

PANGEA

One World One Place

Veronika Sedláčková

Aneta Stránská

Markus Wellmann

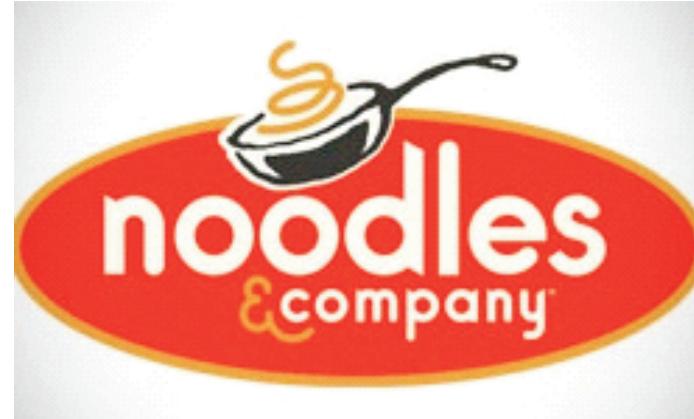
Concept

- international restaurant
- meal from each continent- One word one place
- different colours for each continent

Analysis



Analysis



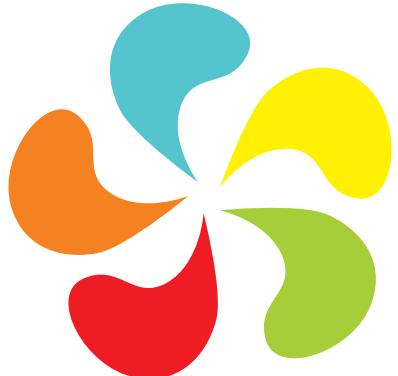
Analysis



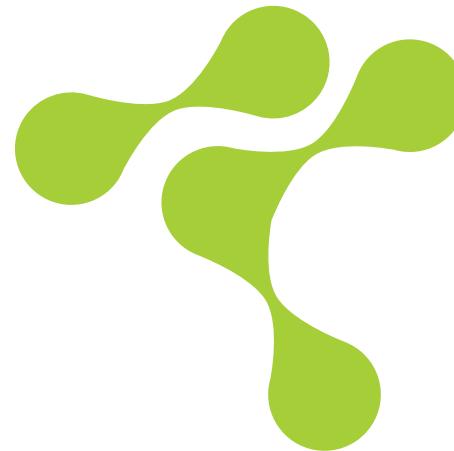
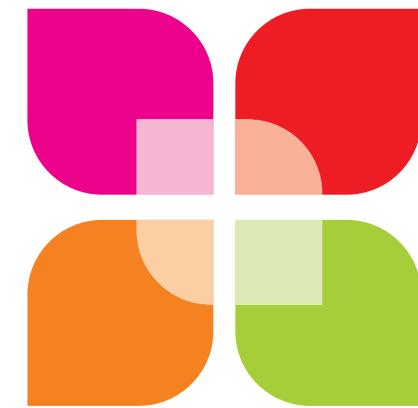
Development of logos



Development of logos



Development of logos



Development of logos



Development of logos



Tw Cen MT
Eurostile
Century Gothic

Pangea



Calibri
Euroference

Development of logos



Howies Funhouse
Calibri
Calibri

Howies Funhouse
Calibri
Calibri

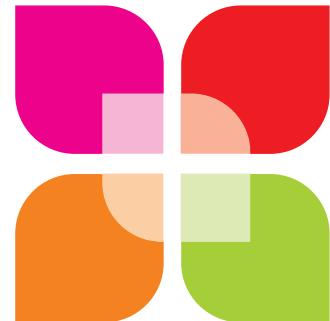
Development of logos



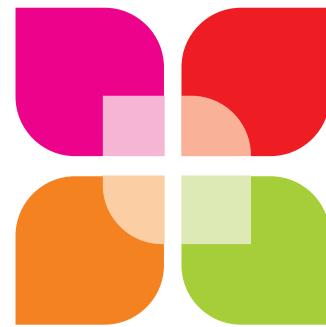
Corbel

LITHOS PRO REGULAR

Development of logos



PANGEA



Pangea



PANGEA

Eurostile
Tw Cen MT

Century Gothic
Arial Narrow

Development of logos



PANGEA

PANGEA



Tw Cen M
Century Gothic

PANGEA



Howies Funhouse
Euroference

Development of logos



Eurostile
Century Gothic
Euroference

Calibri
Eurostile
Tw Cen MT

graphic manual



content

Content:

