

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

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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
Options: beef, chicken, vegetable	
MAC AND CHEESE.....	\$4.00
PLANTAINS (6 Pieces).....	\$1.00
Fried plantains	
CORBREAD.....	\$3.00

BEVERAGES

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

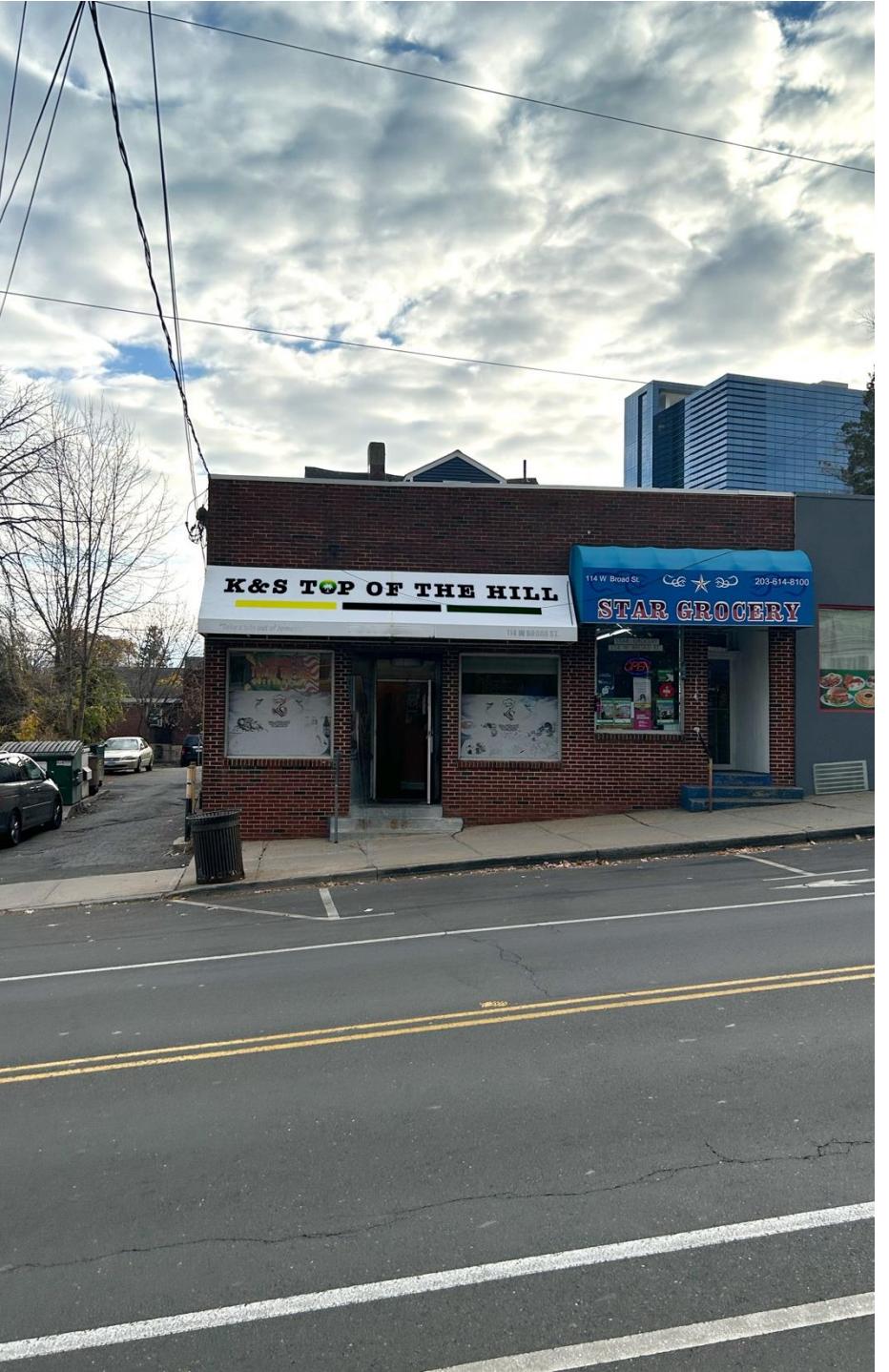
BACK

K&S Top Of The Hill





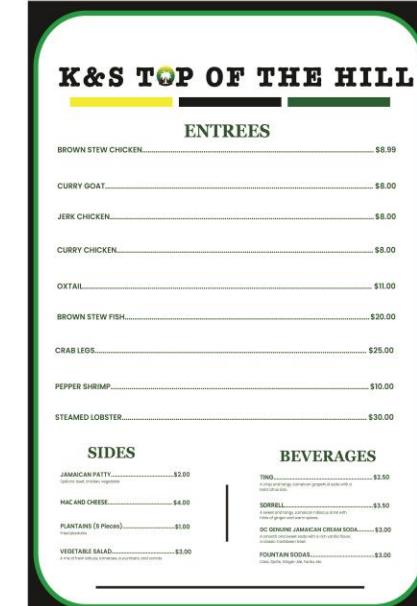




Composite of All Design Products



K&S TOP OF THE HILL





THANK YOU!!!