

Demosthenes Paulk

Graphic Design / Digital Marketing

Sweet Biscuit Inn Rack Card

Brand

The Sweet Biscuit Inn is a bed and breakfast in the Montford Historic District of Asheville, North Carolina.

Commission

The owner commissioned me to create a rack card highlighting the amenities of choosing this bed and breakfast, while also staying consistent to the brand image and personality.

When the logo was sent over to me I immediately realized it was very low quality so the first thing I did was vectorize it and send the owner a few high resolution options to update the website and other assets.



Logo Vectorization



Rack Card Print



The Inn
Sweet Biscuit Inn is a beautifully restored seven-bedroom Bed and Breakfast Inn with a kid and dog-friendly Carriage House. The inn is ideally located in the quiet wooded neighborhood of Kenilworth, less than a mile from Biltmore Village and less than two miles from downtown Asheville. The 1915 Colonial Revival home offers lodging with urban sophistication alongside comfort and charm.



(828) 250-0170 | info@sweetbiscuitinn.com

Rack Card PDF Front

What We Offer...



Spacious Rooms
All of our charming and expansive rooms feature:

- 11-foot ceilings
- Hardwood and tile floors
- King or queen bed
- Private baths with antique tubs or walk-in showers
- Large closets
- Bath robes
- Complimentary WiFi
- HDTV with cable
- Individual temperature control
- Curated bath amenities
- Free off-street parking



Three-Course Breakfast
Indulge in our three-course breakfast! We strive to make everything from scratch using only fresh ingredients. Each course is different from the next to keep breakfast flavorful and interesting, appealing to all tastes.



Concierge Services
We're here to make your stay at Sweet Biscuit Inn and Asheville as pleasant and memorable as possible. Let us help you plan your vacation and be your relaxing home away from home during your visit.

Check Availability: www.sweetbiscuitinn.com



Rack Card PDF Back

Nacho King

Brand

Nacho King is a ghost kitchen located in the city of Chicago.

Commission

I was commissioned to create logos for a series of three ghost kitchens being launched by the owner, one of them being Nacho King.



Alternative Logo Compositions



Nacho King

Primary Logo

Opulent

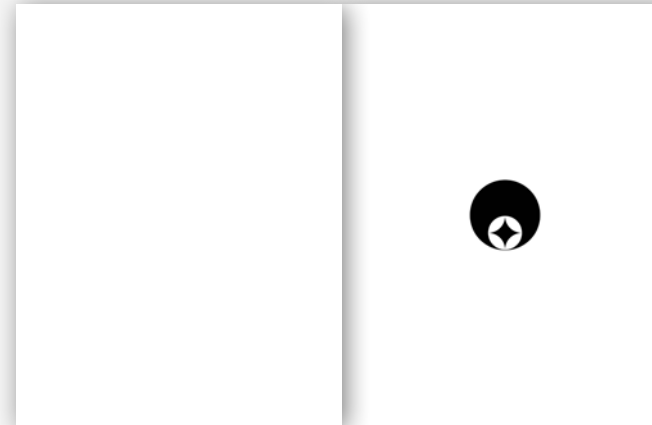
Project

This project was a practice for brand and identity building. The task was to create a fictional company and to create a relevant brand and visual identity for the company.

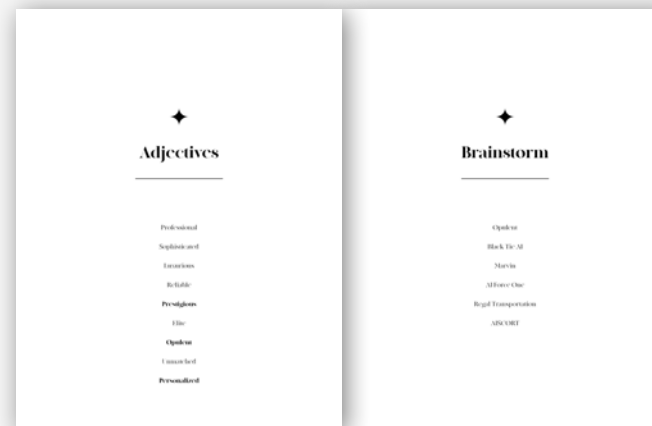
The final product was a brand book that compiled all the information about the company, design inspiration, process work, and final branding assets and guidelines.

Brand

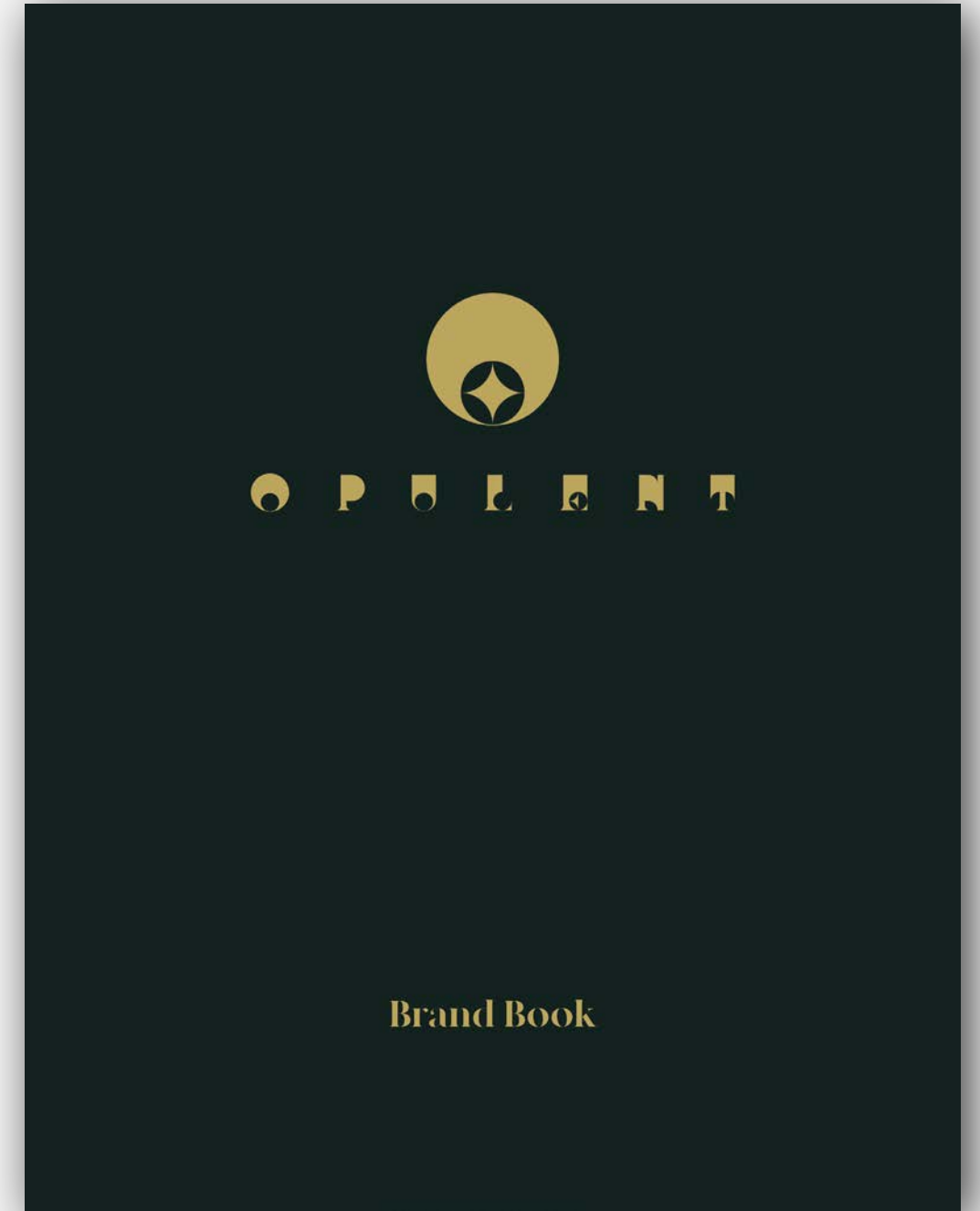
I created Opulent: a luxury self driving transportation service built on artificial intelligence. Once the business type was decided on I created a list of adjectives to keep in mind as cornerstones as I built the brand identity from the ground up.



