

Ohio River Foundation

Logo Redesign Guide

Hannah Barnes

Corporate Identity

Fall 2023



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INTRODUCTION

About

- 501(c)(3) nonprofit
- Founded in 2000
- Headquarters in Blue Ash, Ohio
- Formed in response to the degradation of the Ohio River
- Protects and improves quality and ecology of the Ohio River and all 14-state watersheds
- The Ohio River is a source of drinking water for 35 million people, approximately 10% of the U.S. Population

Competitors

- First Chance Inc.
- SPEF Inc.
- Operation Give Back

Mission Statement

ORF diligently works to protect and restore the water quality and ecology of the Ohio River Watershed through advocacy, habitat restoration, and school education and youth programs. The results of our work creates climate change resilient habitats.

ORIGINAL LOGO



Working

•Leaf graphic

Nature-like, visually interesting, good representational graphic for a nature organization

•Typeface

Structured, professional, reads well at various sizes

Not Working

•Blue wave graphic

Doesn't read well, inconsistent with treatment of one line not connecting to the letter form, looks child-like, not visually interesting

•Color separation

River becomes dominant first read, creates a stacked layering effect

•Text alignment

No set alignment, creates an odd visual effect

INSPIRATION



SUNBURST NATURE



SKETCHES

Monogram



Logotype



SKETCHES

Symbol



Pictogram



SKETCHES

Combination



SKETCHES

Refinements



Ohio
River
Foundation

OHIO
RIVER
Foundation

Ohio
River
Foundation

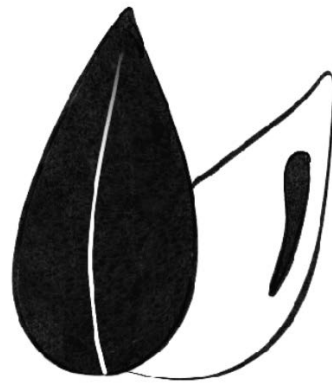
OHIO
RIVER
Foundation

orf orf orf orf orf

ORF ORF ORF ORF

SKETCHES

High Contrast



*Ohio
River
Foundation*

ORF orf

FINAL LOGO DESIGN



•Typeface

Curvilinear typeface to correspond with the idea of nature. Adds visual interest, while remaining professional.

•Logo Graphic

Combines a leaf and a water drop to represent nature and river water. ORF works with more than just the river, which needs representation in the mark.

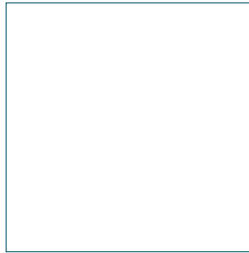
COLORS AND TYPE



#005366



#004712



#FFFFFF

The original logo colors incorporated a light green and a dark blue. The updated logo incorporates both a dark blue and a dark green that can be tinted when needed to create a broader range of applicable colors. The updated colors provide more contrast, while still representing colors of nature. The colors also allow for hierarchy and the separation of visual elements.

OHIO RIVER Foundation

The updated logo uses the Sirenia typeface. Sirenia provides visual interest through the curvilinear nature of the typeface. Ohio River is shown in all caps to create emphasis and hierarchy.

SCALING

The redesigned logo scales well and can be utilized for a variety of different size requirements. The type is readable at caption size or larger sizes, making the logo suitable for small and large applications.



EXCLUSION ZONE

For maximum application of the mark, keep objects away from the mark according to the chart below. Measure the exclusion zone using the x-height of the mark. This allows the mark to be readable and easily recognizable

X 2.5 x-height

X 4.5 x-height



X 3.5 x-height

X 5 x-height

□ = 1 x-height

INCORRECT USAGE



Avoid bright, warm colors.



Avoid stretching the mark out of the given proportions.



Avoid rotating the mark at angles that do not equal 90 degrees.



Avoid scaling the mark smaller than 0.5in.

ALTERNATIVE USAGE



Positive B/W



Reversed B/W



Reversed Color



1" Positive B/W



1" Positive B/W



1" Reversed B/W



1" Reversed B/W



1" Reversed Color



1" Reversed Color


Applications

LETTERHEAD SYSTEM




**OHIO RIVER
Foundation**
4480 Classic Dr.
Blue Ash, OH 45241

Mrs. Heather Marzina
203 W. Market St.
Blue Ash, OH 45292




**OHIO RIVER
Foundation**



Sarah Chamberlin
Restoration Program Manager

- ✉ Sarahorfe@gmail.com
- ☎ (330) - 460 - 3365
- 🌐 ohioverfdrn.org/
- 📍 4480 Classic Dr.
Blue Ash, OH 45241



**OHIO RIVER
Foundation**
4480 Classic Dr.
Blue Ash, OH 45241

July 15th, 2023

Dear Heather Marzina,

Aximaxim odipsandis quatibe rcilla quibeatis dionem a offictibus, rogi nonseditas eumquia denimoluptum vendes aute possimus volesewrio volla nestibus.Solupta ssitia quis di se dolore conectia et ipidsto quam qui recae nobit expelstiaes dolibus as enessit que pelictus eatemqu di doloreritae liquid minisit quam sant.

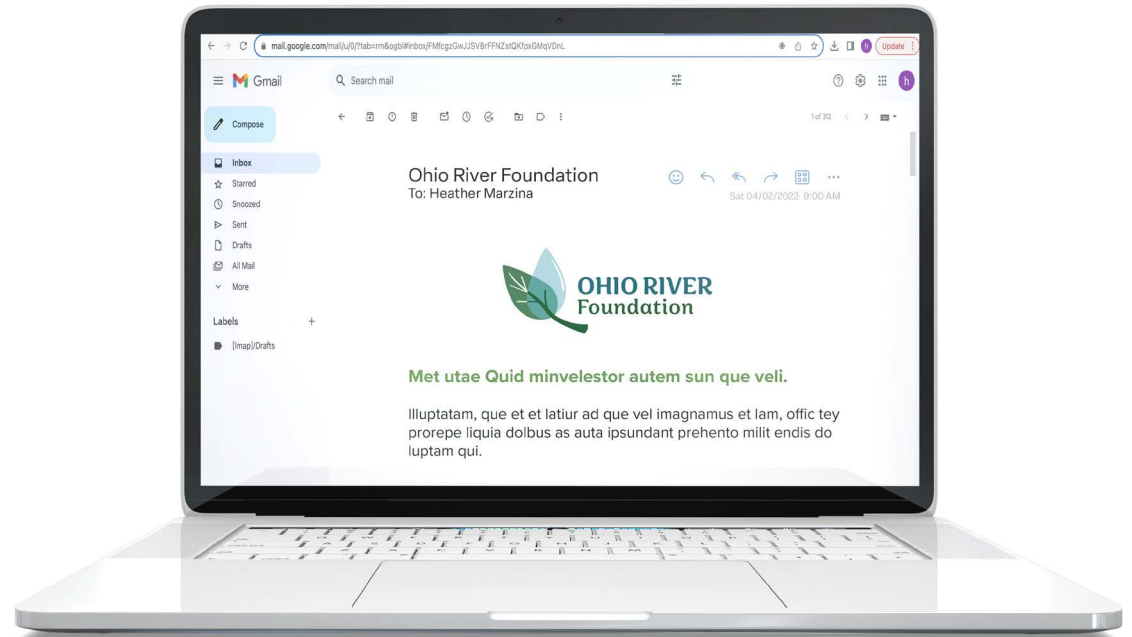
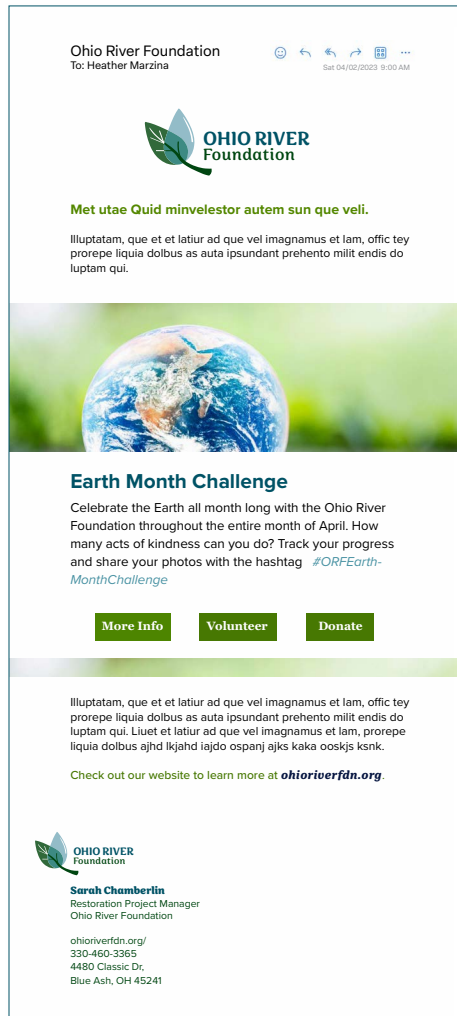
Omnisci aerorro corpor similliatu volo beatis magnati orerspe riaturer hendus dolorati illacea quiaest, cusame vit a dolente vendis voluptaic ssequi ipistrum rem labeyr rorestet audit parume esenitibus aut volupta ssuntur. Qui repella ccaobressunt vent estes aut maio quatur aye bs que nullam dempori assequa tionse occab inus.

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Warm Wishes,

Sarah Chamberlin
Restoration Program Manager
Ohio River Foundation

EMAIL



FLYER

Student Leaders Summer
Conservation Program

REGISTRATION NOW OPEN!



Calling all high school students! Registration is now open for the Ohio River Foundation's Student Leaders Summer Conservation Program. Students will have access to the following opportunities:

- Meet professional conservationists and scientists
- Learn about environmental science careers
- Learn about conservation activities
- Paddle, hike, and observe water samples from the Ohio River



**OHIO RIVER
Foundation**



SCAN TO LEARN MORE

MAGAZINE AD



Volunteer Today

Join our mission in protecting the Ohio River and its watershed through advocacy, education and restoration projects

Sign-up today or learn more at
ohioriverfdn.org/support-us/volunteer/



21

MERCHANDISE

Water bottle



MERCHANDISE

Uniform




MERCHANDISE

Accessories



FORM



Volunteer Project Registration Form

The Ohio River Foundation is thrilled to have you volunteer with us. Our mission is protect and improve the quality and ecology of the Ohio River. With your help we can continue to provide the needed services to protect, educate and conserve habitats and communities. Sign up below to get started!

Personal Information

Full name:

Email:

Phone:

Address:

State: Zip Code:

Age: Pronouns:

Emergency Contact

Full name:

Email:

Phone:

Relationship:

Project Information

Select a project:


Select an available time-slot:

Have you volunteered with us before:

18 AND OVER — PLEASE READ AND CHECK THE BOX BELOW — I hereby discharge, release and hold Ohio River Foundation, its agents, employees, attorneys, directors, donors, sponsors, and volunteers from all claims, including but not limited to personal injury or death and property damage. I understand that there are risks, known and unknown, associated with volunteering for outdoor projects and I assume all such risk arising from this volunteer activity. I understand that Ohio River Foundation employees or all other volunteers are qualified to administer emergency medical or first aid care. I consent to the securing of an emergency vehicle on my behalf in the event that I am incapacitated or injured. I also consent to the use of my photographs, without compensation or payment, or license in connection with publicity or information about Ohio River Foundation.

I agree to the above statement

Submit



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Personal Information

Full name:

Email:

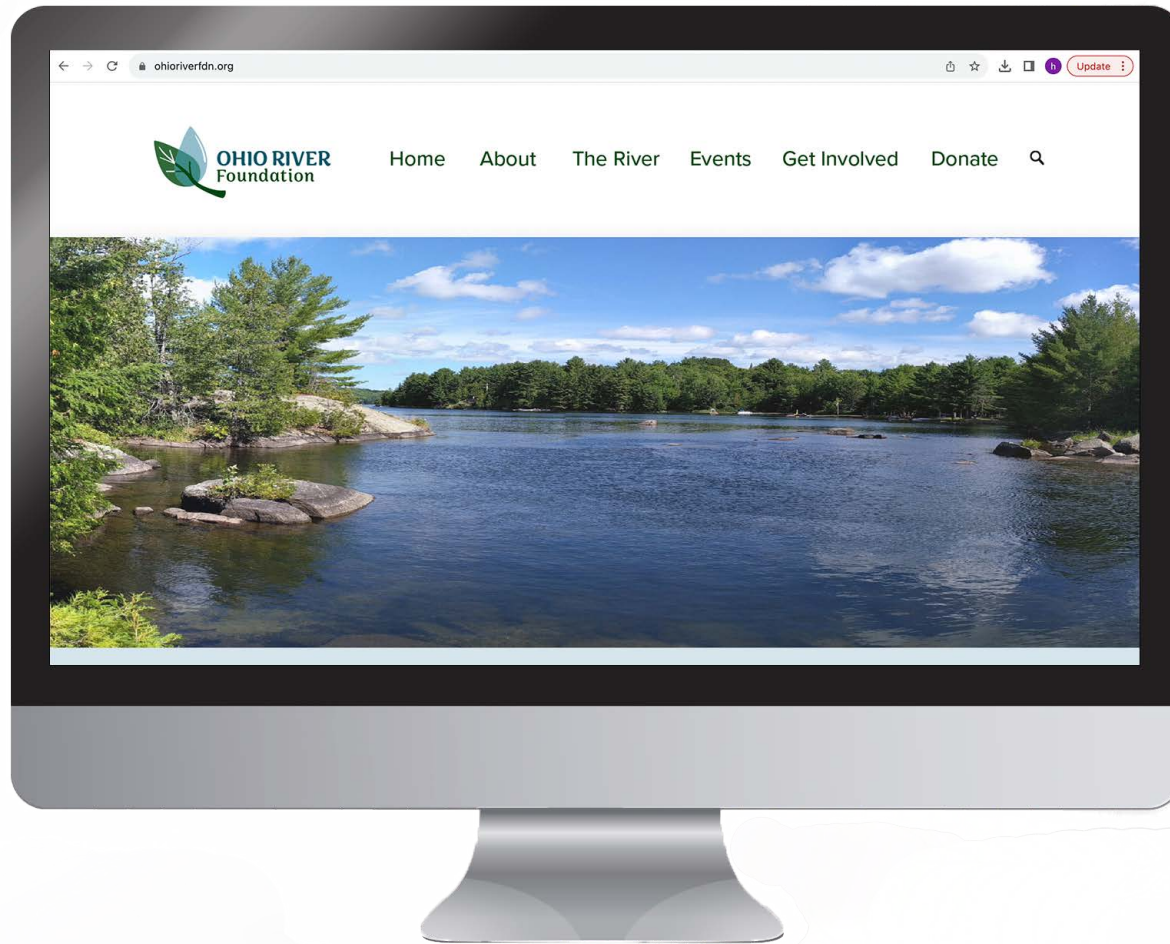
Phone:

Address:

State: Zip Code:

Age: Pronouns:

WEBSITE



WEBSITE

OHIO RIVER Foundation Home About The River Events Get Involved Donate



Protecting the Ohio watershed for over 20 years



Advocacy
LEARN MORE



Education
LEARN MORE



Restoration
LEARN MORE



Issues Impacting The Ohio River

The issues impacting the Ohio River's watershed environment and human health are varied. Focused attention from citizens, government, agriculture and the industry can help protect and improve the watershed's condition, now and in the future. Some of the major issues affecting the health of the Ohio River include: toxic algae, climate change, air and water pollution, invasive species, habitat degradation and more.

