



K&S Top of the Hill: An Integrated Brand Redesign

By: Shiloh Williamson
DMD 1101 Final Project

Overview/Concept/Synopsis

- **About K&S Top of the Hill:**

- Small, black-owned Jamaican restaurant in Stamford, CT
- Located in a vibrant Caribbean community, serving authentic Jamaican cuisine
- Lacks a cohesive brand identity

- **Purpose of the Rebranding:**

- Establish as the go-to spot for Jamaican cuisine
- Reflect the vibrancy of the Caribbean
- Modernize the brand
- Attract new customers

Design Deliverables

- **Primary Logo:** bold, versatile design using vibrant colours
- **Secondary Logos:** 2 simplified logos for more specific purposes
- **Print Menu Mockups:** a modern menu highlighting the restaurant's offerings
- **Carry-Out Packaging:** branded designs for takeout containers
- **Building Signage:** mockups of the logo for the restaurant exterior

Secondary **Primary** Plain Text





#FFF200

#00A651

#231F20

#A87650

#FFFFFF



LOGOS

PRIMARY LOGO



Secondary Logos



K&S TOP OF THE HILL





MOCKUPS

FRONT

K&S TOP OF THE HILL

ENTREES

BROWN STEW CHICKEN.....	\$8.99
CURRY GOAT.....	\$8.00
JERK CHICKEN.....	\$8.00
CURRY CHICKEN.....	\$8.00
OXTAIL.....	\$11.00
BROWN STEW FISH.....	\$20.00
CRAB LEGS.....	\$25.00
SALTFISH & ACKEE.....	\$7.00
STEAMED LOBSTER.....	\$30.00

SIDES

JAMAICAN PATTY.....	\$2.00
<small>Options: beef, chicken, vegetable</small>	
MAC AND CHEESE.....	\$4.00
PLANTAINS (6 Pieces).....	\$1.00
<small>Fried plantains</small>	
CORNBREAD.....	\$3.00

BEVERAGES

TING.....	\$2.50
<small>A crisp and tangy Jamaican grapefruit soda with a bold citrus kick.</small>	
SORRELL.....	\$3.50
<small>A sweet and tangy Jamaican hibiscus drink with hints of ginger and warm spices.</small>	
DC GENUINE JAMAICAN CREAM SODA.....	\$3.00
<small>A smooth and sweet soda with a rich vanilla flavor, a classic Caribbean treat.</small>	
FOUNTAIN SODAS.....	\$3.00
<small>Coke, Sprite, Ginger-Ale, Fanta, etc.</small>	



BACK



K&S TOP OF THE HILL

ENTREES

BROWN STEW CHICKEN	\$8.99
CURRY GOAT	\$8.00
JERK CHICKEN	\$8.00
CURRY CHICKEN	\$8.00
OXTAIL	\$11.00
BROWN STEW FISH	\$20.00
CRAB LEGS	\$25.00
SALTFISH & ACKEE	\$7.00
STEAMED LOBSTER	\$30.00

SIDES

JAMAICAN PATTY	\$2.00
<small>Options: beef, chicken, vegetarian</small>	
MAC AND CHEESE	\$4.00
PLANTAINS (6 Pieces)	\$1.00
<small>Fried plantains</small>	
CORNBREAD	\$3.00

BEVERAGES

TING	\$2.50
<small>A tangy orange juice, Jamaican grapefruit soda with a hint of ginger and warm spices</small>	
SORRELL	\$3.50
<small>A sweet and tangy Jamaican hibiscus drink with hints of ginger and warm spices</small>	
DC GENUINE JAMAICAN CREAM SODA	\$3.00
<small>A smooth and sweet soda with a hint of vanilla flavor. A smooth Caribbean treat</small>	
FOUNTAIN SODAS	\$3.00
<small>Coke, Sprite, Ginger Ale, Fanta, etc.</small>	

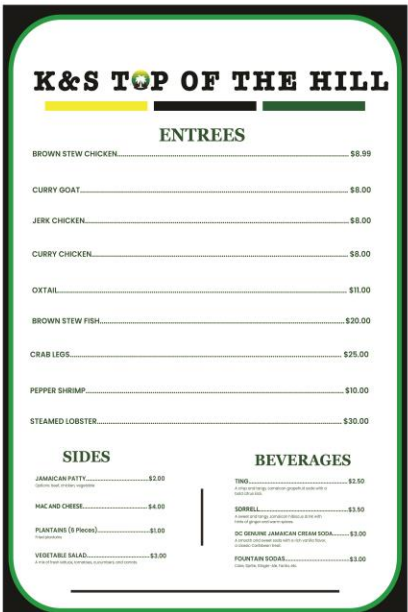




Composite of All Design Products



K&S TOP OF THE HILL





THANK YOU!!!