Brand Book Spread 1



Brand Book Spread 5



Brand Book Cover

Logo and Logotype

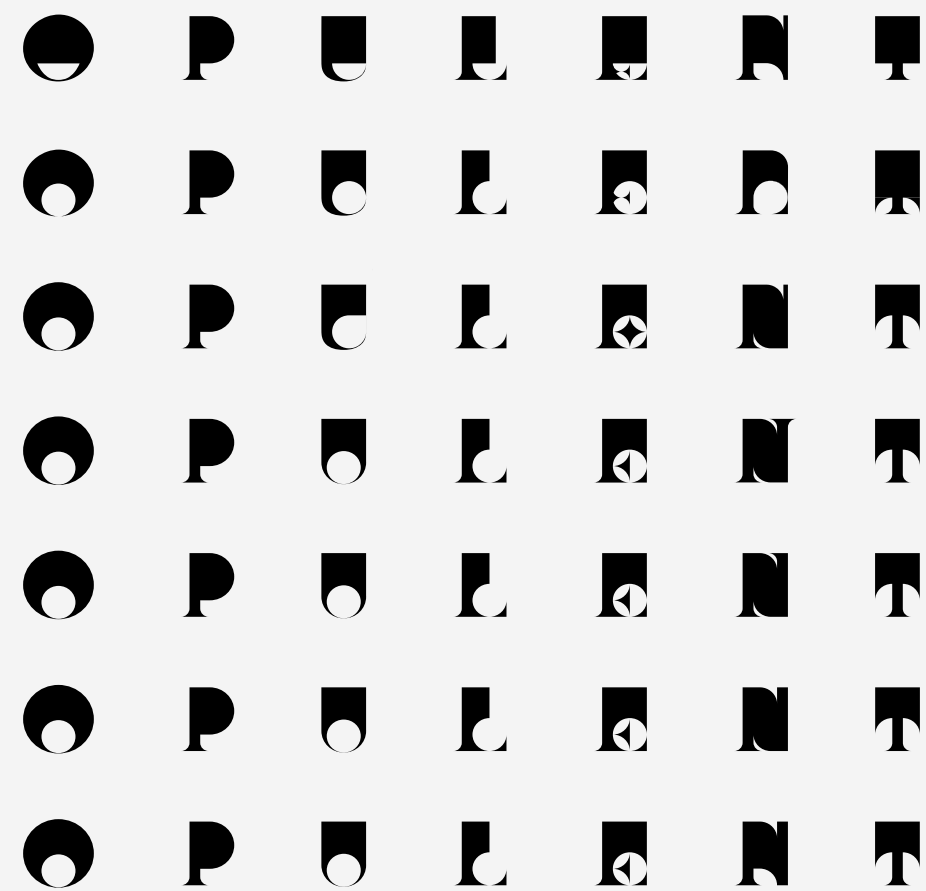
The logo was made to slightly resemble a steering wheel to hint at the industry the business exists in, while the star, in what would be the rim, represents the high level clientele that the company deals with.

The logotype itself is split in two, with the top half being sans serif, and the bottom half being serif. This was to combine the modernity of sans serif typefaces with the luxury sophistication and traditionality of serif typefaces, as well as experimenting with progressive font creation.

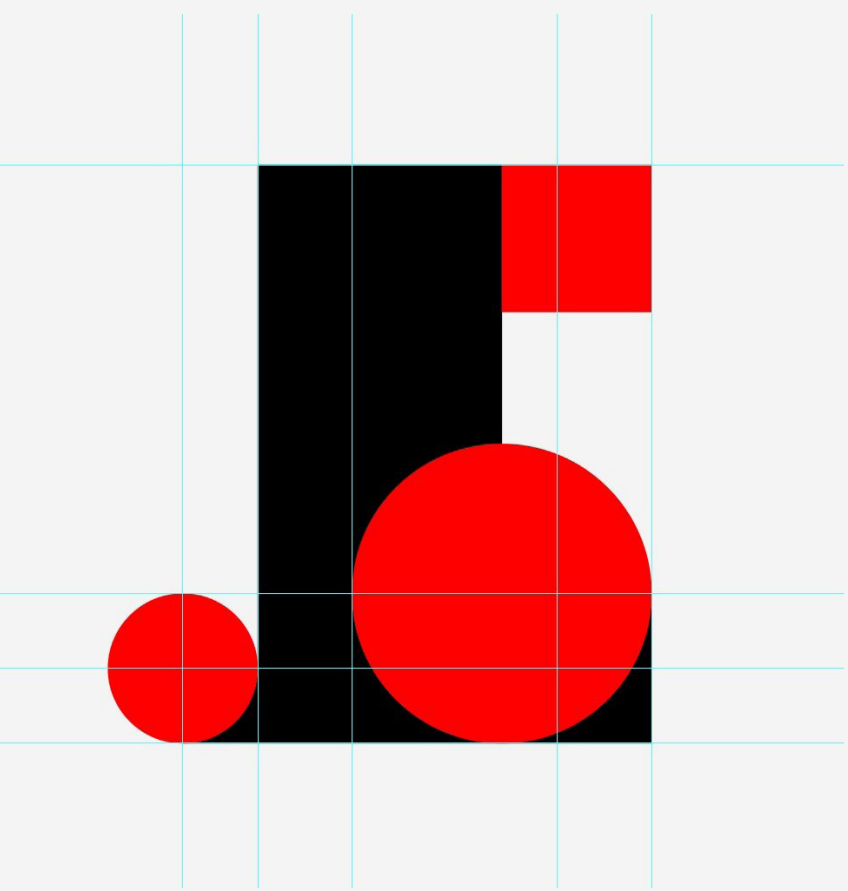
The logo and letters of the logotype were created by hand with the building blocks of pure geometric shapes which were mostly circles and squares. The crisp and mathematically calculated forms of both the logo and logotype were chosen to express the perfection of service that can be expected from luxury artificial intelligence.



Logo Icon Construction Process



Logotype Evolution



L Construction

Paper Cuts Zines

Brand

Paper Cuts is not a brand, it is a community extension. They bring creatives together around a common love for the art of zine making and the greater publishing arts. They create a platform for creators to gain awareness, and explain their inspiration and creative process. Focused in New York City, the brand runs events to bring the surrounding community together and encourage creativity and support of the arts.

Keywords

Community

Handmade

Geometry

Fascination

Structure



Primary Logo Arrangement Example

Paper Cuts Zines

System

The system is deceptively simple as it is built from a combination of 3 elements.

The Spirit represents the creative flow and individuality of the people featured on the podcast and other brand extensions. The form also resembles a signature mark to further emphasize the beauty of individualism.

The Threshold is where this creative flow, or individualism travels through. This rectangular shape is the zine where the artists are able to convey their creative spirit in a tangible form for others to observe.

The Medium is Paper Cuts, a brand that is devoted to celebrating this process, bringing like-minded people together, and elevating the book arts.

The 11 variations of each of these elements allows for a seemingly infinite amount of branding possibilities.