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Habitat Restoration
Education Programs
Volunteer

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CONTACT US

P.O. Box 42460,
Cincinnati, OH
45242
ohioriver@ohio-river.org
513-460-3365


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Habitat Restoration


The Ohio River Foundation creates more climate change resilient habitats through invasive species removal, native plantings, and barrier removals. Ohio River Foundation works with private and public landowners to implement and manage their projects, as well as provide assistance in obtaining project funding.



Invasive Species Removal
LEARN MORE



Native Plantings
LEARN MORE



Barrier Removal
LEARN MORE

Interested in supporting our restoration projects?

Here's how to help:

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[VOLUNTEER](#)

[FUND A PROJECT](#)

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Full name:

Email:

Phone:

Address:

State: Zip Code:

Age: Province:

Emergency Contact

Full name:

Email:

Phone:

Relationship:

Project Information

Select a project:

Select an available timeslot:

Have you volunteered with us before:

WE ASK YOU - PLEASE READ AND CHECK THE BOX BELOW - I am a: (check one)
 Individual
 Family (including children and adult Ohio River Foundation, its agents, employees, directors, donors, sponsors, and representatives of clubs, societies and related to personal copy or share and property usage. I understand that there are risks, harms and unknown associated with participation in outdoor projects and services. All such risks include, but are not limited to, recreational risk. Ohio River Foundation employees and all other volunteers are obligated to adhere to applicable laws and regulations. I consent to the recording of my emergency contact on my behalf for the event that will be conducted or planned. I also consent to the use of my photographs, without compensation or payment, or likeness in connection with publicity or promotional about Ohio River Foundation.

I agree to the above statement

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LOGO SIGNAGE



ANIMATION

<https://youtu.be/hU36fwpGuxc>



Ohio River Foundation

Logo Redesign Guide

Hannah Barnes

Corporate Identity

Fall 2023





Maximal

Hannah Barnes

Fall 2023

Packaging

Project 3



Assignment

Identify and design a product that can be reimagined into a high end packaging approach.

Specs

Typefaces:

Anago

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Dimensions: 17in x 11in

Color Palette 1



#FF0400



#000000



#FFFFFF

Creative Brief

Client

Adobe

Situational Analysis

Graphic design continues to grow as an industry and a field. New designers are entering the workforce each year and those designers will need various tools and resources to be successful. Adobe offers numerous applications that allow designers to create their work. Adobe also has an online retail shop where they sell Adobe related merchandise. There is no bulk option on the Adobe website, as each item is sold individually. My design combines the idea of Adobe software with merchandise to create a gift set for new and upcoming graphic designers.

Objective

Design a chosen product to include in high end packaging, such as a collectible or limited edition.

Target Audience

Young and new graphic designers who are interested in Adobe products.

Deliverables

Design a product, as well as the special edition packing for the product.

Idea Generation

Books:

Books, bookmarks, stickers, pins, totebag, keychain, socks, blanket

Design:

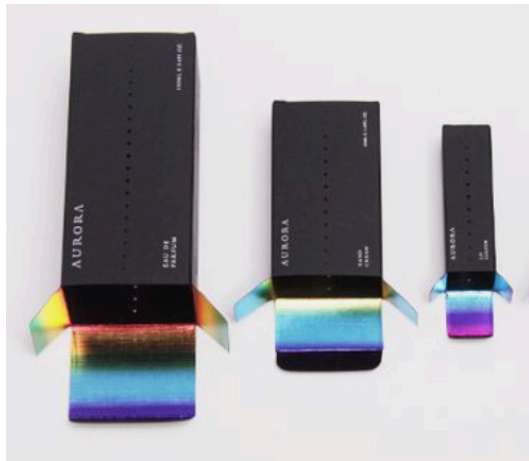
Books, headphones, pencil set, sketchbook, totebag, shirt, poster, prints, type size chart, pracing paper pad, pins, blue light glasses, water proof bookbag, 1-month subscription, portable pantone swatch fab guide, bag pouch, electronic cleaning brush, ruler, pens

Saw Movie:

Movie DVDs, poster, collectible cards, keychain, shirt, hat, bag

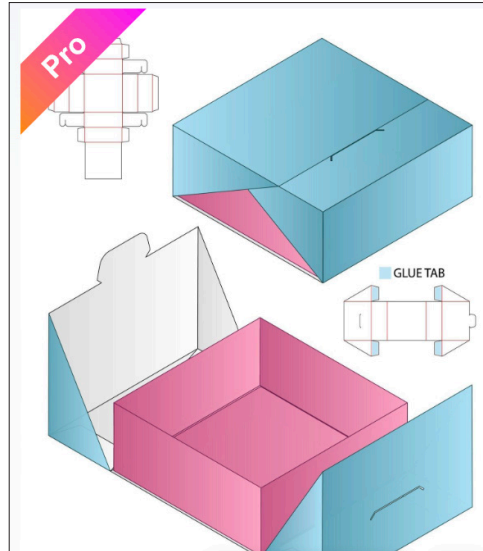
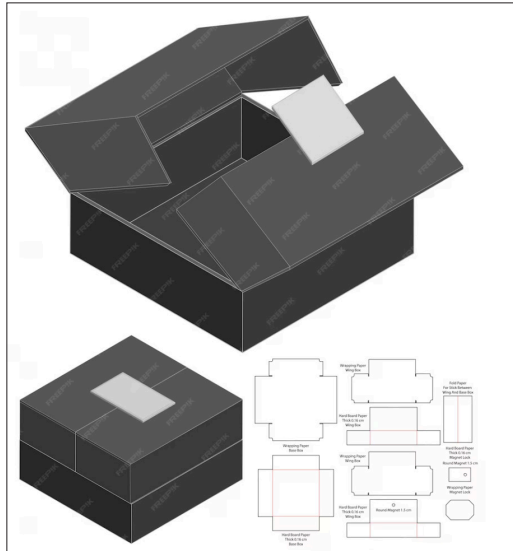
Moodboard & References

Moodboard



Research

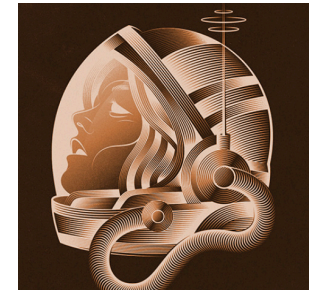
References: Box Designs



References: Luxury Box Designs



References: Adobe



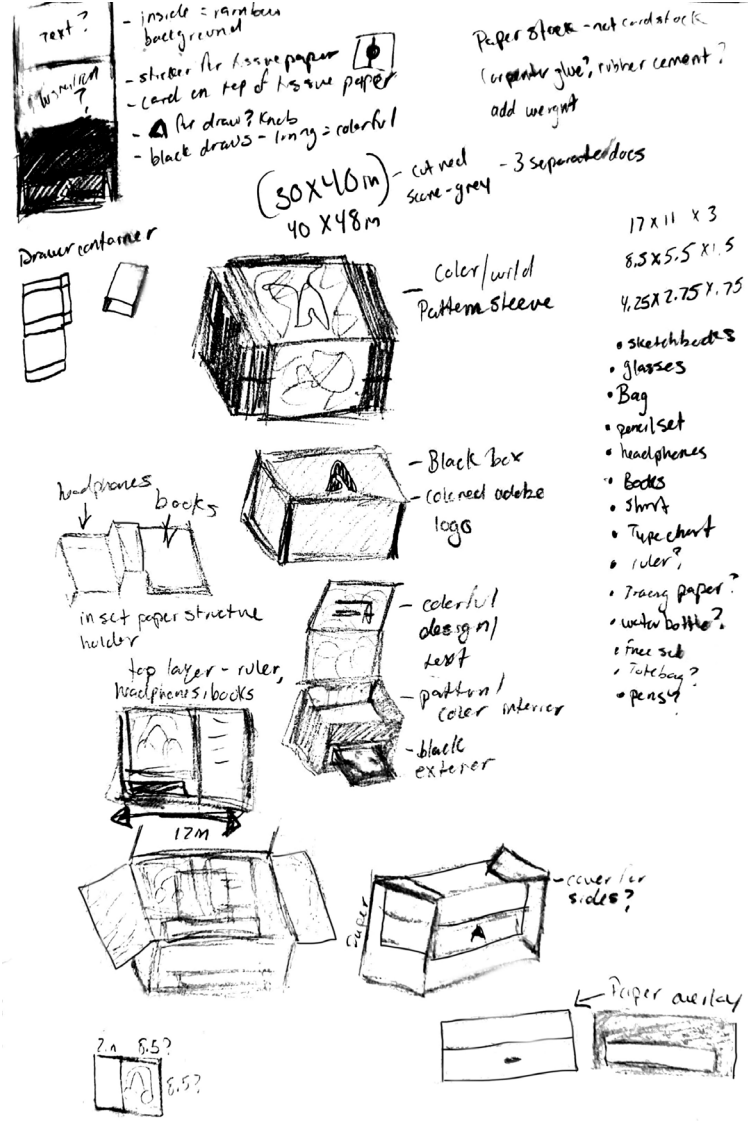
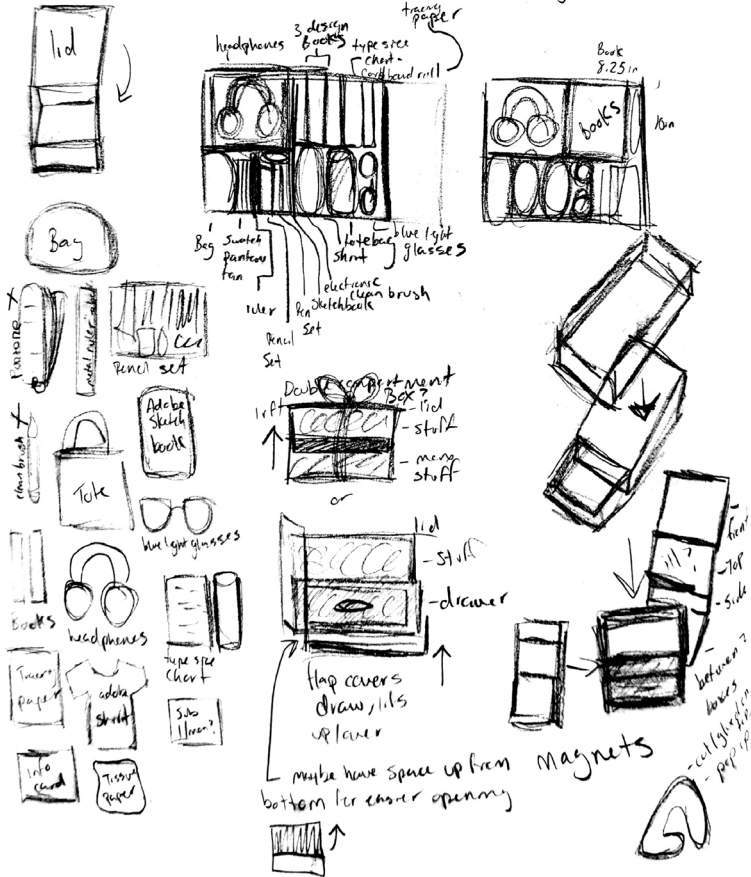
Sketches

Sketches

Books - books, bookmarks, stickers, pins, totebag, keychain, socks, blanket

Design - books, headphones, pencil set, sketchbook, funny totebag, shirt, poster/prints, type size chart, A tracing paper pad, pins (pin tool, color wheel, etc), blue light glasses, water proof backpack, 1 month sub of something, portable pen case, Switch fan jewelry, bag (pouch) for digital cards (mouse, etc), electronic cleaning brush, (over 1 year)