- Logo specification
- Logotype specification
- Logotype construction
- Logo protectionzone
- Definition of logotype volumes
- Color definition
- Logotype prohibited variations
- Logotype on background
- Typography
- Stationary
- Menu
- Packages
- Architecural idea

design manual of corporate identity

The Corporate Identity is the personality and identity of a company. The corporate image says a lot about the organisation. It defines the overall behaviour, communication and visual appearance of a corporation. A strong corporate image can make a good impression on the public and partners and makes it easier for customers to identify the organisation when they receive information about or visit this fastfood restaurant. Corporate identity is applied on all internal and external documents and materials. The corporate identity manual is designed to help staff and clients apply the corporate identity correctly, from which font is used on individual PCs, to producing publications, and how to use the logo.

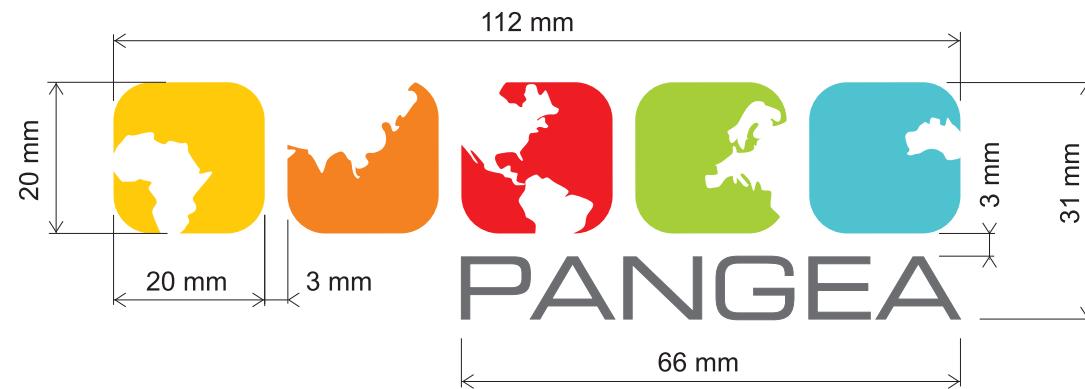
logo



logotype



logotype construction



protective zone



definition of logotype volumes



100%



75%



50%



25% - minimum size - 28x8mm

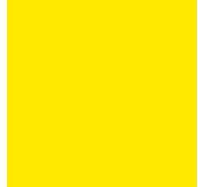
color definition



CMYK: 0,0,0,70
RGB: 96,93,92
PANTONE: Cool Gray 11C
WEB: 666666
LAB: 40,0,0



CMYK: 0,93,95,0
RGB: 212,46,18
PANTONE: 485 C
WEB: CC3300
LAB: 40,54,127



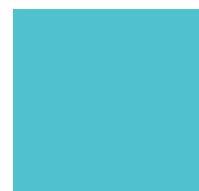
CMYK: 0,4,100,0
RGB: 247,217,23
PANTONE: Yellow 012 C
WEB: FFCC00
LAB: 100,54,127



CMYK: 43,0,86,0
RGB: 152,215,20
PANTONE: 375 C
WEB: 99CC00
LAB: 80,-56,127



CMYK: 0,55,100,0
RGB: 242,125,0
PANTONE: 151 C
WEB: FF9900
LAB: 80,54,127



CMYK: 62,0,20,0
RGB: 74,204,212
PANTONE: 316 C
WEB: 33CCCC
LAB: 100,-56,0

color definition



color variation



greyscale variation



black and white variation

logotype prohibited variations



logotype on background



typography

PANGEA - Eurostile LT Std Ext Two - 32pt

PANGEA - Eurostile LT Std Ext Two - 24pt

PANGEA - Eurostile LT Std Ext Two - 16pt

PANGEA - Eurostile LT Std Ext Two - 8pt

Eurostile LT Std Ext Two - 16pt
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

typography

HelveticaNeueLT Std Lt - 16pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HelveticaNeueLT Std Lt - 12pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HelveticaNeueLT Std Lt - 8pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HelveticaNeueLT Std - 16pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HelveticaNeueLT Std - 12pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HelveticaNeueLT Std - 8pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

stationary- business card



Steve Leddine
Manager

PANGEA international restaurant
1936 Harbor Avenue, S.W.
Seattle, WA 98126
phone 02-987-1568
leddine@pangea.com



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stationary- letter head



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Martha Copperfield
Director of Employee Relations
AT&T Communications, Inc.
3500 Greenbelt Plaza, Suite 2500
Houston, Texas 77046

February 21, 2010

Dear Martha,
This will confirm our arrangements for two (2) one-day Career Fairs for departing AT&T employees in San Francisco, CA on Thursday, March 30th and in Chicago, IL on March 31, 20—.