Spirit

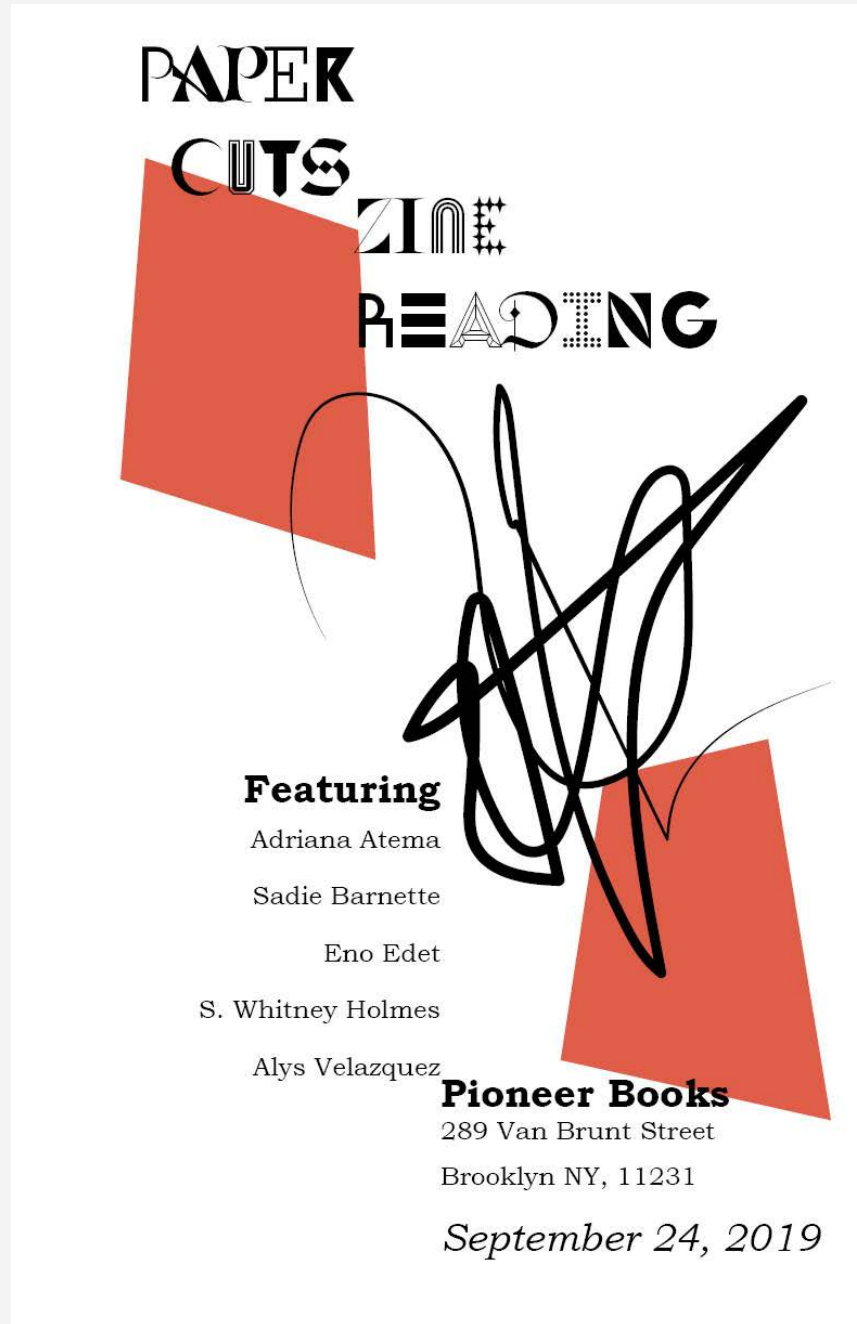


Threshold



Medium

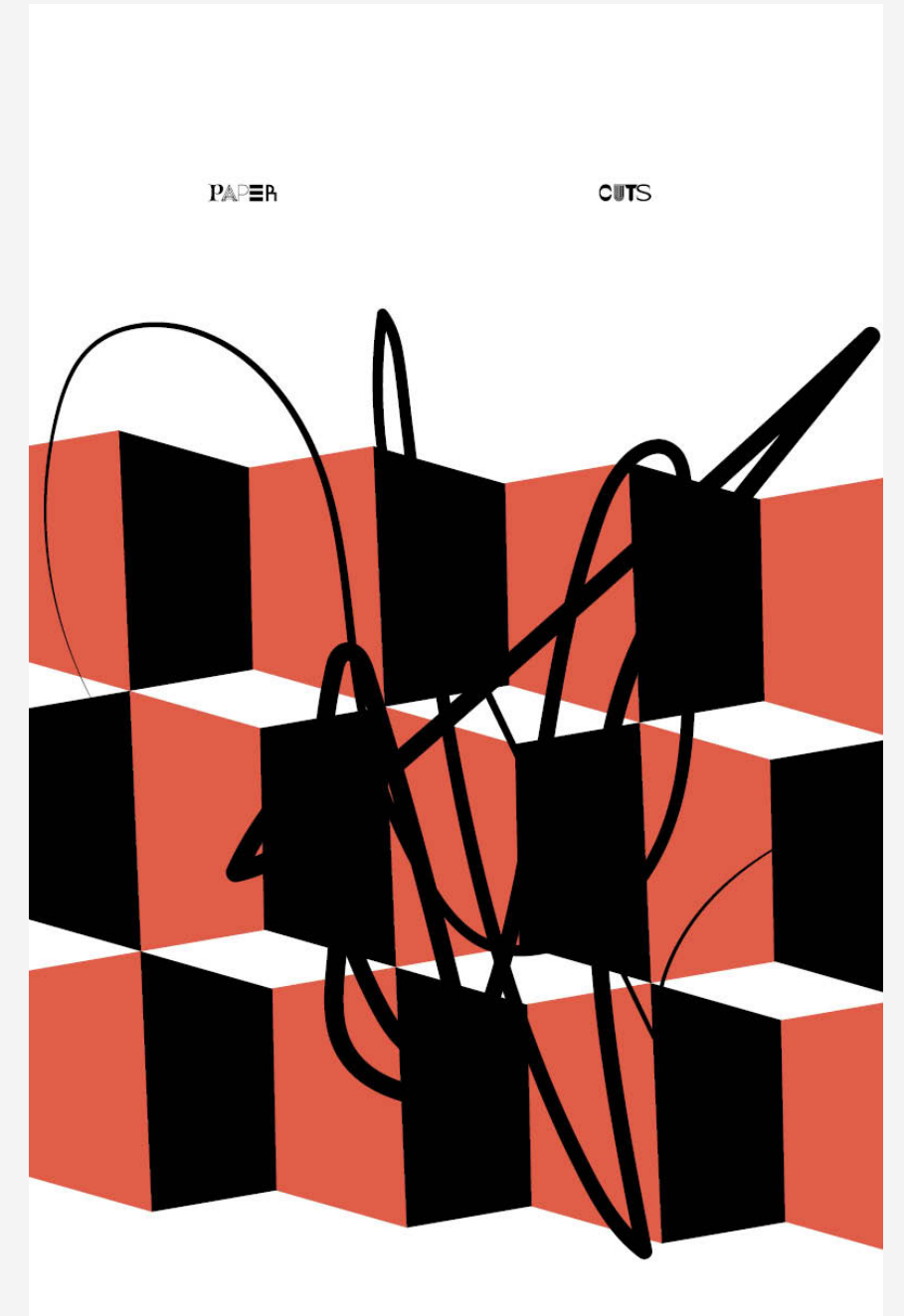
Paper Cuts Zines



Paper Cuts Zine Reading Poster

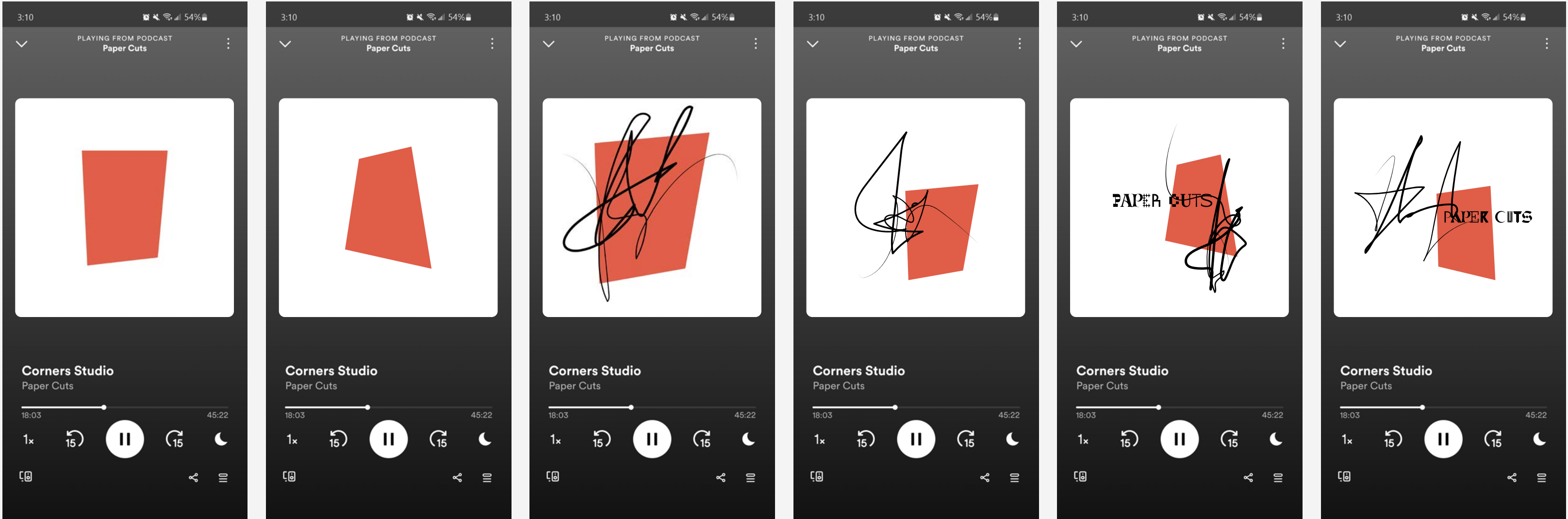


Paper Cuts Poster



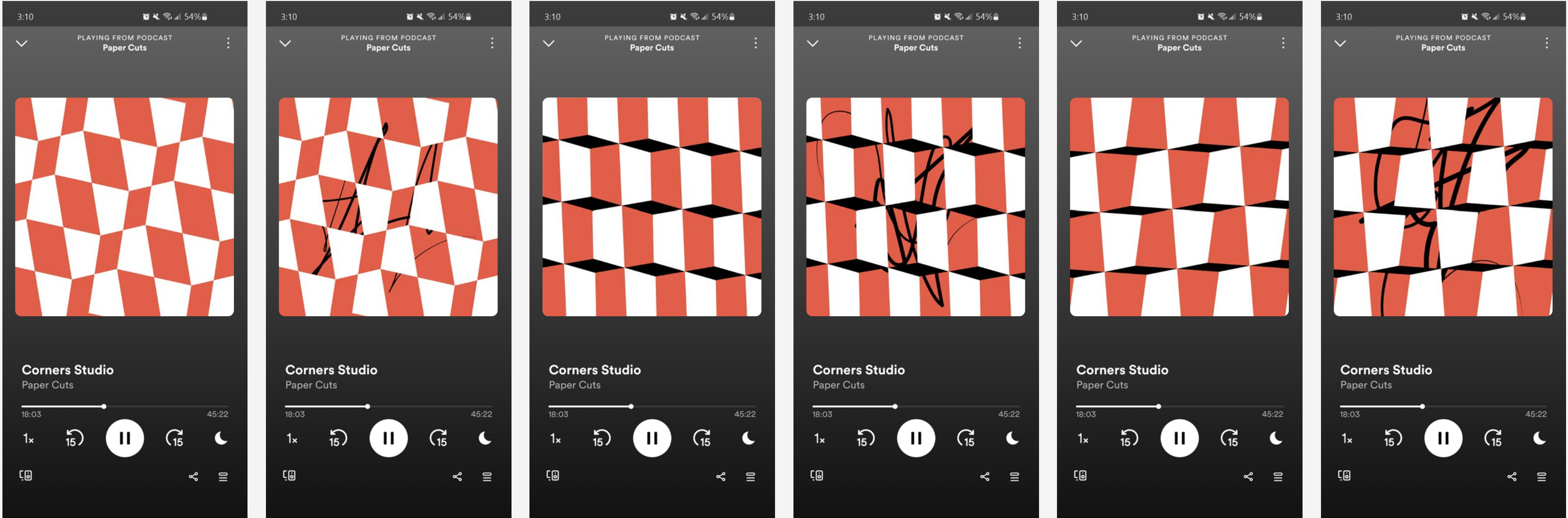
Paper Cuts Poster

Paper Cuts Zines



Paper Cuts Iconographical Podcast Cover Options

Paper Cuts Zines



Paper Cuts Pattern Podcast Cover Options

Apollo Flame Bistro

Project

For this project we had to choose a small restaurant that we were familiar with. We were tasked with entirely rebranding the restaurant to our liking, while remaininig within the current cusine and positioning.

Brand

I chose Apollo Flame Bistro, a Greek owned, and family operated Greek and Mediterranean restaurant in Asheville, North Carolina.