Sell - movies DVD, poster, collectible cards, key chain, shirt, hat, bag



Type Exploration

Creativity For All

Alternate Gothic No3 D

Creativity For All

Novel Sans Gr Cnd

Creativity For All

Brushberry

Creativity For All

Anago

Creativity For All

Roboto

Creativity For All

Optima

Creativity For All

Skia

Creativity For All

Alisha

Typefaces: Secondary Type

Body text

Apertura

Body text

Proxima Nova

Body text

Elza Text

Body text

Avenir

Body text

Quicksand

Body text

Calibri

Body text

Rubix

Body text

Basic Sans

Creativity For All

Body text

Anago/ Quicksand

Creativity For All

Body text

Anago / Rubix

Creativity For All

Body text

Optima / Avenir

Creativity For All

Body text

Brudhberry / Apertura

Creativity For All

Body text

Anago / Avenir

Creativity For All

Body text

Skia / Avenir

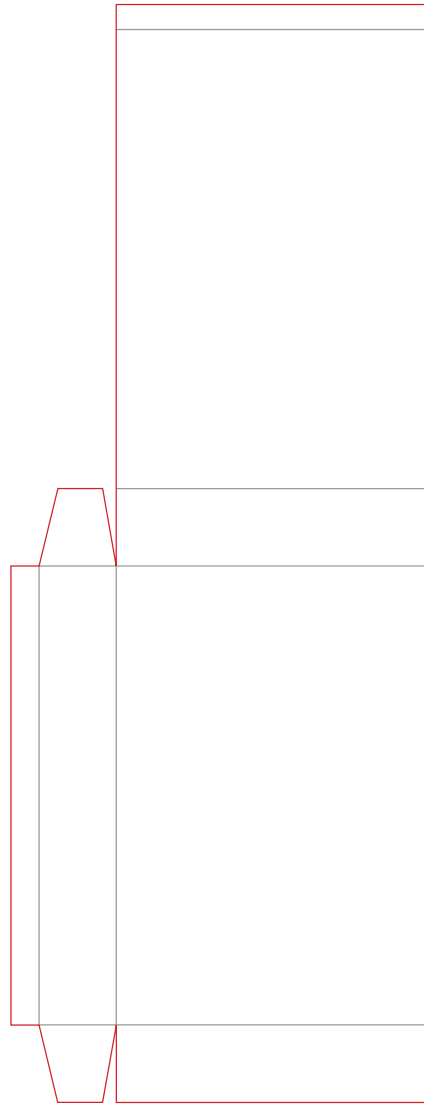
Preliminary Model

Preliminary Model

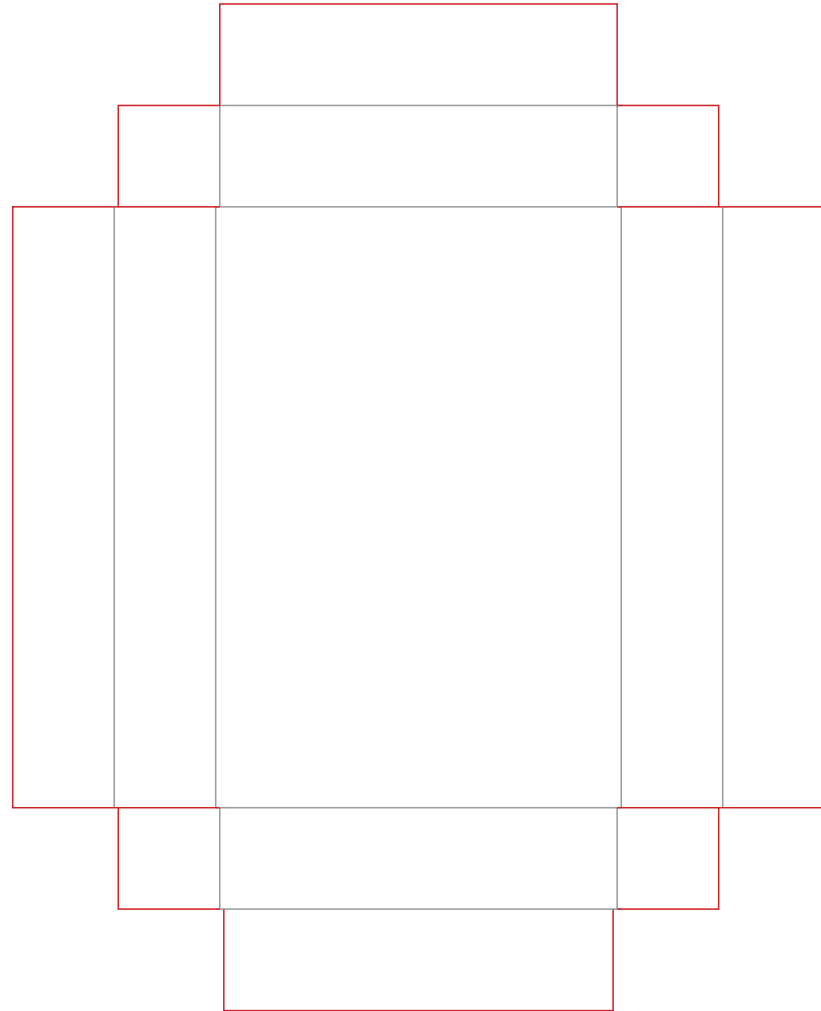


Dielines

Final Dielines

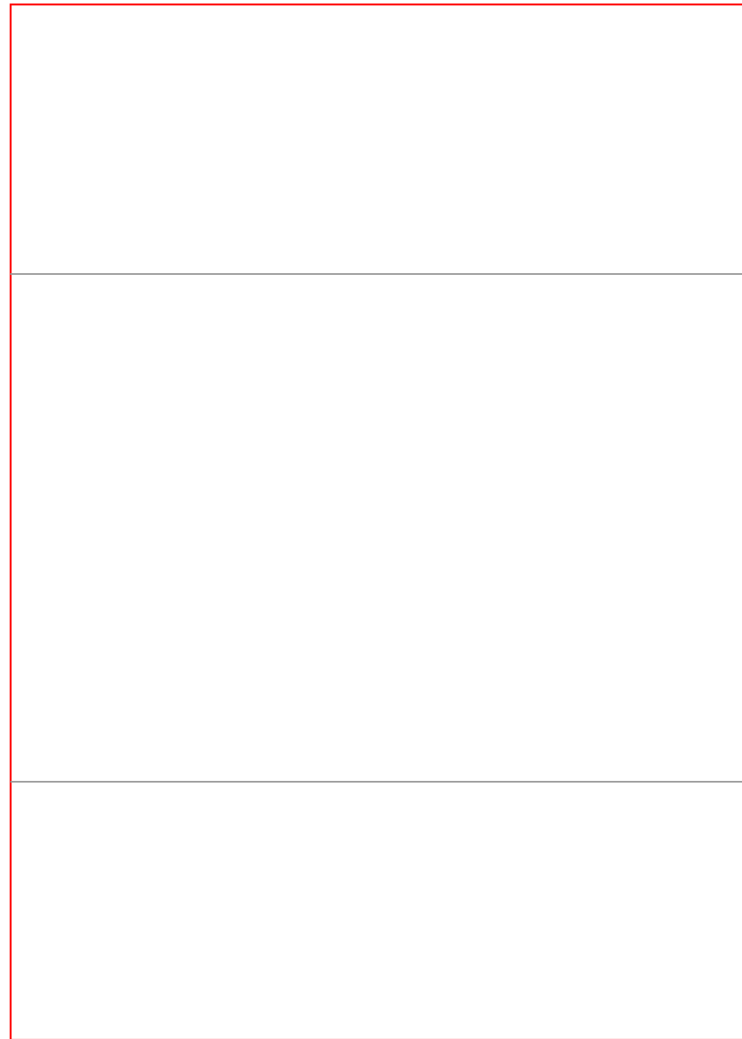


Bottom Drawer



Top Drawer / Inside Drawer

Final Dielines



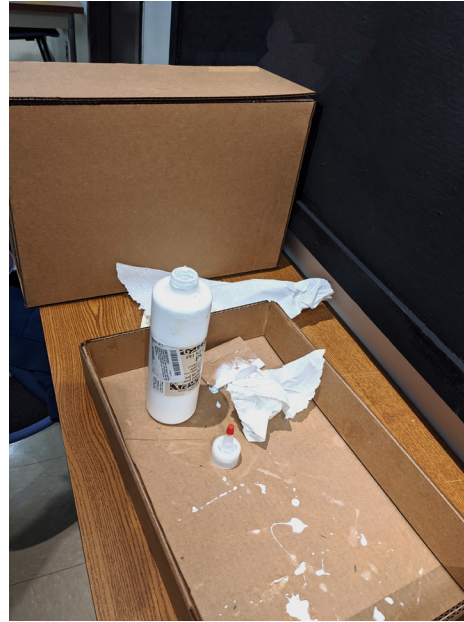
Box Lid

Construction Process

Construction Process



Cutting box edges



Glue the box together



Glue paper to the box



Bad reaction with glue and box

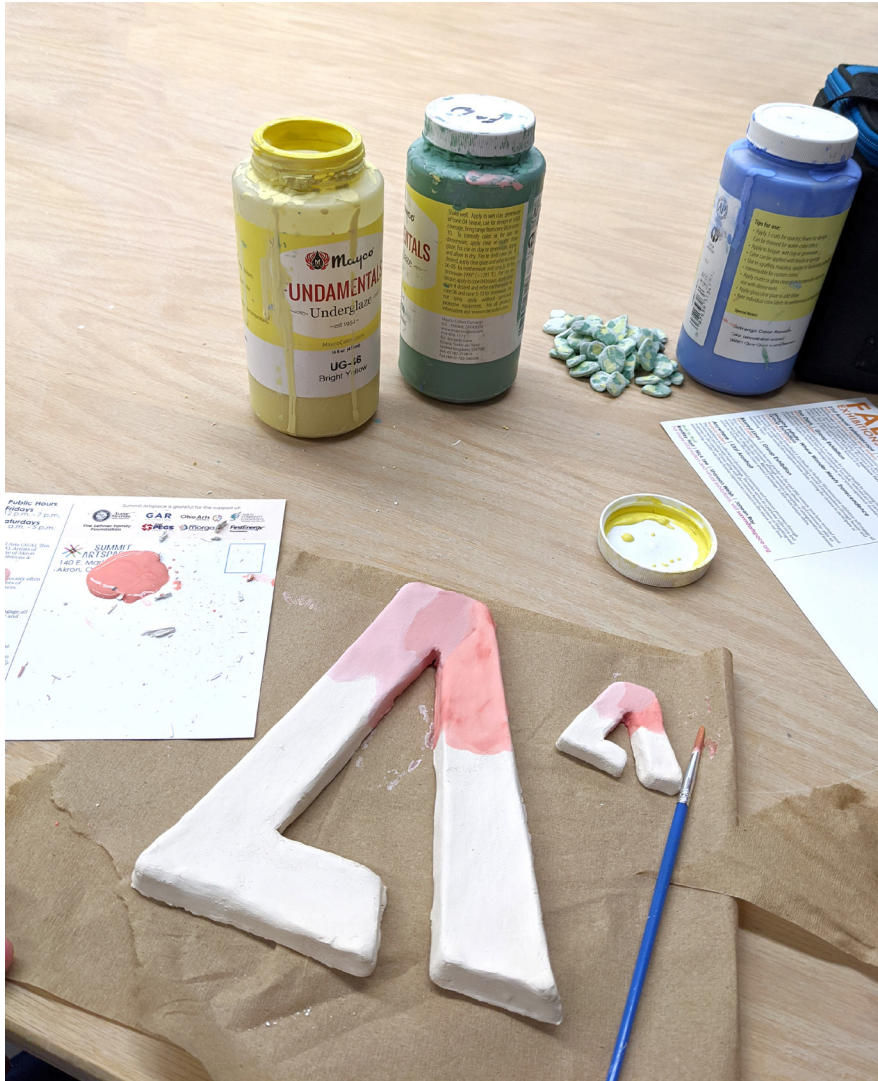


Using weights when glueing paper



Taping the inside design

Construction Process



Making a ceramic Adobe Logo



Finished Logo

Preliminary Work

Illustration Considerations



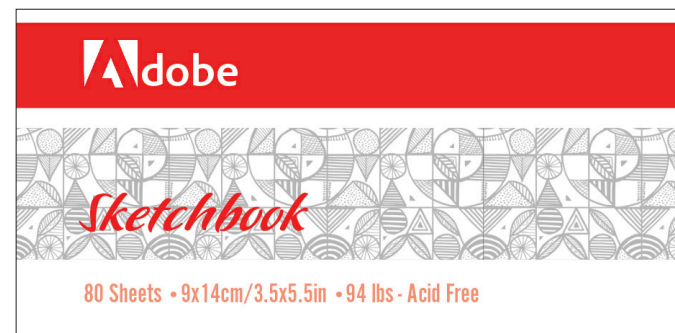
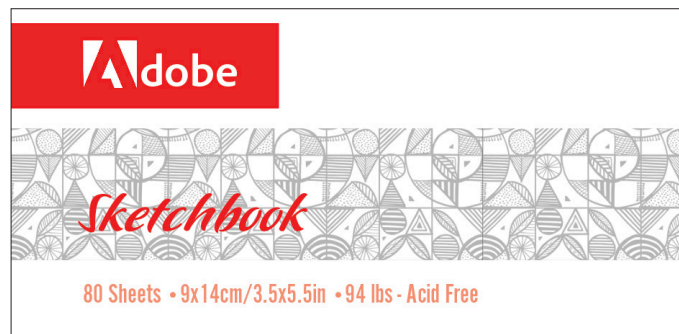
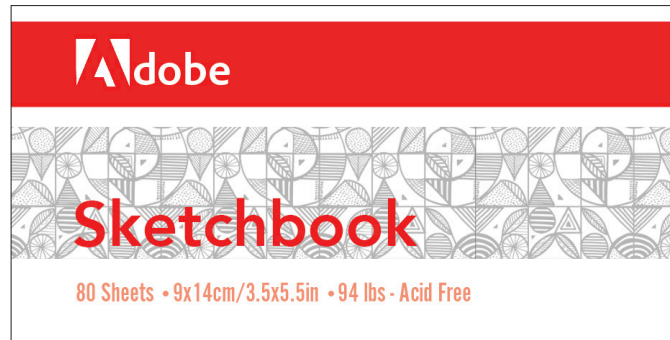
Wrap Logo Comparisons



Inside Title Comparisons



Sketchbook Wrap Comparisons



Sketchbook Wrap Comparisons



Final Digital Designs

Final Digital Design

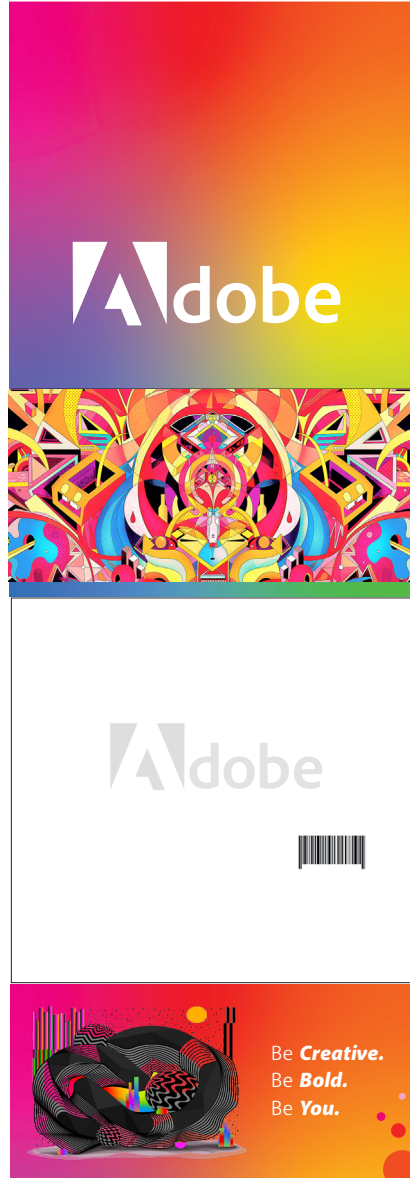


Inside Pattern



Inside Illustration

Final Digital Design



Outside Box Wrap



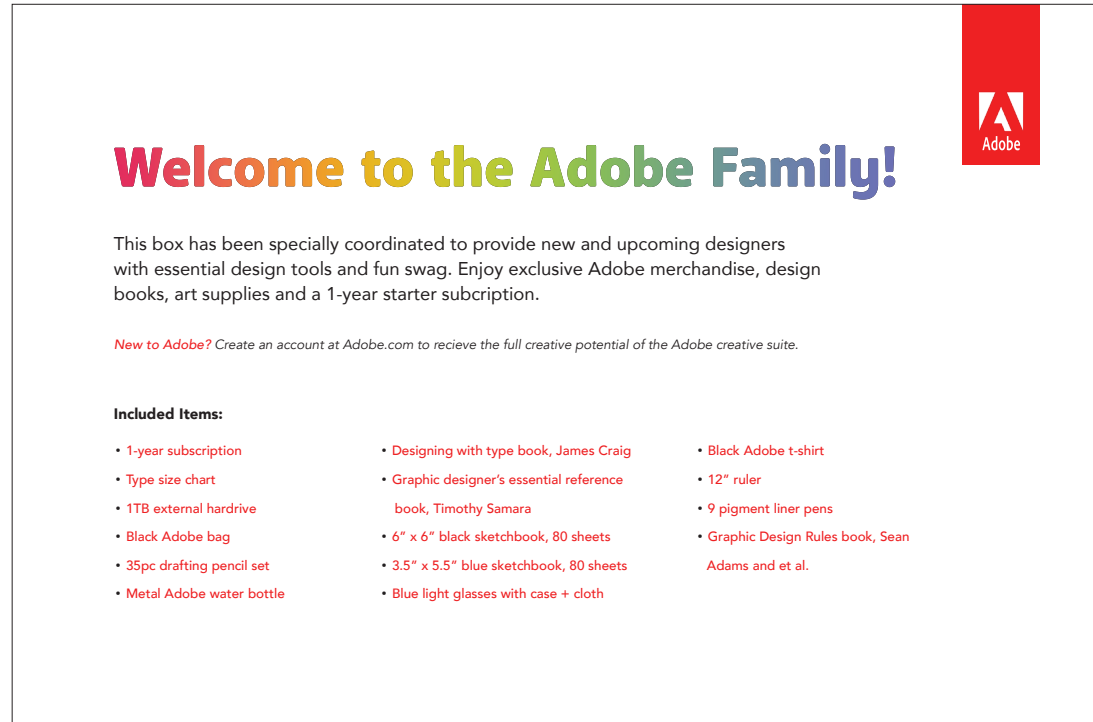
Inside Wrap Pattern



Information Card Front



Subscription Card



Information Card Back

Adobe **Nicpro Mechanical Pencil Set**

Included Items:

- (6) drafting pencils sizes 2.0, 0.5, 0.7 & 0.9
- (9) tubes of 0.2mm lead refill
- (3) tubes each of 0.5mm, 0.7mm & 0.9 lead refill
- (2) tubes of 2.0mm colored ead refill
- (18) cap eraser refills
- (2) lead pencil sharpeners
- (3) of 4B erasers
- (1) kneaded eraser

6 912045209611 3

Pencil Information Label

Adobe **Pigment Liner Pens**
Water Based / Water Resistant

- Water based pigment ink
- UV resistant
- Water and alcohol resistant
- Odorless

0.05mm, 0.1mm, 0.2mm, 0.3mm, 0.4mm, 0.5mm, 0.6mm, 0.8mm, Brush

0975876042

Pen Information Label

Adobe **Sketchbook**
80 Sheets • 9x14cm/3.5x5.5in • 94 lbs • Acid Free

Adobe **Sketchbook**
94 lb / 3.57 x 5.5"

Adobe **Sketchbook**
94 lb / 3.57 x 5.5"

Adobe **Sketchbook**
94 lb / 3.57 x 5.5"

For sketching with pencil, charcoal, chalk, graphite, crayon, ink and water color.