Approximately 135 employees will be affected in San Francisco, and 200 will be affected in Chicago. The workforce is 80% non-exempt customer service reps, 15% managers and supervisors, and 5% training, secretarial support, and IT.

You will notify the employees of your decision on March 16th. We will conduct two (2) one-day resume writing workshops in San Francisco (March 23rd) and Chicago (March 24th). We will provide writing and editing instruction, and AT&T will provide secretarial support to word process and print the resumes.

In addition to the one-day resume workshops, we will provide site selection and contracting, show management, selection and recruiting of hiring companies, event co-ordination and logistics. We will guarantee a minimum of 20 companies for 200 attendees and 13 companies for 135 employees.

Our fee, which includes two people on-site for the show, is \$15,000 per city, or \$30,000 total. This equates to \$150 per person with 100 attendees, and \$75 per person with 200. In addition, AT&T will pay for the facilities, show decorators, A/V, and our travel. We will invoice you for 50% of the fee in advance to cover startup costs for the project. Thanks for this opportunity, Martha. We're looking forward to making AT&T's Job Fairs a big success.

With best regards,
William S. Frank



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1936 Harbor Avenue, S.W.
Seattle, WA 98126
phone 02-987-1568
pangea@pangea.com

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With best regards,
William S. Frank

stationary- envelope



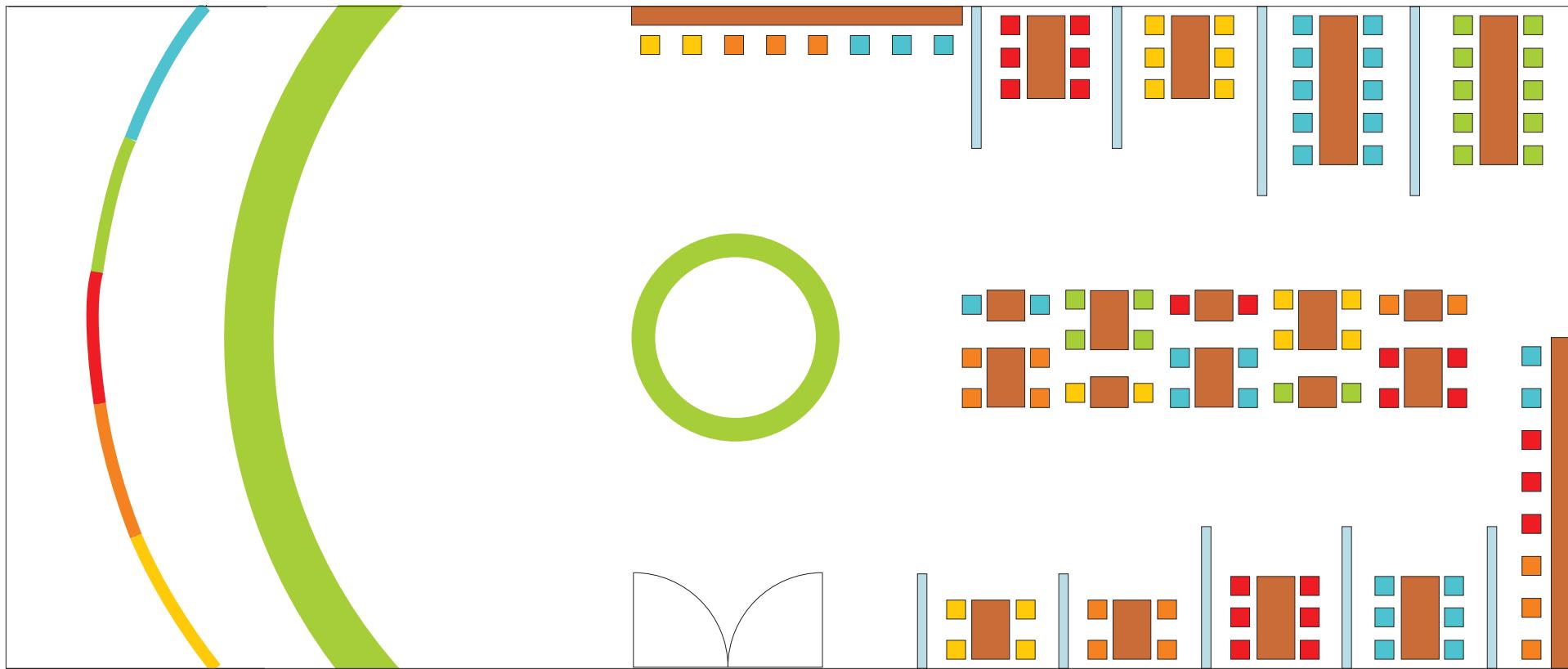
stationary- envelope



PANGEA international restaurant
1936 Harbor Avenue, S.W.
Seattle, WA 98126



Architecural idea



Architecural idea



Architecural idea- packages



Architecural idea- packages



Architecural idea- packages



Web site

- Experience Point System
- For buying products you need to have an amount of experience points (exp) which you get from buying food. You can buy a product only if you have enough exp.