Business Card Mockup

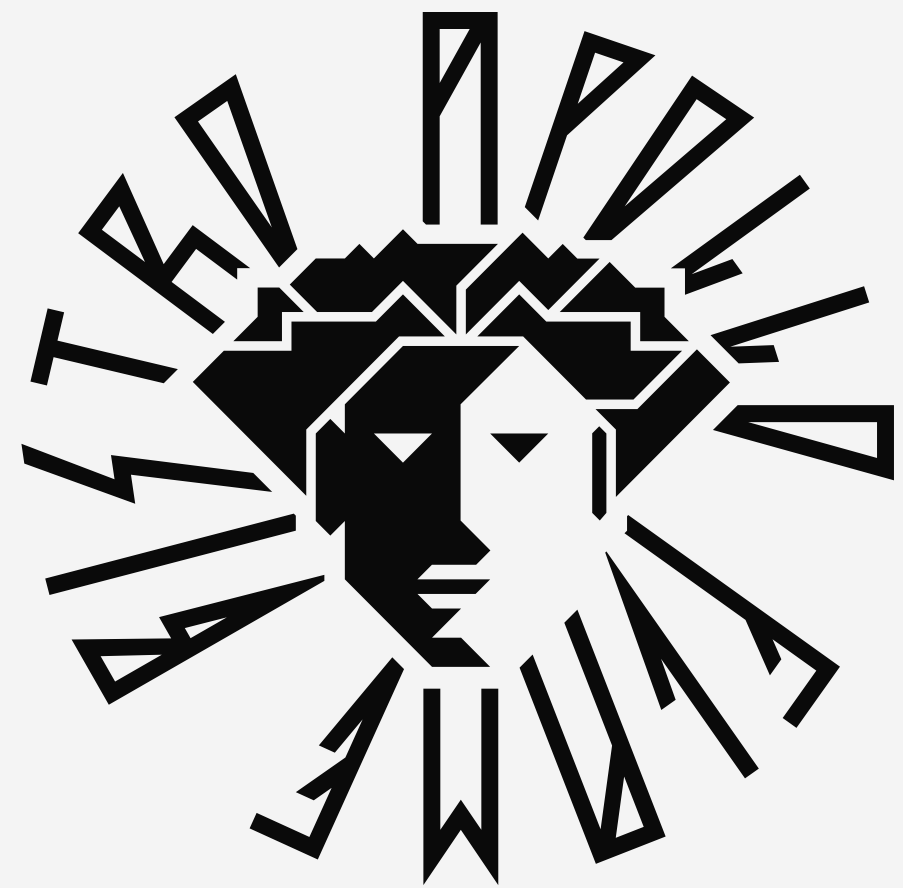


Pizza Box Mockup

Apollo Flame Bistro



Logo Icon



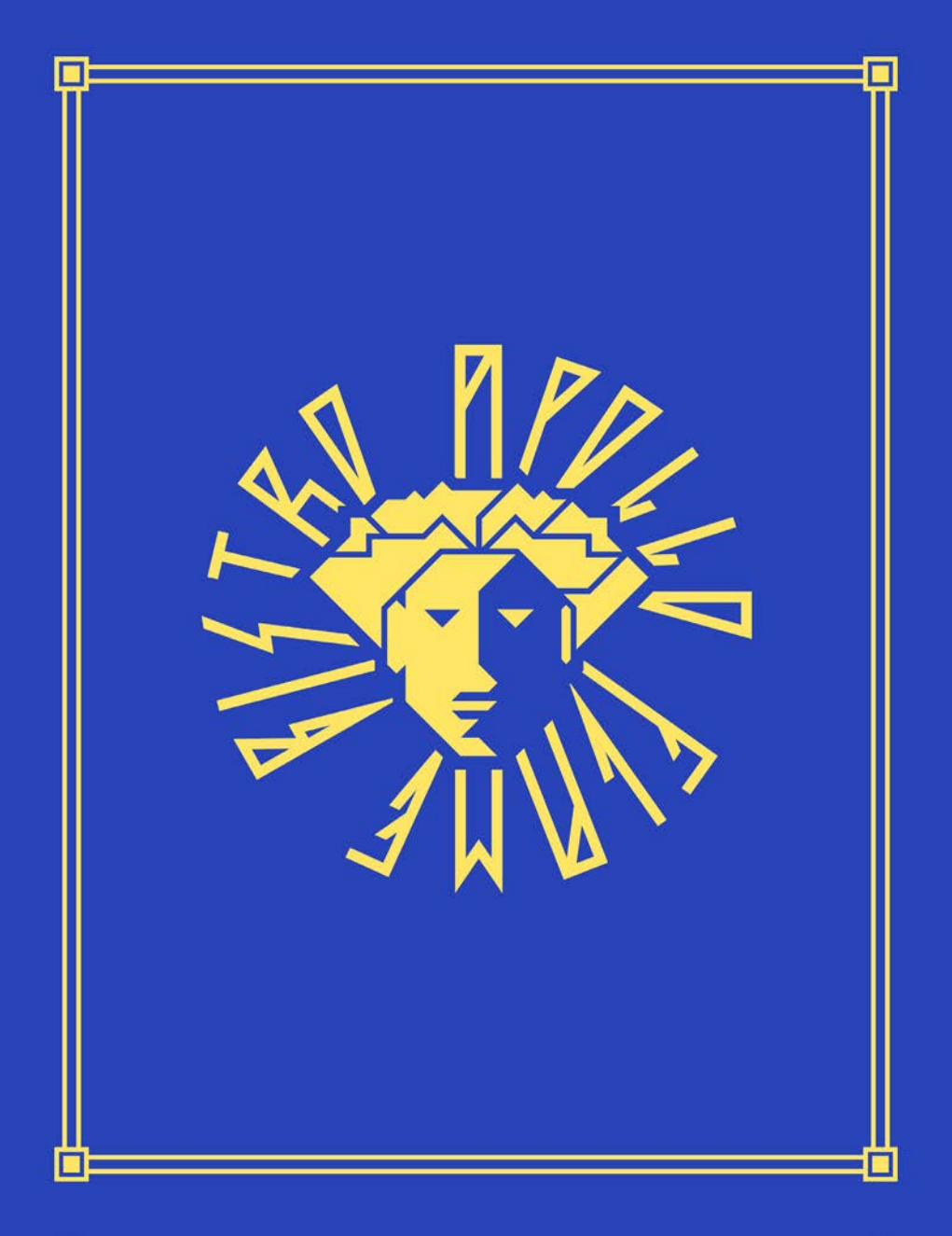
Logo



Logo Icon Construction

ASTORIA FLAME BISTRO

Logotype



Menu Cover

A LITTLE APOLLO FLAME HISTORY

In 1974 Arthur Poulos "Papa" (1920-1996) opened his first restaurant with son Yiannis Poulos. Our family recipes have been passed down for three generations and our restaurant is still family operated.

We appreciate your continued business. Thank you.

VOTED TEN YEARS IN A ROW
Best Mediterranean Restaurant

BEST QUALITY | BEST PRICES | BEST SALADS

APPETIZERS

Pita Bread with Tzatziki Sauce	7.49
Grape Leaves	7.49
Cheesebread with Marinara	7.49
Cheese Sticks	7.49
Fried Mushrooms	7.49
Fried Broccoli & Cheddar Bites	7.49
Greek Chips	7.49
Pita with Hummus	8.99
Boneless Wings with Celery	7.99

SALADS

OUR FAMOUS GREEK SALAD

Mixed Greens, Tomatoes, Greek Olives, Pepperoncinis, Feta Cheese, tossed in our Homemade Greek Dressing.

7.49 9.99

OUR FAMOUS CHICKEN GREEK SALAD

Our Famous Greek Salad topped with Grilled Chicken Breast, Tenders Marinated in Fresh Herbs.

10.49 12.49

Tossed Salad	6.49	9.49
Antipasto Salad	12.49	
Chef's Salad	12.49	
Southern Fried Chicken Salad	12.49	
Extra Dressing To Go		.50
Choice of Dressings		
Bleu Cheese		
Honey Mustard		
Ranch		
Thousand Island		
Our Famous Greek Dressing (Feta Cheese, Fresh Herbs and Spices)		

GREEK SPECIALTIES

CHICKEN GYRO PLATTER <small>Grilled Marinated Chicken, Grilled Pita, Tzatziki Sauce, and a Greek Salad.</small>	12.49
LAMB GYRO PLATTER <small>Grilled Lamb Strips, Grilled Pita, Tzatziki Sauce and a Greek Salad.</small>	12.49
COMBO GYRO PLATTER <small>A Combination of our Chicken and Lamb, Grilled Pita, Tzatziki Sauce and a Greek Salad.</small>	13.49
GYRO SANDWICH ON PITA BREAD <small>Chicken or Lamb, Lettuce, Tomato, Onion, and Tzatziki Sauce served with Chips, Potato Salad, Pasta Salad or French Fries.</small>	9.49
GREEK MEATBALLS <small>Our Meatballs topped with Meat Sauce and melted Feta and Mozzarella Cheese, served with a Tossed Salad and Garlic Bread.</small>	14.49
GREEK SPAGHETTI <small>Spaghetti Noodles tossed with Olive Oil and Feta Cheese served with a Tossed Salad and Garlic Bread.</small>	13.49
VEGETARIAN PITA <small>Served with Greek Salad.</small>	10.49