FSC

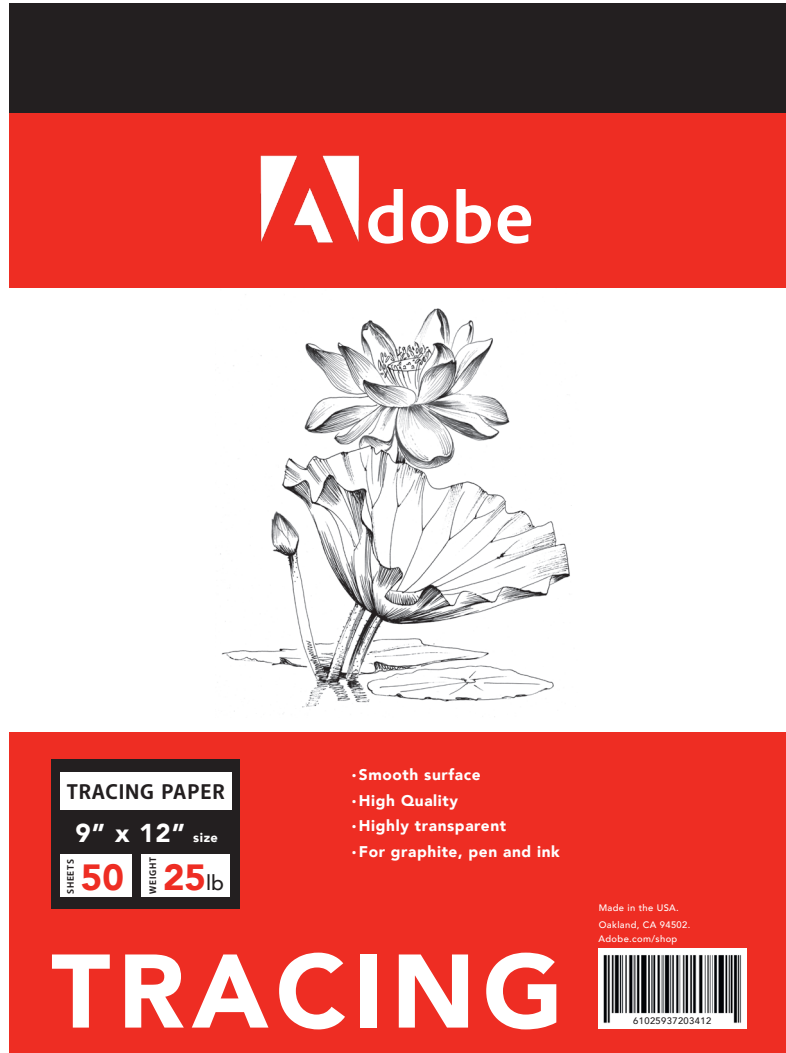
Flourish
Cur
Creativity
Where
Place
A

Adobe

Double Wire Sketchbook
Black Hardcover

75 lb / 6"x 6"
80 sheets
acid free

Sketchbook Labels



Tracing Paper Pad

Type Size Chart

	Sans-serif Avenir	Serif Bodoni 72	Slab-serif Chaparral	Small x-height Mr Eaves Sans OT	Larger x-height Anago
5pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
6pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
7pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
8pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
9pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
10pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
11pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
12pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
14pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
16pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
18pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
20pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
24pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
28pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
32pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
36pt	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz

Type Size Chart

Final Photographs

Final Photographs



Final Photographs



Final Photographs



Rationale

Rationale

Color:

The color scheme for this gift set is rainbow to match the design of the creative cloud app and Adobe brand. The rainbow is bright, resembles a multitude of colors and is eye catching. I also used red for the product branding to match Adobe's original logo.

Typefaces:

I kept the original typeface for the Adobe logo because this project is meant to be marketed by Adobe. I used clean, simple typefaces to keep readability clear. The clean typefaces allow a balance when compared to the powerful rainbow gradient.

Artwork:

I utilized digital illustrations from online websites to add visual interest and accentuate the colored gradient. I took images of some of the supplies to include in the product labels.

Design:

I designed an outer box to hold the merchandise and also a wrap to encompass the product. The box is a sleek black color with no design elements or illustration. I wanted the wrap to be very colorful and loud, while the outside of the box was classy and elegant. When the box is opened it is an explosion of color and creativity to inspire the consumer.



Maximal

Hannah Barnes

Fall 2023

Packaging

Project 3



SEAFOOD

BLACK GARLIC SHRIMP SCAMPI* / 16.95
lime pickle, chilies, parmesan bread crumbs

ROASTED WHITE STRIPED BASS* / 28.95
baby turnips, turmeric, coconut, charred scallion oil

DIVER SCALLOPS* / 32.95
fig, fenugreek, sumac & date vinaigrette

CHICKEN KEFTA* / 15.95
yogurt marinade, sweet peppers, zhoug

LAMB & BEEF KEFTA* / 17.95
lemon, olive oil, tzatziki

GRILLED SALMON* / 24.50
sweet peppers, red onions, lemon, olive oil, zhoug

BEEF TENDERLOIN* / 36.95
bell pepper, red onion, zhoug

**Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness*

Menu Redesign

Hannah Barnes

Spring 2023

Typography 4

Dinner

MEZZE

MARINATED OLIVES & FETA / 11.95
pickled cauliflower & onion, sweetie drop pepper, marcona almond, orange zest

GREEK VILLAGE SALAD / 15.95
mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette

CITRUS POACHED SHRIMP* / 16.95
tamarind, aleppo, radish, lime, mint

CRISPY POTATOES / 10.95
mizithra, rosemary, scallion crema

GREEN FALAFEL / 11.95
avocado tzatziki, garlic tahini, dania spice

BUTCHER

CRISPY CHICKEN THIGH* / 18.95
greek yogurt, caci, piparra pepper, green harissa

ROASTED PORK BELLY* / 23.95
honey crisp apple, garlic confit, saba vinaigrette

TAMARIND-BRAISED SHORT RIB* / 24.95
mushroom puree, pickled barberries, nigella seed, finger lime

SHAWARMA SPICED SKIRT STEAK* / 28.95
horseradish labneh, watercress, black garlic mushroom jus

CHAR-GRILLED LAMB CHOPS* / 48.95
burnt oregano, garlic, lamb jus, farro

Assignment

Redesign a menu for an existing restaurant by the laws of chance based on the roll of dice and a chart. Develop the brand into three additional support items, with one being from the laws of chance. The solution must be type dominant.

Specs

Typeface: Calibri and Playfair Display

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Playfair Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Dimensions:

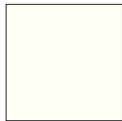
Dinner Menu-12in x 12in

Second Menu-6in x 12in

Color Palette:



#004155



#FFFEF4

Creative Brief

Client

Aba

Situational Analysis

Aba is a Mediterranean restaurant originating from Chicago's historic Fulton Market District. Aba, meaning father in Hebrew, incorporates the lighter cooking style of Chef CJ Jacobson with influences from the Mediterranean, including Israel, Lebanon, Turkey, and Greece. The bar program, crafted by Liz Pearce, showcases rare Mediterranean-inspired wines and spirits.

Objective

Design a menu or multiple menus that fit the atmosphere and personality of Aba. Create a menu design that projects elegance, but in a fun and new way rather than a standard rectangular formatted menu.

Target Audience

Customers that visit the Aba restaurant.

Deliverables

A one color redesign of a fine dining restaurant menu with a unique binding technique, support items and food packaging.

Mandatories

- Company Name
- Menu Items
- Support Items
- Food Packaging

Initial Restaurants

Stinking Rose

Colors: Red and Black

Theme: Garlic

Feel: Outdate, Western meets Vegas

Bistrot De Venise

Colors: Red and Gold

Theme: Art and Culture of Venice

Feel: Simple with gold, No images, Royalty

Aba

Colors: Browns, Greens and Beiges

Theme: Plants and Wood

Feel: Natural, Classy and Outdoorsy

Aba Information

About

Aba is a Mediterranean restaurant originating from Chicago's historic Fulton Market District. The name Aba means father in Hebrew and incorporates the lighter cooking style of Chef CJ Jacobson.