- If you buy a menu the amount of exp will be higher than if you by them as single. Also the menus will be cheaper.
- The clue with the exp System is, if you by a foods or menus you get exp anyway so some people will think, "oh wow I have exp I should use them and buy something".

Website

The basic idea is to build in extra contend for users so there is a good reason for people to go and stay on the Website.

The current features are made to share and generate own contend.

You can create own wish lists for products and menus for foods and share them with other users. The price and the count of exp of the created menus will be generated automatically

Other Features could be:

A rating system for products and menus so people could decide which menus and products they like the most. The best rated will stay longer for selling

If you look into a menu there will be shown which products you could buy with the amount of exp you get from buying the food.

Also if you look into a product there will be suggestions for menus which will give you the amount of exp to buy this product



AFRICA



Moroccan Lentil Soup



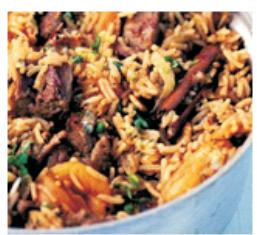
Moroccan tagine



Chutney Chicken



Chermoula



Spice Moroccan rice



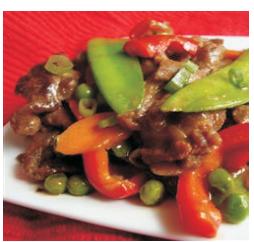
ASIA



Festive golden chicken



Prawn nobles



Filipino Beef Stir-Fry



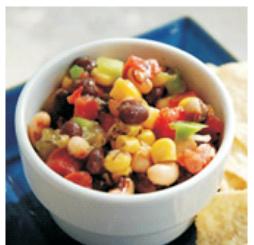
Wonton Soup



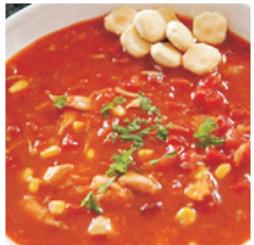
Bangladeshi Beef Curry



AMERICA



Bean Salsa



Chicken soup



Potato Burritos



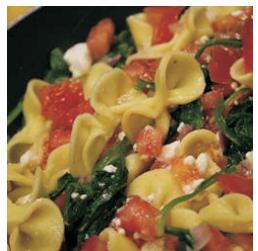
Chile Rellenos



Pesto Quinoa



EUROPA



Plain Pasta



Greek Salad



Poulet aigu de Tarragon



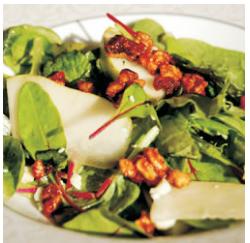
Scotch Eggs



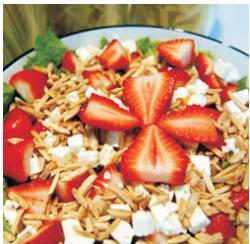
Karjalan Pies



AUSTRALIA



Roquefort Pear Salad



Strawberry and Feta Salad



Lamb Madras Curry



Shearers' Mince
and Potato Hot Pot



Cioppino

The end!

Thank you for your attention!