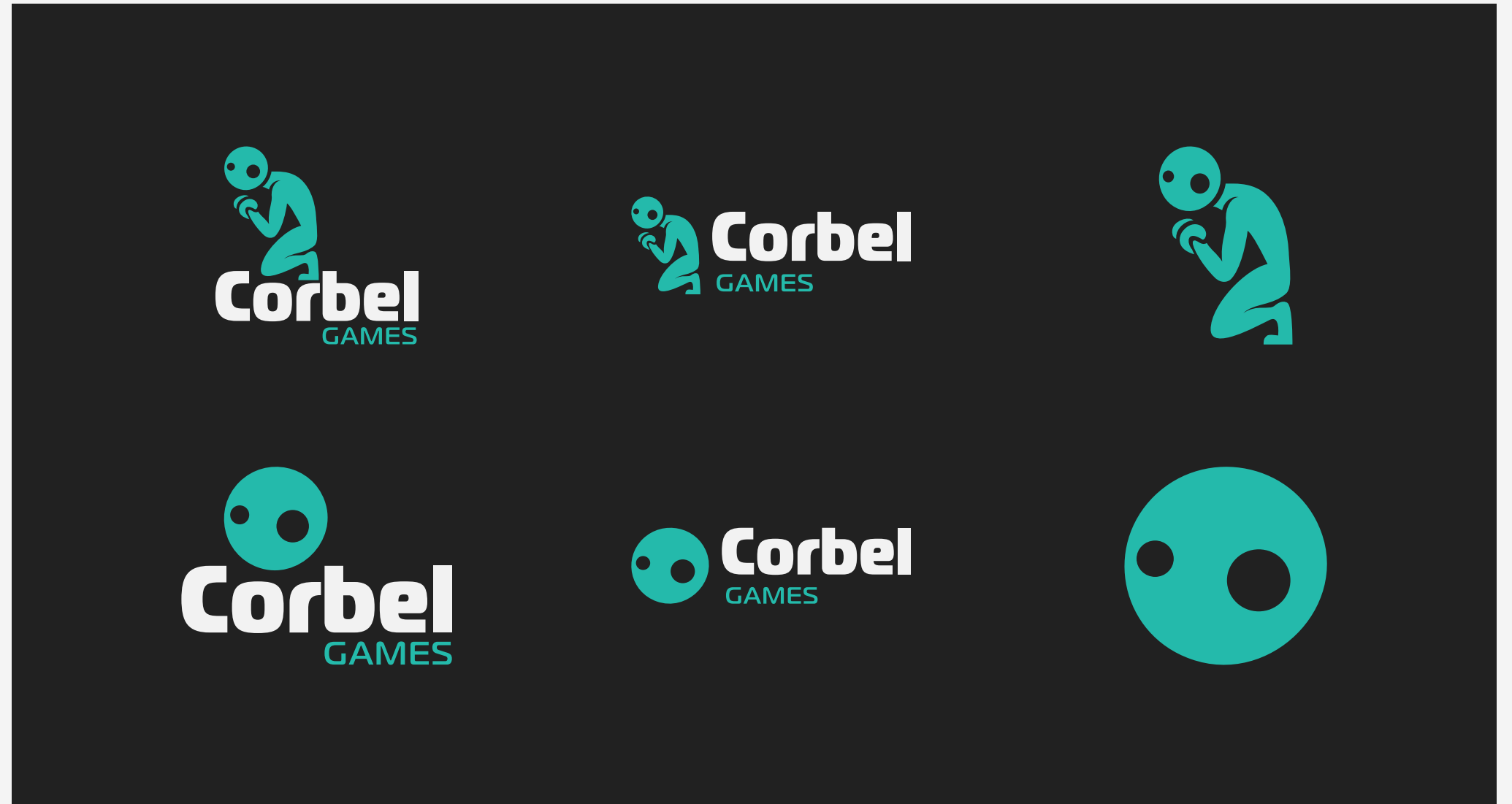
PIZZA

Cheese	10.25	11.50	13.50
One Topping	10.99	11.99	13.99
Each Additional Topping	1.25	1.49	1.69
Choice of Toppings			
Onions			
Peppers			
Sausage			
Hamburger			
Pepperoni			
Mushrooms			
Ham Salami			
Black Olives			
Tomato			
Jalapeno Peppers			
Banana Peppers			
Anchovies			
Spinach			
Pineapple			
Add Chicken			3.25