Locations

- Austin, TX
- Chicago, IL
- Miami, FL

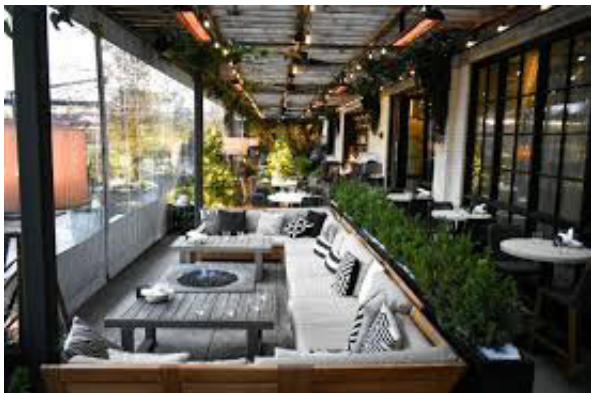
Food

Mediterranean

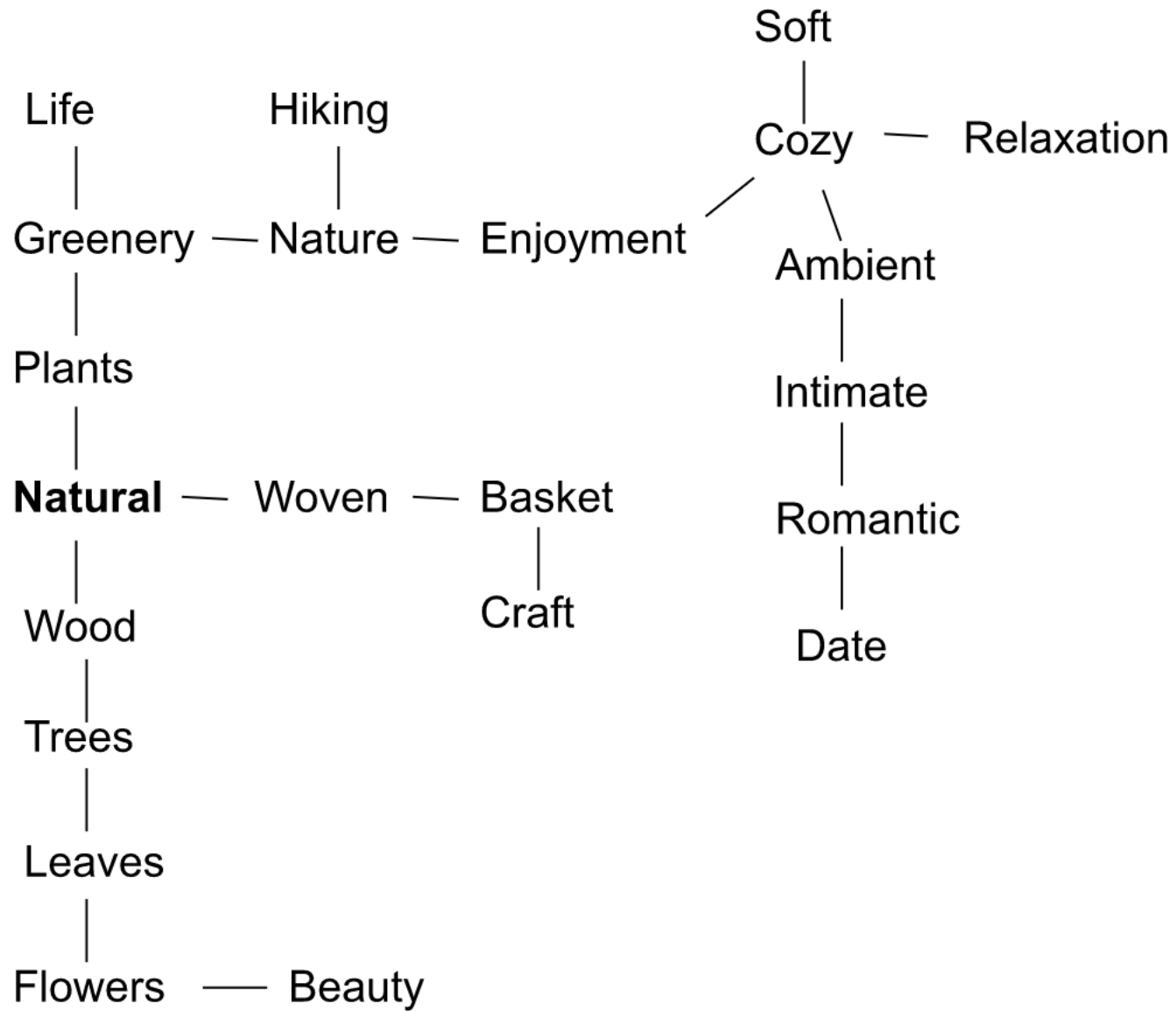
Influences

Israel, Lebanon, Turkey, and Greece

Restaurant Images



Word Map

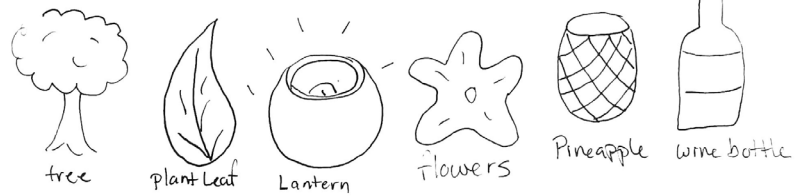


Sketches

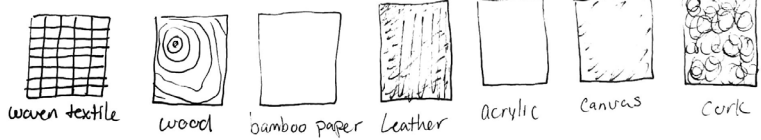
Sketches



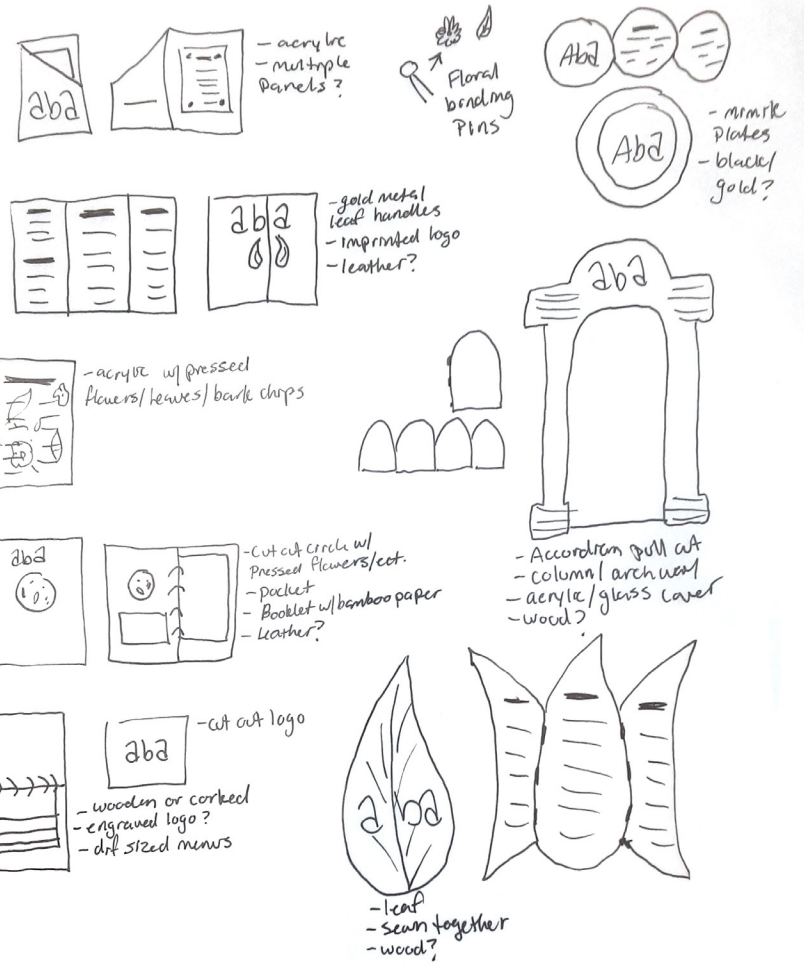
Menu Shapes



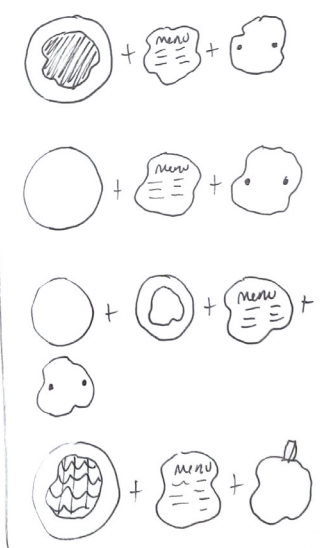
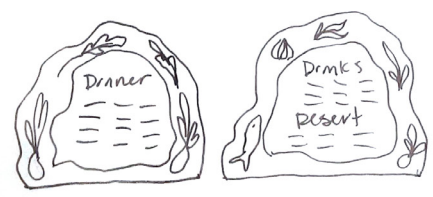
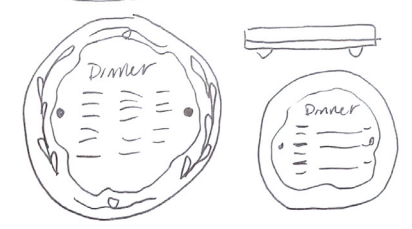
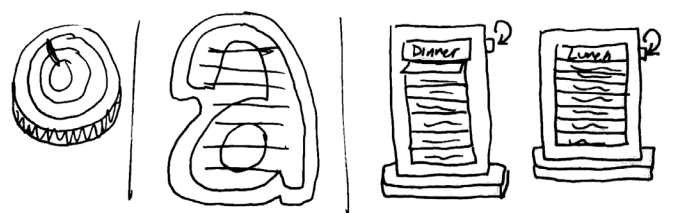
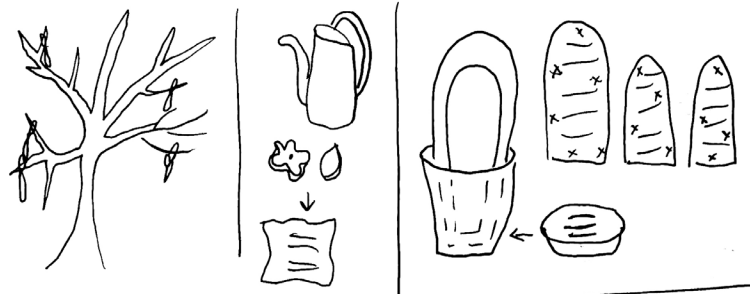
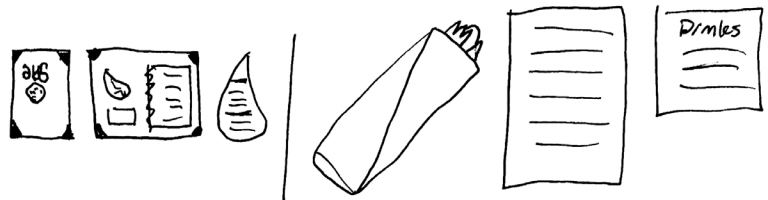
materials



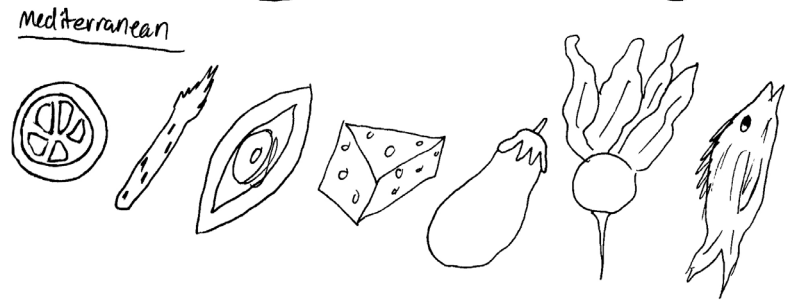
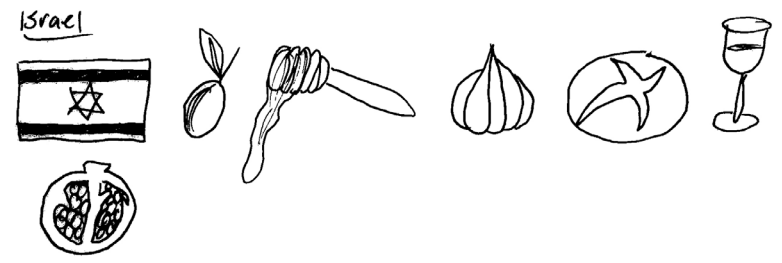
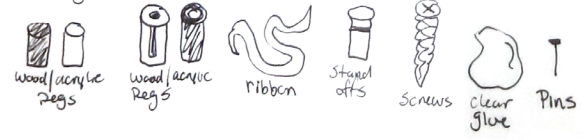
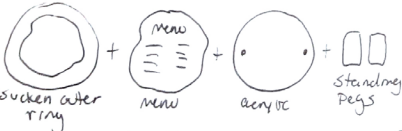
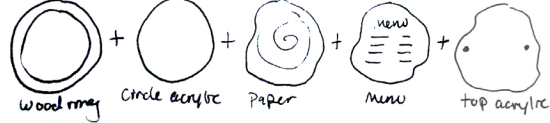
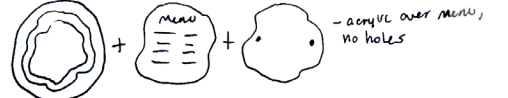
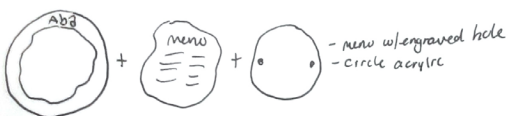
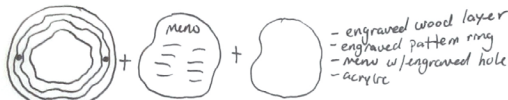
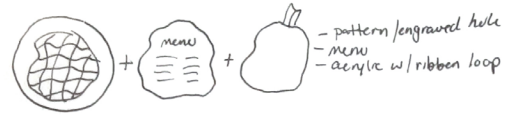
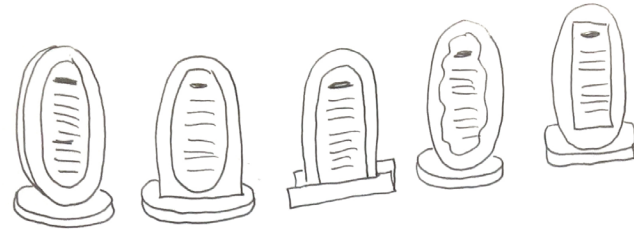
front-wood base



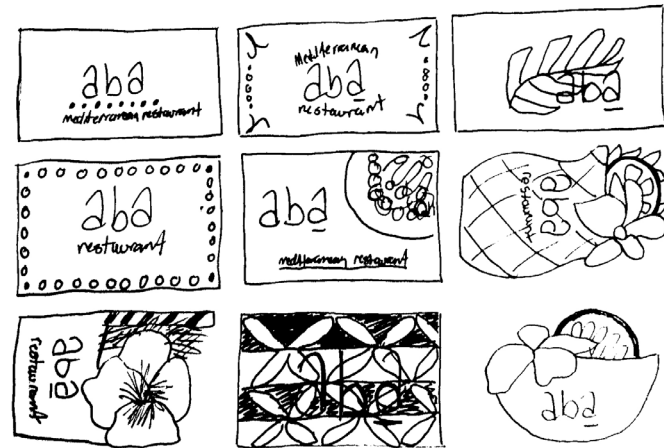
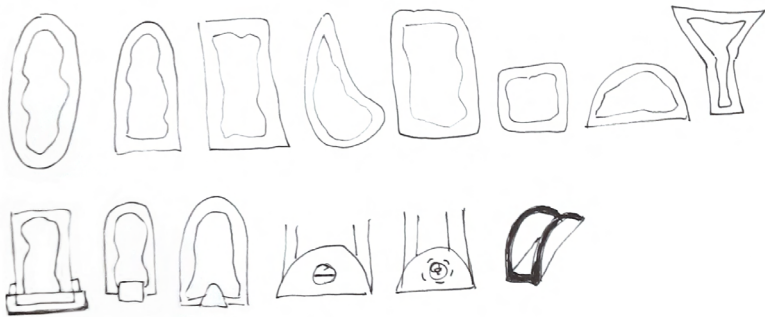
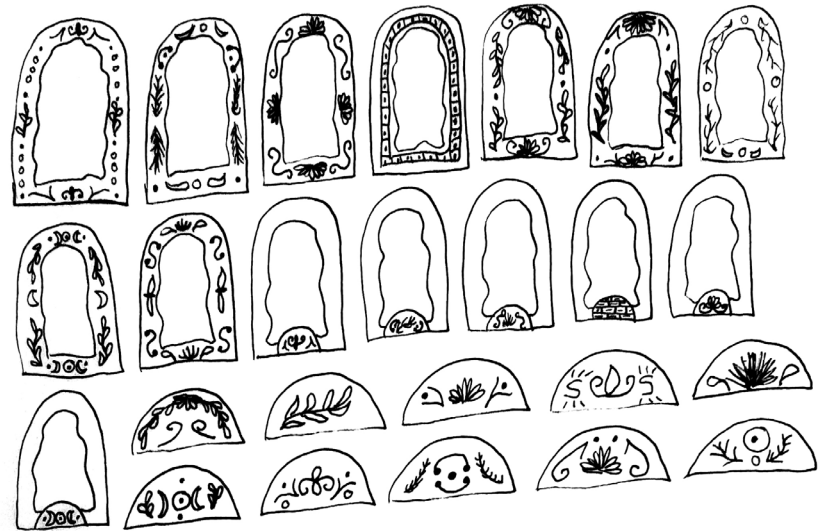
Sketches



