPRESSO
AMERICANO
CAPPUCCINO, LATTE, MOCHA, HOT CHOCOLATE
MILK, LOW-FAT MILK, VANILLA SOY MILK

8

7.50
9.00
10.50
10.50
9.50
9.50
12.00
11.00
9.50
9.50
10.00
10.00
9.00
8.00
5.00
6.00
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2.75
2.75
3.25
2.50
3.00
4.25
3.00

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