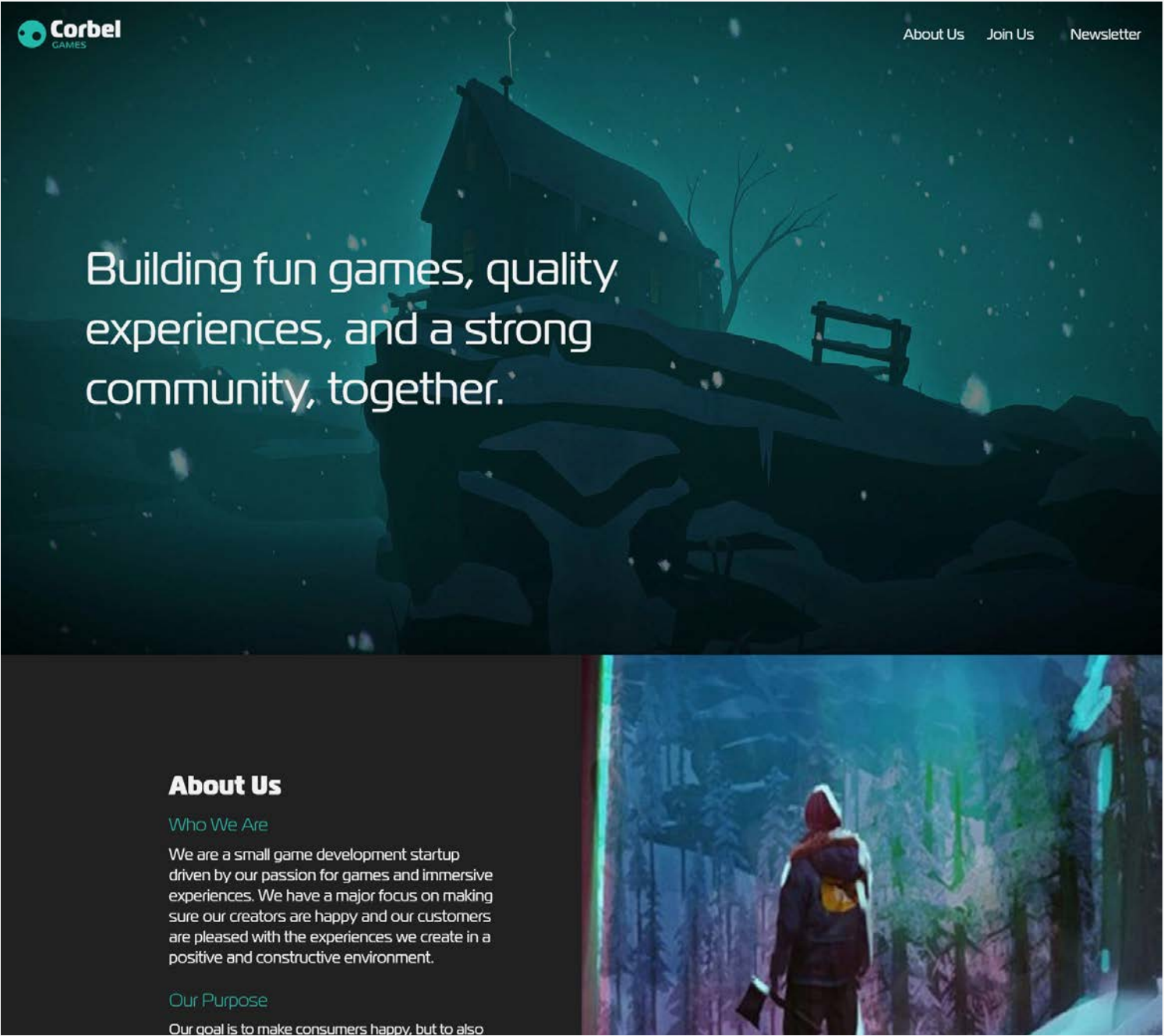
Ask about Gluten Free Pizza

Menu Spread 1

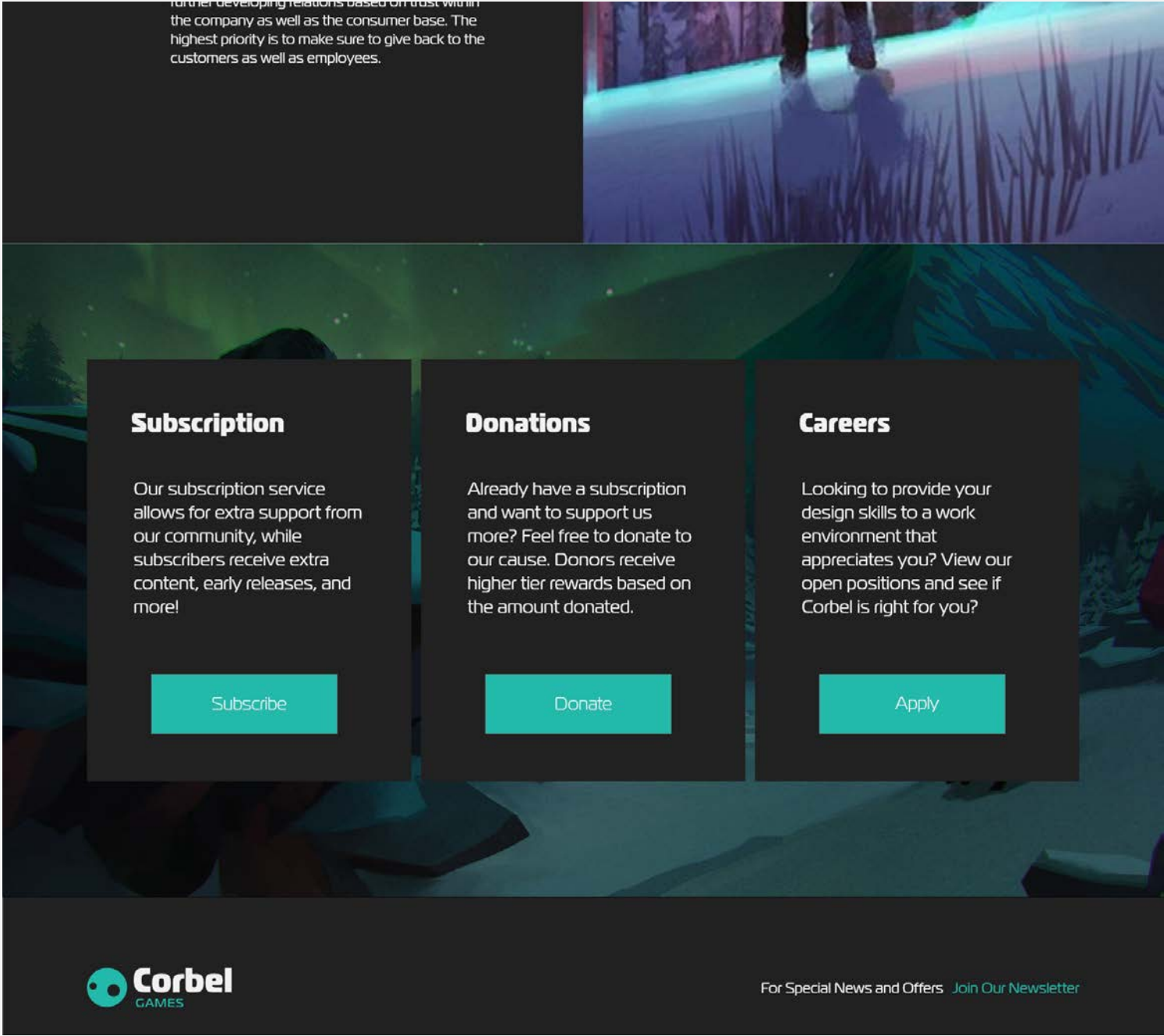




Alternative Logo Composition



Website Top



Website Bottom

Project

Misc is a personal project that originated as an experimentation with apparel design as a potential future career, as well as a space to freely design. Branding, print designs, advertising, and essentially every other aspect are under my creative control. Some of the photogrpahy, however, was done by friends.



Photography

misc.

Brand

The short definition of misc is that it stands for miscellaneous. It exists as a container for all the miscellaneous things I freely create with no restriction.

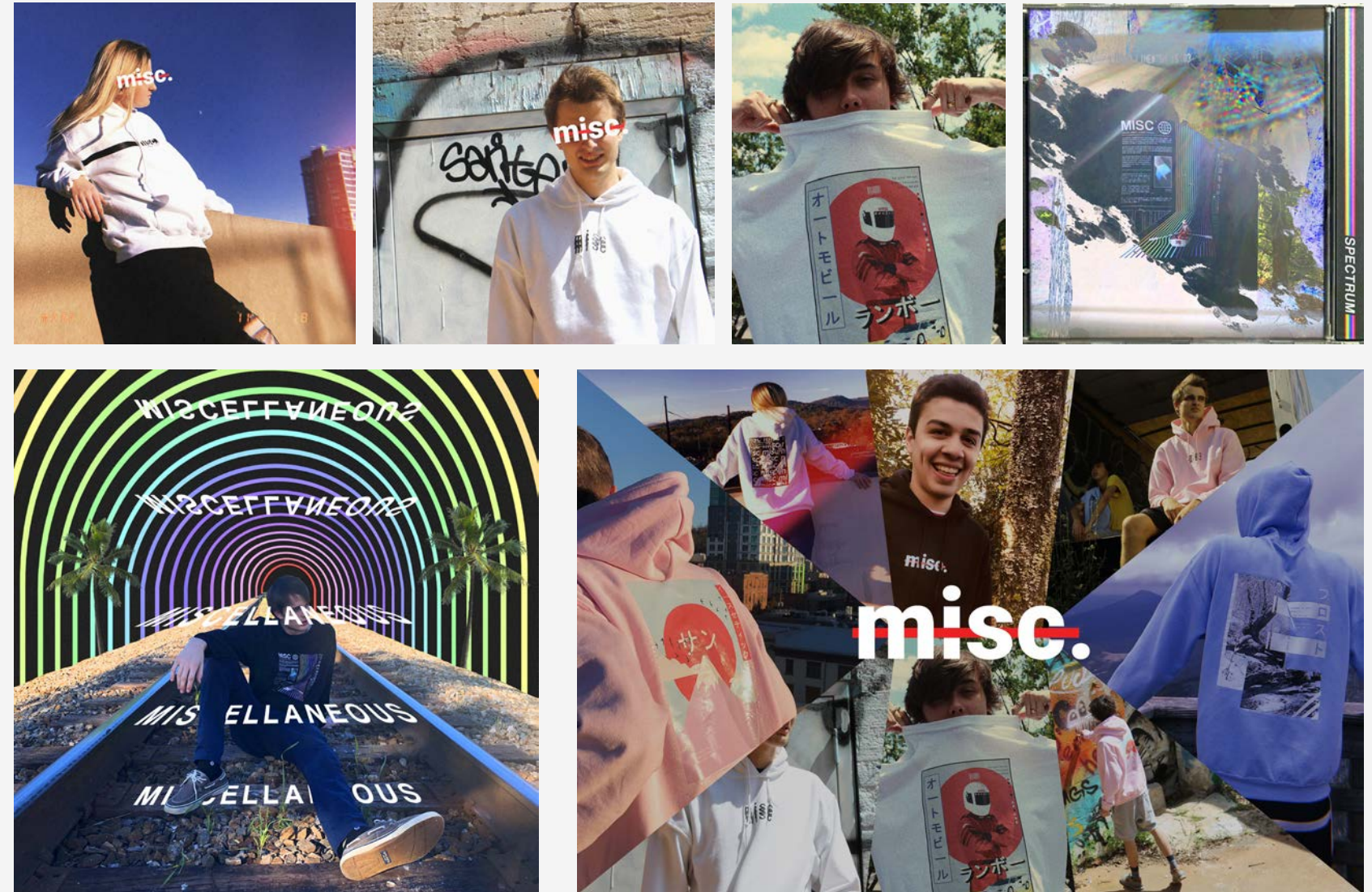


Snowfall and Eden Brand Visuals

misc.

The long definition is that it really stands for Miscellaneous Social Complex. The i doesn't stand for anything which means it is miscellaneous and does not matter. The self doesn't matter. We are all one. Seperated, yet vaguely conected through complex social structures.