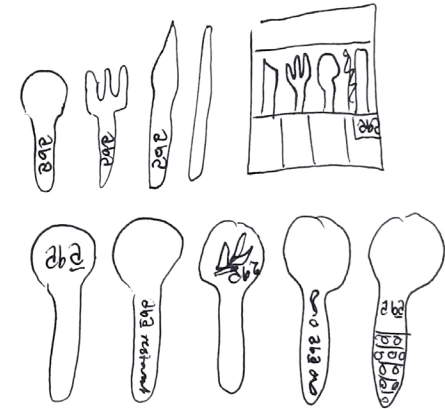
Sketches



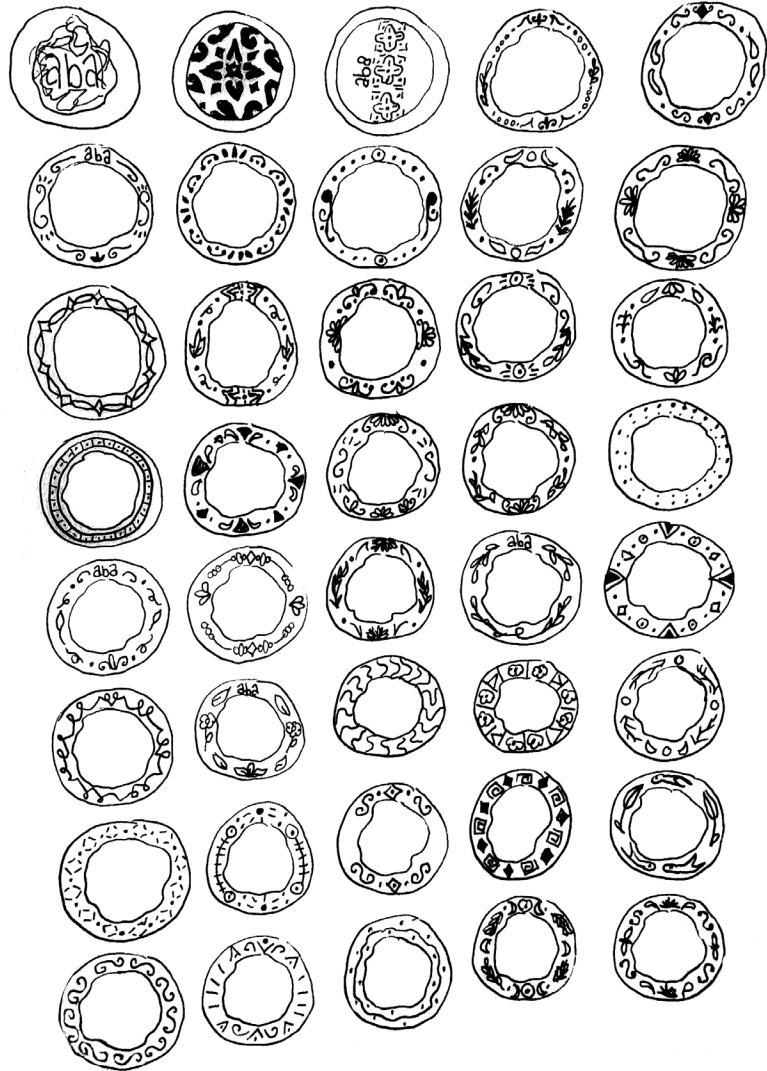
Sketches



Sketches

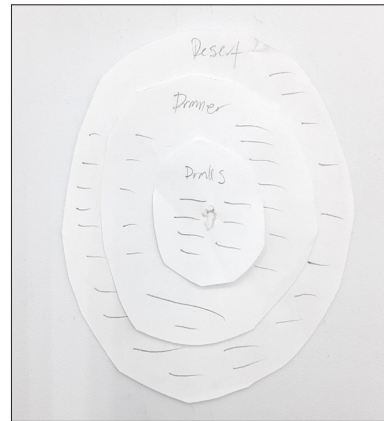
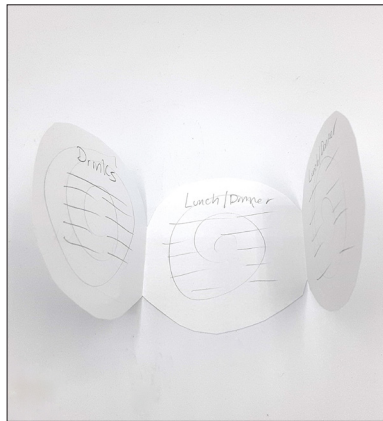
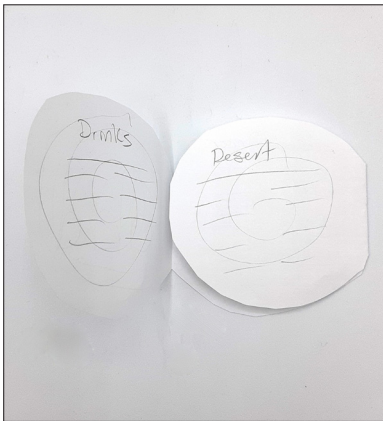
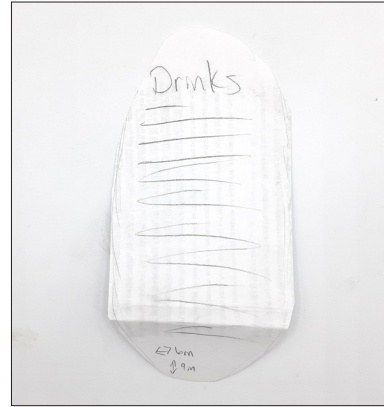
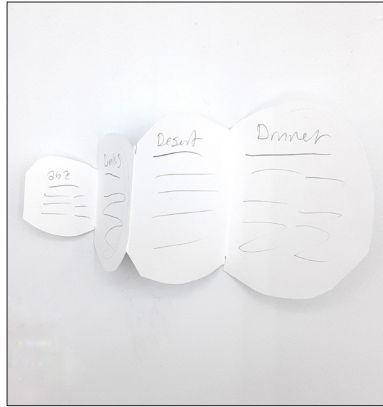
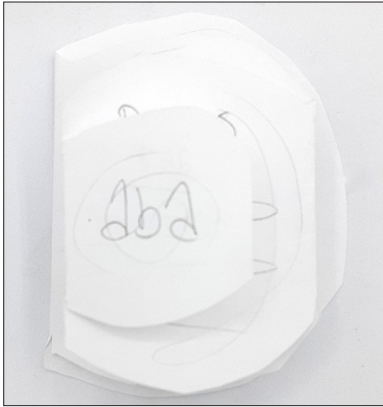
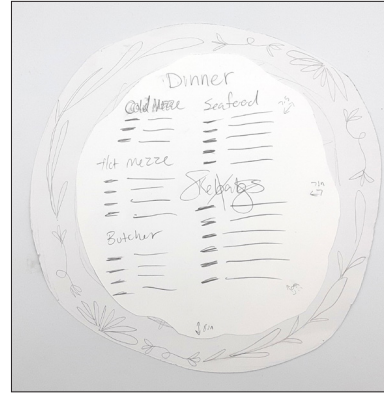


Sketches



Models

Models

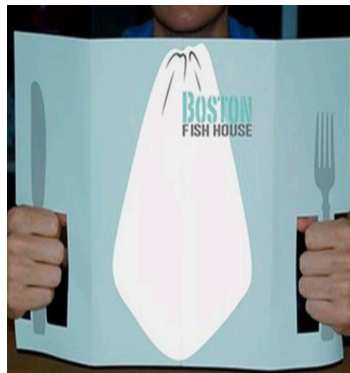
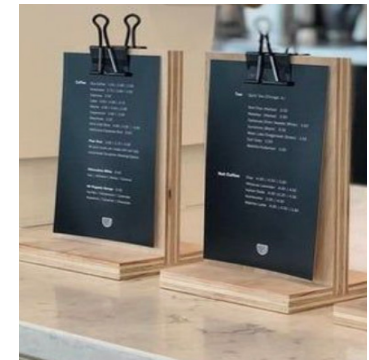


Menu Research

Menu Research: Shapes



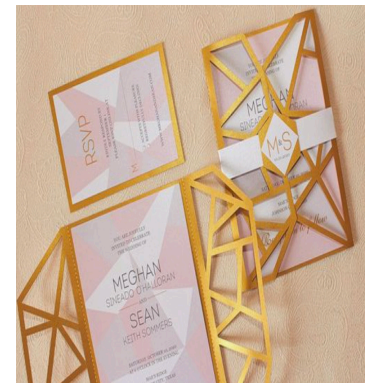
Menu Research: Designs



Menu Research: Round Menus



Menu Research: Wedding Invitations



Type Exploration

Elegant Typeface References

Elegant CALLUNA	EXQUISITE BEBAS NEUE	Wonderful OSWALD
Classic HANSON	<i>Stylish</i> CARRINGTON	Delicate THINQ
Polished CAVIAR DREAMS	Chic LANE	<i>Bozling</i> COCO
Splendid ORANIENBAUM	<i>Refined</i> OLIVIA	Graceful CHANTELLI ANTIQUA
BEAUTIFUL OSTRICH SANS	FINE LEMON CHICKEN	Ornate QUESTA GRANDE
Dainty BEAU REGULAR	Neat YESEVA ONE	Simple VOLLKORN
Rich ABHAYA LIBRE	Luxurious FOGLIGHTEN	Creative SORIA

THYME SAVEUR SANS	ROSEMARY PONTIAC
CINNAMON RALEWAY	TURMERIC MUNICH
PAPRIKA MONTSERRAT	OREGANO QUICHE SANS
GINGER QUICKSAND	TARRAGON SOFIA PRO
PARSLEY AMORET	CORIANDER WAVERLY

L'Argentine CHRISTO	Florentino Harietta
CARLO MONACO Muse	Muse PRESTON
Clio Constantine	Harietta Florentino
dear ivy. Clio	Constantine L'Argentine
Olive&Figs Harietta	

CALIFORNIA BACKERS GOTHIC	RHODE ISLAND BOBERT
DELAWARE MONTSERRAT	FLORIDA FIINA
GEORGIA VERBUNDLES	OREGON JACQUES SANS
TEXAS QUICHE DISPLAY	VIRGINIA POLLY
ALABAMA ETHNA	HAWAII MALEAH

MIRAGE
MODERN & ELEGANT SERIF FONT FAMILY

MIRAGE THIN
UPPERCASE

ABCDEFGHIJKLMNOPQR
STUVWXYZ
1234567890
@#\$€£¥฿₽%

AMAGRO	Ortica
<i>Romanesco</i>	Mirador
Sprat	Young Serif
Mazius	Messapia
Gambarino	Eczar

ELEGANT CALGARY	FANCY FORUM
LOVE CATCHY MAGER	NOIR ANTIC DIDONE
PASSION FRAUNCES THIN	AMOUR AFRAH
NOUVELLE JOILET	MODERN LE JOUR SERIF
STYLE ROXBOROUGHCF	LUXE CINZEL

Diamond VOGA	CITRINE BALTHAZAR	<i>Quartz</i> CYLBURN
Peridot SANSUM	Sapphire SANFORD	Emerald GOKU
Amethyst SORIA	<i>Amber</i> TRANSATLANTIC CRUISE	Garnet LOVATO
<i>Jasper</i> ARIZONIA	Peridot ABHAYA LIBRE	Lapis FERTIGO
Tanzanite BUTLER	Ruby GRUPPO	Moonstone COCO
Morganite CAVIAR DREAMS	Zircon QUATTROCENTO	Pearl MADRID

GOLDENBOOK

CORBERT

COLDIAC

ALTA LIGHT	Maharlika
Maragsa	Rasputin
Black Mango	Balgjin
Migra	Roxborough
The Seasons	Hatton

MILAN MARION REGULAR	FLORENCE PEACH MEMOIR
NAPLES FRANCIE	BOLOGNA MIDNICKERBERG LIGHT
TURIN LA ROSA	GENOA GOLDENBOOK

WILDERNESS IKAROS	FRESH SARABUN	EMERALD MANIFESTO
ORGANIC FRONTAGE	RESTFUL CLEMENTE	FLOWERS ROSARINA
ROSEBUD KIONA	CALM IGRA	CARIBOU MOON
CREATIVE BUBBLER ONE	SPRING GILROY	TEXTURE ST MARIE

Typefaces

Elza Text

Light-Dinner
Regular-Dinner
Bold-Dinner

Brevia

Light-Dinner
Regular-Dinner
Bold-Dinner

Trade Gothic Next

Light-Dinner
Regular-Dinner
Bold-Dinner

Roboto

Light-Dinner
Regular-Dinner
Bold-Dinner

Novel Sans

Light-Dinner
Regular-Dinner
Bold-Dinner

Marigny

Thin-Dinner
Book-Dinner
Bold-Dinner

Bree

Thin-Dinner
Regular-Dinner
Bold-Dinner

Seravek

Light-Dinner
Regular-Dinner
Bold-Dinner

Latinaires

Italic-Dinner
Regular-Dinner
Bold-Dinner

Calibri

Light-Dinner
Regular-Dinner
Bold-Dinner

Terfens

Light-Dinner
Regular-Dinner
Bold-Dinner

Gitan Latin

Italic-Dinner
Regular-Dinner
Bold-Dinner

Omnes Greek

Light-Dinner
Regular-Dinner
Bold-Dinner

Museo Sans

100-Dinner
300-Dinner
700-Dinner

Capitolium2

Light-Dinner
Regular-Dinner
Bold-Dinner

Verdana Pro

Light-Dinner
Regular-Dinner
Bold-Dinner

Elegant Typefaces

Sanvito Pro

Light-Dinner

Regular-Dinner

Bold-Dinner

Jubilat

Light-Dinner

Book-Dinner

Bold-Dinner

Essonnes

Light-Dinner

Regular-Dinner

Bold-Dinner

FreightBig Pro

Light-Dinner

Book-Dinner

Bold-Dinner

Questa Grande

Light-Dinner

Regular-Dinner

Bold-Dinner

Scotch Display

Light-Dinner

Regular-Dinner

Bold-Dinner

Meno Banner

Light-Dinner

Regular-Dinner

Bold-Dinner

Playfair Display

Italic-Dinner

Regular-Dinner

Bold-Dinner

Typeface Comparisons

Dinner

CAPITOLIUM2 bold 13pt
Calibri regular 12pt

GREEK VILLAGE SALAD
mighty vine tomato, persian cucumber,
red onion, kalamata olive, bell pepper
15.95

*These typefaces pair well together. The serif and sans serif contrast well together and the stroke weights don't have too much of an extreme difference. Calibri looks very clean and neat.

Dinner

FREIGHTBIG Pro bold 13pt
Terfens light 10pt

GREEK VILLAGE SALAD
mighty vine tomato, persian cucumber,
red onion, kalamata olive, bell pepper
15.95

*FreightBig Pro is too hard to read and letters are very close together even in lowercase. Terfens doesn't read as a classy typeface and doesn't match the vibe of the restaurant.

Dinner

MENO BANNER bold 13pt
Verdana regular 9pt

GREEK VILLAGE SALAD
mighty vine tomato, persian cucumber,
red onion, kalamata olive
15.95

*These two typefaces work well together, but Verdana competes with Meno Banner even when it is a smaller size and lighter weight, which makes this comparison unsuccessful.

Dinner

SCOTCH DISPLAY bold 13pt
Elza Text regular 10pt

GREEK VILLAGE SALAD
mighty vine tomato, persian cucumber,
red onion, kalamata olive, bell pepper
15.95

*Scotch Display is hard to read and there is too big of a difference between stroke weight. Elza Text could work for the secondary text because it is readable and there are no extreme ascenders or descenders.

Dinner

JUBILAT bold 12pt
Museo Sans 300 10pt

GREEK VILLAGE SALAD
mighty vine tomato, persian cucumber,
red onion, kalamata olive, bell pepper
15.95

*Jubilat doesn't work because the serifs are too square and it doesn't read classy. Museo Sans looks nice and seems very geometric, but some of the strokes are too short.

Dinner

SONGTI SC bold 13pt
Novel Sans regular 10pt

GREEK VILLAGE SALAD
mighty vine tomato, persian cucumber, red
onion, kalamata olive, bell pepper
15.95

*Songti SC could work as a primary typeface, but Novel Sans wouldn't be best for the secondary text. Novel Sans doesn't look refined enough.

Typeface Comparisons

Dinner

PLAYFAIR DISPLAY bold 12pt

Calibri light 10pt

GREEK VILLAGE SALAD

mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper

15.95

*These typefaces pair well together. The serif and san serif provide contrast. The stroke weights have extreme contrast, but are still readable. Calibri looks very clean and neat.

Dinner

Tangerine bold 43pt

CAPITOLIUM2 bold 11pt

Verdana regular 8pt

GREEK VILLAGE SALAD

mighty vine tomato, persian cucumber, red onion, kalamata olive

15.95

*The Tangerine typeface reads elegant, but it only has one weight available, which could be an issue. Verdana is a nice and clean typeface, but it feels too boxy.

Dinner

CAPITOLIUM2 light 30pt

PLAYFAIR DISPLAY bold italic 12pt

Seravek light 10pt

GREEK VILLAGE SALAD

mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper

15.95

*These typefaces could work, but there are other combinations that feel fancier.

Dinner

Playfair Display bold 30pt

Calibri bold and light 12pt

GREEK VILLAGE SALAD

mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper

15.95

*This typeface comparison is bland and everything feels very similar even with a difference in weight, making it unsuccessful.