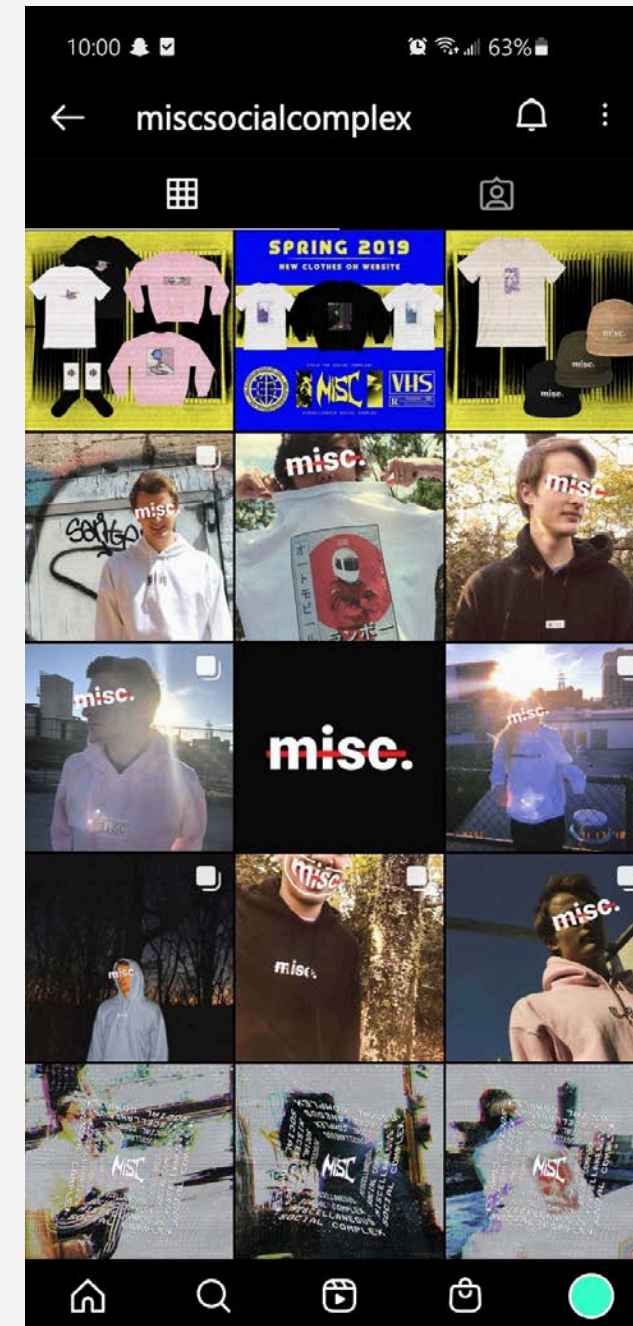
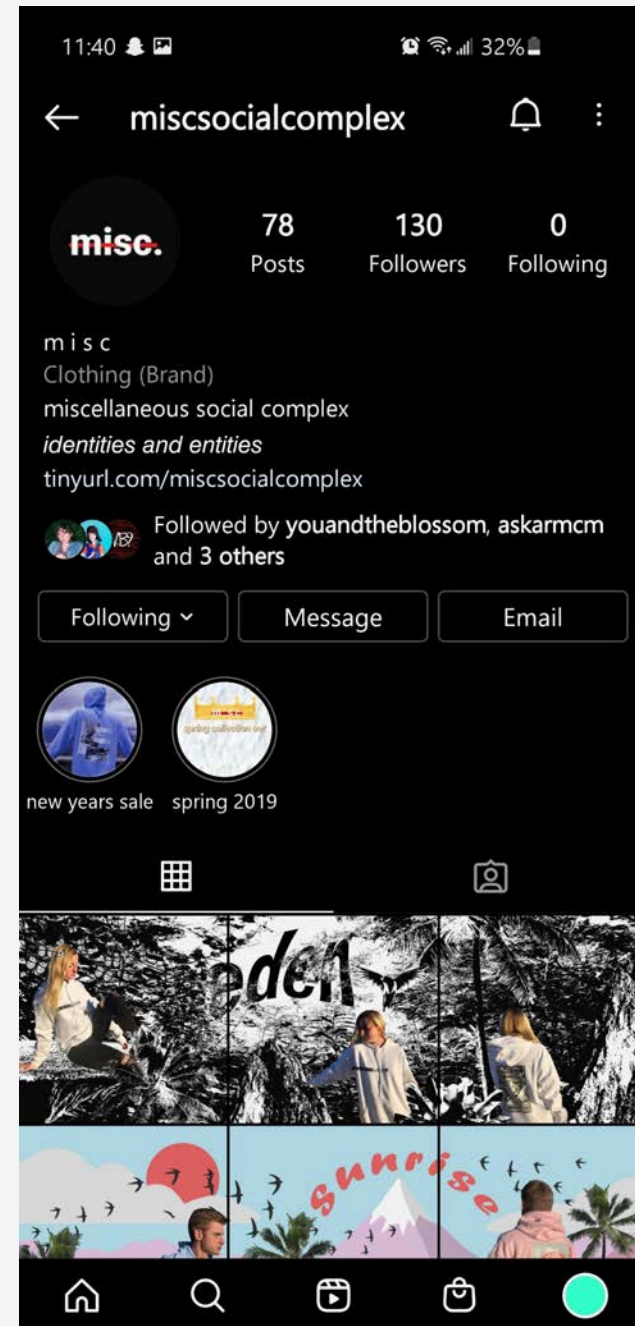
I wanted it to be a way to bring people together and make people care less about themselves and take on a more free approach to things, starting with the way they dress, and hopefully I will expand much further past this.



Various Brand Visuals

misc.

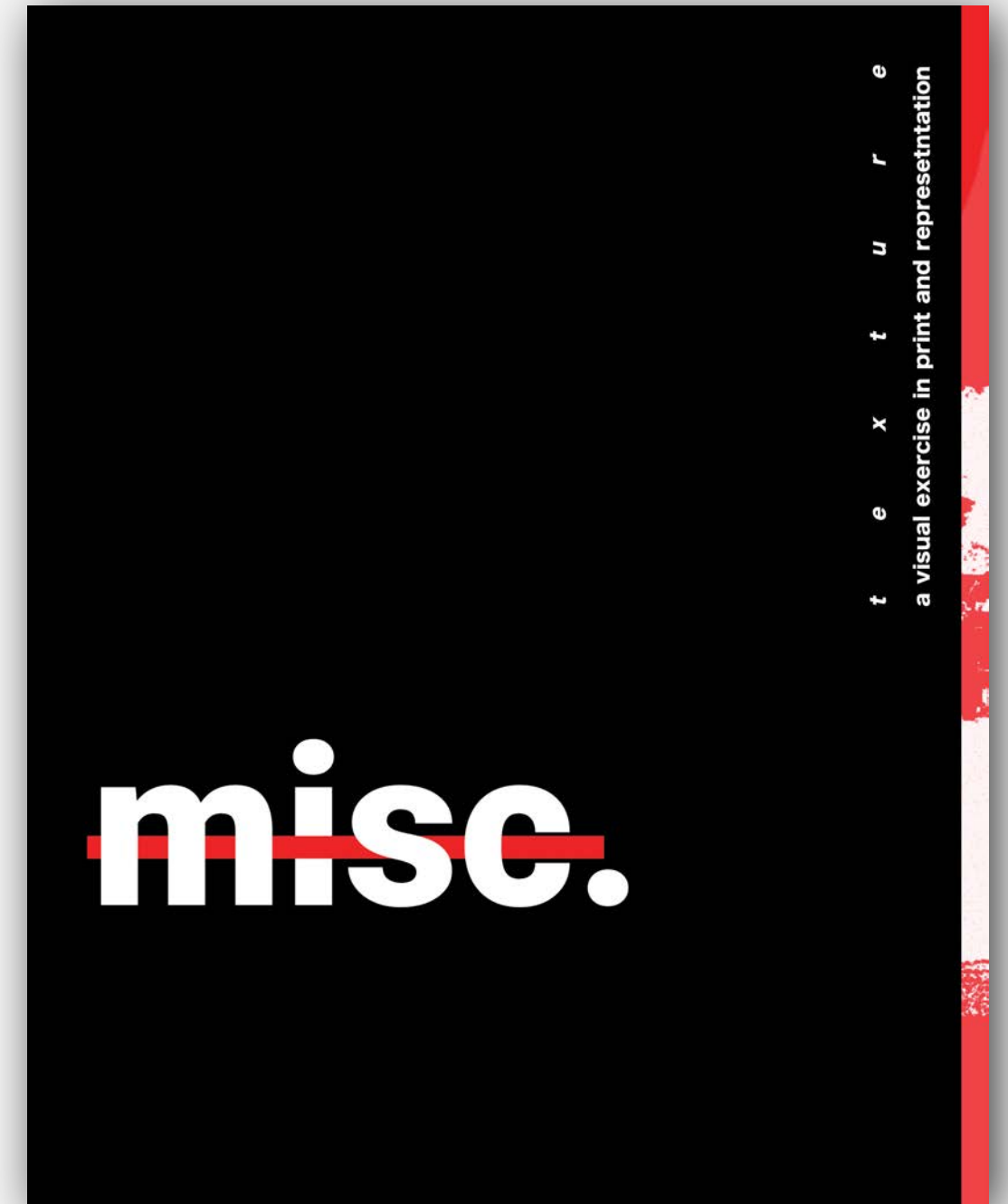
This project has allowed me to dip me feet in the water with some great experience and lessons. I have gotten the chance to learn some things involving the marriage of graphic design and business including advertisement design, product photography, web design, e-commerce, social media marketing, budgeting/finance, and more.



Instagram Account

misc.

I am always looking for ways to extend misc, or in the future my personal brand, into other medias and spaces to create a complex of products, ideas, and design. One of the first ways I have done this with misc is converting various designs, elements, photographs, and other assets into a publication entitled *Texture*. This publication explores the similarities in elements such as color and form of the existing misc catalog, and combines them into a new form of a book.



Texture Front Cover

The imagery on the spreads of this brief zine are continuous as texture is a dynamic ongoing process enslaved to time.



Texture Spread 2



Texture Spread 3

misc.



Beginning with the black cover the imagery begins on the very edge. It spans throughout the entire book seamlessly to blur the lines of the traditional page, and at the end you are left with less than you began. Only a sliver of color on the backcover, like the remaining memories at the end of a lifetime.