Dinner

Tangerine bold 43pt

ESSONNES bold 11pt

Calibri light italic 10pt

GREEK VILLAGE SALAD

mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper

15.95

*These typefaces could work together, but there are better comparisons that have more contrast and a more elegant feel.

Dinner

Playfair Display bold 34pt

CAPITOLIUM2 bold italic 13pt

Calibri light italic 10pt

GREEK VILLAGE SALAD

mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper

15.95

*The "Dinner" typeface is an improvement from the CapitoliuM2 typeface that I was originally planning to use. It looks more elegant and fun. The smaller typefaces work well together and provide contrast.

Typeface Mockup Comparisons

Dinner

MEZZE

MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest

GREEK VILLAGE SALAD 15.95
eighty nine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette

CITRUS POACHED SHRIMP 16.95
tamarind, Aleppo, radish, lime, mint

CRISPY POTATOES 10.95
mizithra, rosemary, scalion crema

GREEN FALAFEL 11.95
avocado, tzatziki, garlic tahini, danya spice

BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey

TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD

BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs

ROASTED WHITE STRIPED BASS 28.95
baby turnips, turmeric, coconut, charred scallion oil

DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER

CRISPY CHICKEN THIGH 18.95
greek yogurt, ceci, paparia pepper, green harissa

ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette

TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime

SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercross, black garlic mushroom jus

CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, feno

KEBABS

GRILLED CAULIFLOWER 14.95
medjool dates, red onion, turmeric, tzatziki

GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, zhoug

CHICKEN KEFTA 15.95
lemon, olive oil, tzatziki

LAMB & BEEF KEFTA 17.95
lemon, olive oil, tzatziki

GRILLED SALMON 24.50
sweet peppers, red onion, lemon, olive oil, zhoug

BEEF TENDERLOIN 36.95
bell pepper, red onion, zhoug

CAPITOLIUM2 bold
Calibri regular

Dinner

MEZZE

MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest

GREEK VILLAGE SALAD 15.95
eighty nine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette

CITRUS POACHED SHRIMP 16.95
tamarind, Aleppo, radish, lime, mint

CRISPY POTATOES 10.95
mizithra, rosemary, scalion crema

GREEN FALAFEL 11.95
avocado, tzatziki, garlic tahini, danya spice

BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey

TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD

BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs

ROASTED WHITE STRIPED BASS 28.95
baby turnips, turmeric, coconut, charred scallion oil

DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER

CRISPY CHICKEN THIGH 18.95
greek yogurt, ceci, paparia pepper, green harissa

ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette

TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime

SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercross, black garlic mushroom jus

CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, feno

KEBABS

GRILLED CAULIFLOWER 14.95
medjool dates, red onion, turmeric, tzatziki

GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, zhoug

CHICKEN KEFTA 15.95
lemon, olive oil, tzatziki

LAMB & BEEF KEFTA 17.95
lemon, olive oil, tzatziki

GRILLED SALMON 24.50
sweet peppers, red onion, lemon, olive oil, zhoug

BEEF TENDERLOIN 36.95
bell pepper, red onion, zhoug

MENO BANNER bold
Verdana regular

Dinner

MEZZE

MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest

GREEK VILLAGE SALAD 15.95
eighty nine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette

CITRUS POACHED SHRIMP 16.95
tamarind, Aleppo, radish, lime, mint

CRISPY POTATOES 10.95
mizithra, rosemary, scalion crema

GREEN FALAFEL 11.95
avocado, tzatziki, garlic tahini, danya spice

BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey

TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD

BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs

ROASTED WHITE STRIPED BASS 28.95
baby turnips, turmeric, coconut, charred scallion oil

DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER

CRISPY CHICKEN THIGH 18.95
greek yogurt, ceci, paparia pepper, green harissa

ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette

TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime

SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercross, black garlic mushroom jus

CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, feno

KEBABS

GRILLED CAULIFLOWER 14.95
medjool dates, red onion, turmeric, tzatziki

GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, zhoug

CHICKEN KEFTA 15.95
lemon, olive oil, tzatziki

LAMB & BEEF KEFTA 17.95
lemon, olive oil, tzatziki

GRILLED SALMON 24.50
sweet peppers, red onion, lemon, olive oil, zhoug

BEEF TENDERLOIN 36.95
bell pepper, red onion, zhoug

JUBILAT bold
Museo Sans 300

Dinner

MEZZE

MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest

GREEK VILLAGE SALAD 15.95
eighty nine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette

CITRUS POACHED SHRIMP 16.95
tamarind, Aleppo, radish, lime, mint

CRISPY POTATOES 10.95
mizithra, rosemary, scalion crema

GREEN FALAFEL 11.95
avocado, tzatziki, garlic tahini, danya spice

BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey

TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD

BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs

ROASTED WHITE STRIPED BASS 28.95
baby turnips, turmeric, coconut, charred scallion oil

DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER

CRISPY CHICKEN THIGH 18.95
greek yogurt, ceci, paparia pepper, green harissa

ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette

TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime

SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercross, black garlic mushroom jus

CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, feno

KEBABS

GRILLED CAULIFLOWER 14.95
medjool dates, red onion, turmeric, tzatziki

GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, zhoug

CHICKEN KEFTA 15.95
lemon, olive oil, tzatziki

LAMB & BEEF KEFTA 17.95
lemon, olive oil, tzatziki

GRILLED SALMON 24.50
sweet peppers, red onion, lemon, olive oil, zhoug

BEEF TENDERLOIN 36.95
bell pepper, red onion, zhoug

FREIGHTBIG Pro bold
Terfens light

Dinner

MEZZE

MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest

GREEK VILLAGE SALAD 15.95
eighty nine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette

CITRUS POACHED SHRIMP 16.95
tamarind, Aleppo, radish, lime, mint

CRISPY POTATOES 10.95
mizithra, rosemary, scalion crema

GREEN FALAFEL 11.95
avocado, tzatziki, garlic tahini, danya spice

BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey

TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD

BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs

ROASTED WHITE STRIPED BASS 28.95
baby turnips, turmeric, coconut, charred scallion oil

DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER

CRISPY CHICKEN THIGH 18.95
greek yogurt, ceci, paparia pepper, green harissa

ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette

TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime

SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercross, black garlic mushroom jus

CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, feno

KEBABS

GRILLED CAULIFLOWER 14.95
medjool dates, red onion, turmeric, tzatziki

GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, zhoug

CHICKEN KEFTA 15.95
lemon, olive oil, tzatziki

LAMB & BEEF KEFTA 17.95
lemon, olive oil, tzatziki

GRILLED SALMON 24.50
sweet peppers, red onion, lemon, olive oil, zhoug

BEEF TENDERLOIN 36.95
bell pepper, red onion, zhoug

SCOTCH DISPLAY bold
Elza Text regular

Dinner

MEZZE

MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest

GREEK VILLAGE SALAD 15.95
eighty nine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette

CITRUS POACHED SHRIMP 16.95
tamarind, Aleppo, radish, lime, mint

CRISPY POTATOES 10.95
mizithra, rosemary, scalion crema

GREEN FALAFEL 11.95
avocado, tzatziki, garlic tahini, danya spice

BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey

TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD

BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs

ROASTED WHITE STRIPED BASS 28.95
baby turnips, turmeric, coconut, charred scallion oil

DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER

CRISPY CHICKEN THIGH 18.95
greek yogurt, ceci, paparia pepper, green harissa

ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette

TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime

SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercross, black garlic mushroom jus

CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, feno

KEBABS

GRILLED CAULIFLOWER 14.95
medjool dates, red onion, turmeric, tzatziki

GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, zhoug

CHICKEN KEFTA 15.95
lemon, olive oil, tzatziki

LAMB & BEEF KEFTA 17.95
lemon, olive oil, tzatziki

GRILLED SALMON 24.50
sweet peppers, red onion, lemon, olive oil, zhoug

BEEF TENDERLOIN 36.95
bell pepper, red onion, zhoug

SONGTI SC bold
Novel Sans regular

Typeface Mockup Comparisons

Dinner

MEZZE
MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweet drop pepper, marcona almond, orange zest
GREEK VILLAGE SALAD 15.95
mighty vine tomatoes, persian cucumber, red onion, kalamata olive, bell pepper, feta, green vinaigrette
CITRUS POACHED SHRIMP 16.95
tamarind, aspen, radish, lime, mint
CRISPY POTATOES 10.95
mushroom, rosemary, scallion crema
GREEN FALAFEL 11.95
avocado, tahini, garlic tahini, dahiya sauce
BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey
TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD
BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs
ROASTED WHITE STRIPED BASS 28.95
baby lumpia, turmeric, coconut, charred scallion oil
DIVER SCALLOPS 32.95

BUTCHER
CRISPY CHICKEN THIGH 18.95
green yogurt, caci, papira pepper, green harissa
ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette
TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime
SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercress, black garlic mushroom jus
CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, fero

KEBABS
GRILLED CAULIFLOWER 14.95
mejool dates, red onion, turmeric, tahini
GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, thong
CHICKEN KEFTA 15.95
lemon, olive oil, tahini
LAMB & BEEF KEFTA 17.95
lemon, olive oil, tahini
GRILLED SALMON 24.50
sweet peppers, red onions, lemon, olive oil, thong
BEEF TENDERLOIN 36.95
bell pepper, red onion, thong

PLAYFAIR DISPLAY bold
Calibri light

Dinner

MEZZE
MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweet drop pepper, marcona almond, orange zest
GREEK VILLAGE SALAD 15.95
mighty vine tomatoes, persian cucumber, red onion, kalamata olive, bell pepper, feta, green vinaigrette
CITRUS POACHED SHRIMP 16.95
tamarind, aspen, radish, lime, mint
CRISPY POTATOES 10.95
mushroom, rosemary, scallion crema
GREEN FALAFEL 11.95
avocado, tahini, garlic tahini, dahiya sauce
BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey
TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD
BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs
ROASTED WHITE STRIPED BASS 28.95
baby lumpia, turmeric, coconut, charred scallion oil
DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER
CRISPY CHICKEN THIGH 18.95
green yogurt, caci, papira pepper, green harissa
ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette
TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime
SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercress, black garlic mushroom jus
CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, fero

KEBABS
GRILLED CAULIFLOWER 14.95
mejool dates, red onion, turmeric, tahini
GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, thong
CHICKEN KEFTA 15.95
lemon, olive oil, tahini
LAMB & BEEF KEFTA 17.95
lemon, olive oil, tahini
GRILLED SALMON 24.50
sweet peppers, red onions, lemon, olive oil, thong
BEEF TENDERLOIN 36.95
bell pepper, red onion, thong

Tangerine bold
CAPITOLIUM2 bold
Verdana regular

Dinner

MEZZE
MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweet drop pepper, marcona almond, orange zest
GREEK VILLAGE SALAD 15.95
mighty vine tomatoes, persian cucumber, red onion, kalamata olive, bell pepper, feta, green vinaigrette
CITRUS POACHED SHRIMP 16.95
tamarind, aspen, radish, lime, mint
CRISPY POTATOES 10.95
mushroom, rosemary, scallion crema
GREEN FALAFEL 11.95
avocado, tahini, garlic tahini, dahiya sauce
BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey
TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD
BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs
ROASTED WHITE STRIPED BASS 28.95
baby lumpia, turmeric, coconut, charred scallion oil
DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER
CRISPY CHICKEN THIGH 18.95
green yogurt, caci, papira pepper, green harissa
ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette
TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime
SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercress, black garlic mushroom jus
CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, fero

KEBABS
GRILLED CAULIFLOWER 14.95
mejool dates, red onion, turmeric, tahini
GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, thong
CHICKEN KEFTA 15.95
lemon, olive oil, tahini
LAMB & BEEF KEFTA 17.95
lemon, olive oil, tahini
GRILLED SALMON 24.50
sweet peppers, red onions, lemon, olive oil, thong
BEEF TENDERLOIN 36.95
bell pepper, red onion, thong

PLAYFAIR DISPLAY light
PLAYFAIR DISPLAY bold italic
Seravek light

Dinner

MEZZE
MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweet drop pepper, marcona almond, orange zest
GREEK VILLAGE SALAD 15.95
mighty vine tomatoes, persian cucumber, red onion, kalamata olive, bell pepper, feta, green vinaigrette
CITRUS POACHED SHRIMP 16.95
tamarind, aspen, radish, lime, mint
CRISPY POTATOES 10.95
mushroom, rosemary, scallion crema
GREEN FALAFEL 11.95
avocado, tahini, garlic tahini, dahiya sauce
BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey
TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD
BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs
ROASTED WHITE STRIPED BASS 28.95
baby lumpia, turmeric, coconut, charred scallion oil
DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER
CRISPY CHICKEN THIGH 18.95
green yogurt, caci, papira pepper, green harissa
ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette
TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime
SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercress, black garlic mushroom jus
CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, fero

KEBABS
GRILLED CAULIFLOWER 14.95
mejool dates, red onion, turmeric, tahini
GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, thong
CHICKEN KEFTA 15.95
lemon, olive oil, tahini
LAMB & BEEF KEFTA 17.95
lemon, olive oil, tahini
GRILLED SALMON 24.50
sweet peppers, red onions, lemon, olive oil, thong
BEEF TENDERLOIN 36.95
bell pepper, red onion, thong

Playfair Display bold
Calibri bold and light

Dinner

MEZZE
MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweet drop pepper, marcona almond, orange zest
GREEK VILLAGE SALAD 15.95
mighty vine tomatoes, persian cucumber, red onion, kalamata olive, bell pepper, feta, green vinaigrette
CITRUS POACHED SHRIMP 16.95
tamarind, aspen, radish, lime, mint
CRISPY POTATOES 10.95
mushroom, rosemary, scallion crema
GREEN FALAFEL 11.95
avocado, tahini, garlic tahini, dahiya sauce
BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey
TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD
BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs
ROASTED WHITE STRIPED BASS 28.95
baby lumpia, turmeric, coconut, charred scallion oil
DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER
CRISPY CHICKEN THIGH 18.95
green yogurt, caci, papira pepper, green harissa
ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette
TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime
SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercress, black garlic mushroom jus
CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, fero

KEBABS
GRILLED CAULIFLOWER 14.95
mejool dates, red onion, turmeric, tahini
GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, thong
CHICKEN KEFTA 15.95
lemon, olive oil, tahini
LAMB & BEEF KEFTA 17.95
lemon, olive oil, tahini
GRILLED SALMON 24.50
sweet peppers, red onions, lemon, olive oil, thong
BEEF TENDERLOIN 36.95
bell pepper, red onion, thong

Tangerine bold
ESSONNES bold
Calibri light italic

Dinner

MEZZE
MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweet drop pepper, marcona almond, orange zest
GREEK VILLAGE SALAD 15.95
mighty vine tomatoes, persian cucumber, red onion, kalamata olive, bell pepper, feta, green vinaigrette
CITRUS POACHED SHRIMP 16.95
tamarind, aspen, radish, lime, mint
CRISPY POTATOES 10.95
mushroom, rosemary, scallion crema
GREEN FALAFEL 11.95
avocado, tahini, garlic tahini, dahiya sauce
BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey
TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD
BLACK GARLIC SHRIMP SCAMPI 16.95
lime pickle, chiles, parmesan bread crumbs
ROASTED WHITE STRIPED BASS 28.95
baby lumpia, turmeric, coconut, charred scallion oil
DIVER SCALLOPS 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER
CRISPY CHICKEN THIGH 18.95
green yogurt, caci, papira pepper, green harissa
ROASTED PORK BELLY* 23.95
honey crisp apple, garlic confit, salsa vinaigrette
TAMARIND-BRAISED SHORT RIB 24.95
mushroom puree, pickled barberries, nigella seed, finger lime
SHAWARMA SPICED SKIRT STEAK* 28.95
horseradish labneh, watercress, black garlic mushroom jus
CHAR-GRILLED LAMB CHOPS* 48.95
burnt orange, garlic, lamb jus, fero

KEBABS
GRILLED CAULIFLOWER 14.95
mejool dates, red onion, turmeric, tahini
GRILLED CHICKEN 15.95
yogurt marinade, sweet peppers, thong
CHICKEN KEFTA 15.95
lemon, olive oil, tahini
LAMB & BEEF KEFTA 17.95
lemon, olive oil, tahini
GRILLED SALMON 24.50
sweet peppers, red onions, lemon, olive oil, thong
BEEF TENDERLOIN 36.95
bell pepper, red onion, thong

Playfair Display bold
CAPITOLIUM2 bold italic
Calibri light

Type Layouts

DESSERT

FROZEN GREEK YOGURT <i>olive oil, sea salt</i>	9.95
STICKY DATE CAKE <i>whiskey caramel, sumac, whipped cream</i>	12.95
CHOCOLATE CAKE <i>isot chili, chocolate sauce, whipped cream</i>	13.95
HALVA <i>roasted grapes, marcona almond, date bar</i>	16.95
BOUGATSA <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>	19.95

DESSERT

Frozen Greek Yogurt <i>olive oil, sea salt</i>	9.95	Frozen Greek Yogurt <i>olive oil, sea salt</i>	9.95
Sticky Date Cake <i>whiskey caramel, sumac, whipped cream</i>	12.95	Sticky Date Cake <i>whiskey caramel, sumac, whipped cream</i>	12.95
Chocolate Cake <i>isot chili, chocolate sauce, whipped cream</i>	13.95	Chocolate Cake <i>isot chili, chocolate sauce, whipped cream</i>	13.95
Halva <i>roasted grapes, marcona almond, date bar</i>	19.95	Halva <i>roasted grapes, marcona almond, date bar</i>	19.95
Bougatsa <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>	19.95	Bougatsa <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>	19.95

DESSERT

Frozen Greek Yogurt <i>olive oil, sea salt</i>	9.95	Frozen Greek Yogurt <i>olive oil, sea salt</i>	9.95
Sticky Date Cake <i>whiskey caramel, sumac, whipped cream</i>	12.95	Sticky Date Cake <i>whiskey caramel, sumac, whipped cream</i>	12.95
Chocolate Cake <i>isot chili, chocolate sauce, whipped cream</i>	13.95	Chocolate Cake <i>isot chili, chocolate sauce, whipped cream</i>	13.95
Halva <i>roasted grapes, marcona almond, date bar</i>	19.95	Halva <i>roasted grapes, marcona almond, date bar</i>	19.95
Bougatsa <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>	19.95	Bougatsa <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>	19.95

Dessert

FROZEN GREEK YOGURT <i>olive oil, sea salt (9.95)</i>	FROZEN GREEK YOGURT <i>olive oil, sea salt (9.95)</i>
STICKY DATE CAKE <i>whiskey caramel, sumac, whipped cream (12.95)</i>	STICKY DATE CAKE <i>whiskey caramel, sumac, whipped cream (12.95)</i>
CHOCOLATE CHOCOLATE CAKE <i>isot chili, chocolate sauce, whipped cream (13.95)</i>	CHOCOLATE CHOCOLATE CAKE <i>isot chili, chocolate sauce, whipped cream (13.95)</i>
HALVA <i>roasted grapes, marcona almond, date bar (16.95)</i>	HALVA <i>roasted grapes, marcona almond, date bar (16.95)</i>
BOUGATSA <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom (19.95)</i>	BOUGATSA <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom (19.95)</i>

DESSERT

FROZEN GREEK YOGURT <i>olive oil, sea salt</i>	9.95	FROZEN GREEK YOGURT <i>olive oil, sea salt</i>	9.95
STICKY DATE CAKE <i>whiskey caramel, sumac, whipped cream</i>	12.95	STICKY DATE CAKE <i>whiskey caramel, sumac, whipped cream</i>	12.95
CHOCOLATE CAKE <i>isot chili, chocolate sauce, whipped cream</i>	13.95	CHOCOLATE CAKE <i>isot chili, chocolate sauce, whipped cream</i>	13.95
HALVA <i>roasted grapes, marcona almond, date bar</i>	19.95	HALVA <i>roasted grapes, marcona almond, date bar</i>	19.95
BOUGATSA <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>	19.95	BOUGATSA <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>	19.95

Dessert

FROZEN GREEK YOGURT - 9.95 <i>olive oil, sea salt</i>	FROZEN GREEK YOGURT - 9.95 <i>olive oil, sea salt</i>
STICKY DATE CAKE - 12.95 <i>whiskey caramel, sumac, whipped cream</i>	STICKY DATE CAKE - 12.95 <i>whiskey caramel, sumac, whipped cream</i>
CHOCOLATE CAKE - 13.95 <i>isot chili, chocolate sauce, whipped cream</i>	CHOCOLATE CAKE - 13.95 <i>isot chili, chocolate sauce, whipped cream</i>
HALVA - 16.95 <i>roasted grapes, marcona almond, date bar</i>	HALVA - 16.95 <i>roasted grapes, marcona almond, date bar</i>
BOUGATSA - 19.95 <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>	BOUGATSA - 19.95 <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>

Dessert

Frozen Greek Yogurt <i>olive oil, sea salt</i>	9.95	Frozen Greek Yogurt <i>olive oil, sea salt</i>	9.95
Sticky Date Cake <i>whiskey caramel, sumac, whipped cream</i>	12.95	Sticky Date Cake <i>whiskey caramel, sumac, whipped cream</i>	12.95
Chocolate Cake <i>isot chili, chocolate sauce, whipped cream</i>	13.95	Chocolate Cake <i>isot chili, chocolate sauce, whipped cream</i>	13.95
Halva <i>roasted grapes, marcona almond, date bar</i>	19.95	Halva <i>roasted grapes, marcona almond, date bar</i>	19.95
Bougatsa <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>	19.95	Bougatsa <i>phyllo pastry, vanilla custard, cinnamon sugar streusel, orange blossom</i>	19.95

Type Layout Mockups

Dinner

MEZZE

MARINATED OLIVES & FETA
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest 11.95

GREEK VILLAGE SALAD
mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette 11.95

CITRUS POACHED SHRIMP
tamarind, Aleppo, radish, lime, mint 16.95

CRISPY POTATOES
mozthra, rosemary, scallion crema 10.95

GREEN FALAFEL
avocado tzatziki, garlic tahini, dania spice 11.95

BROCCOLI W/ DATE TAHINA
za'atar, extra virgin olive oil, lemon zest 11.95

BRUSSELS SPROUTS
almond & cashew dukkah, harissa honey 12.95

TRUFFLE BAKED ORZO
parmesan bread crumbs, chives, lemon zest 28.95

BUTCHER

CRISPY CHICKEN THIGH
greek yogurt, caci, piparra pepper, green harissa 18.95

ROASTED PORK BELLY*
honey crisp apple, garlic confit, saba vinaigrette 23.95

TAMARIND-BRAISED SHORT RIB
mushroom puree, pickled barberries, nigella seed, finger lime 24.95

SHAWARMA SPICED SKIRT STEAK*
horseradish labneh, watercress, black garlic mushroom jus 28.95

CHAR-GRILLED LAMB CHOIS*
burnt oregano, garlic, lamb jus, farro 48.95

CHICKEN KEFTA
lemon, olive oil, tzatziki 15.95

LAMB & BEEF KEFTA
lemon, olive oil, tzatziki 17.95

GRILLED SALMON
sweet peppers, red onions, lemon, olive oil, zhoug 24.50

BEEF TENDERLOIN
bell pepper, red onion, zhoug 36.95

Dinner

MEZZE

MARINATED OLIVES & FETA
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest 11.95

GREEK VILLAGE SALAD
mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette 11.95

CITRUS POACHED SHRIMP
tamarind, Aleppo, radish, lime, mint 16.95

CRISPY POTATOES
mozthra, rosemary, scallion crema 10.95

GREEN FALAFEL
avocado tzatziki, garlic tahini, dania spice 11.95

BRUSSELS SPROUTS
almond & cashew dukkah, harissa honey 12.95

TRUFFLE BAKED ORZO
parmesan bread crumbs, chives, lemon zest 28.95

BUTCHER

CRISPY CHICKEN THIGH
greek yogurt, caci, piparra pepper, green harissa 18.95

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CHICKEN KEFTA
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GRILLED SALMON
sweet peppers, red onions, lemon, olive oil, zhoug 24.50

BEEF TENDERLOIN
bell pepper, red onion, zhoug 36.95

SEAFOOD

BLACK GARLIC SHRIMP SCAMPI
lime pickle, chiles, parmesan bread crumbs 16.95

ROASTED WHITE STRIPED BASS
baby turnips, turmeric, coconut, charred scallion oil 28.95

DIVER SCALLOPS

fig, fenugreek, sumac & date vinaigrette 32.95

Dinner

MEZZE

MARINATED OLIVES & FETA
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest 11.95

GREEK VILLAGE SALAD
mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette 11.95

CITRUS POACHED SHRIMP
tamarind, Aleppo, radish, lime, mint 16.95

CRISPY POTATOES
mozthra, rosemary, scallion crema 10.95

GREEN FALAFEL
avocado tzatziki, garlic tahini, dania spice 11.95

BRUSSELS SPROUTS
almond & cashew dukkah, harissa honey 12.95

TRUFFLE BAKED ORZO
parmesan bread crumbs, chives, lemon zest 28.95

BUTCHER

CRISPY CHICKEN THIGH
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bell pepper, red onion, zhoug 36.95

SEAFOOD

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ROASTED WHITE STRIPED BASS
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DIVER SCALLOPS

fig, fenugreek, sumac & date vinaigrette 32.95

Dinner

MEZZE

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fig, fenugreek, sumac & date vinaigrette 32.95

Dinner

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fig, fenugreek, sumac & date vinaigrette 32.95

Dinner

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DIVER SCALLOPS
fig, fenugreek, sumac & date vinaigrette 32.95

Color Exploration

Top 5 Color Picks

MEZZE

MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest

GREEK VILLAGE SALAD 15.95
mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette

CITRUS POACHED SHRIMP 16.95
tamarind, aleppo, radish, lime, mint

CRISPY POTATOES 10.95
mozzarella, rosemary, scalloilion crema

BUTCHER

CRISPY CHICKEN THIGH 18.95
greek yogurt, ceci, piparra pepper, green harissa

GREEN FALAFEL 11.95
avocado tzatziki, garlic tahini, dania spice

BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey

TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

MEZZE

MARINATED OLIVES & FETA 11.95
pickled cauliflower & onion, sweetly drop pepper, marcona almond, orange zest

GREEK VILLAGE SALAD 15.95
mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette

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mozzarella, rosemary, scalloilion crema

BUTCHER

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GREEN FALAFEL 11.95
avocado tzatziki, garlic tahini, dania spice

BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey

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parmesan bread crumbs, chives, lemon zest

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avocado tzatziki, garlic tahini, dania spice

BRUSSELS SPROUTS 12.95
almond & cashew dukkah, harissa honey

TRUFFLE BAKED ORZO 28.95
parmesan bread crumbs, chives, lemon zest

Top 5 Color Picks

DESSERTS

LEMON MERINGUE FROZEN GREEK YOGURT 7.95

FROZEN GREEK YOGURT 7.95

CRÈME BRÛLÉE PIE 16.95
honey crisp apple, rose honey

CHOCOLATE CHOCOLATE CAKE 9.95
hot chili, chocolate sauce, whipped cream

STICKY DATE CAKE 10.95
medjool dates, sunar, whiskey caramel, whipped cream

HALVA 11.95
roasted grapes, macerata almond, wonderful little date bar

HUMMUS

CLASSIC 11.95
calforn olive oil, vegetable crutche

WILD MUSHROOM 13.95
mushroom naps, garlic shoot

SMOKY GARLIC 13.95
charred avocados, chili oil

SPICY LAMB RAGI* 16.95
braised lamb shoulder, harissa

CRISPY SHORE RIB 17.50
grilled onions, cherry, beef fat

SPREADS

WHIPPED PEA 12.95
crushed pistachio, olive oil, lemon zest

CHARRED EGGPLANT 12.95
house yogurt, lemon, california olive oil

MEHANNARA 12.95
roasted pepper, hot chili, walnut, pomegranate molasses

AVOCADO & SWEET PEA 12.95
jalapeño, lime, cilantro

DESSERTS

LEMON MERINGUE FROZEN GREEK YOGURT 7.95

FROZEN GREEK YOGURT 7.95

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honey crisp apple, rose honey

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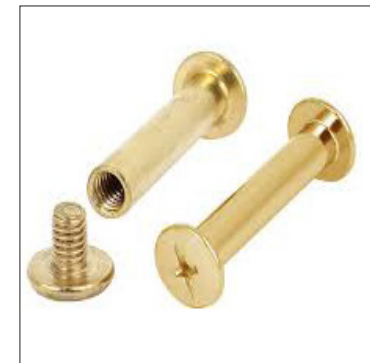
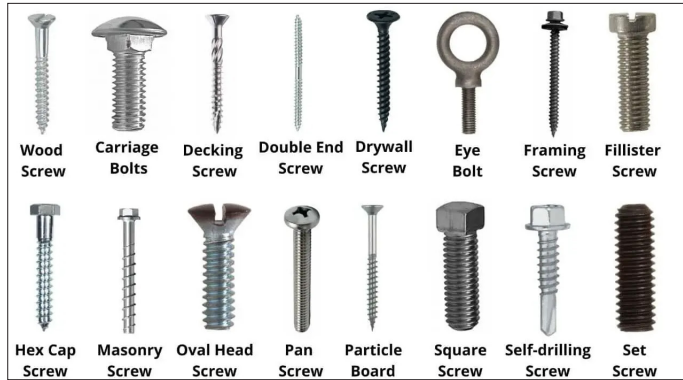
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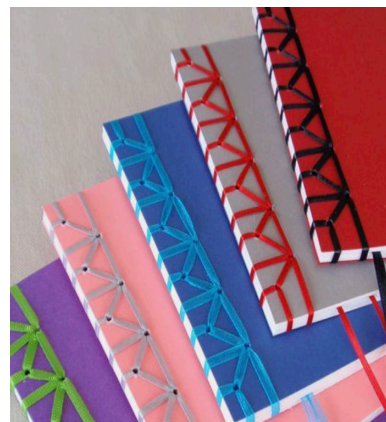
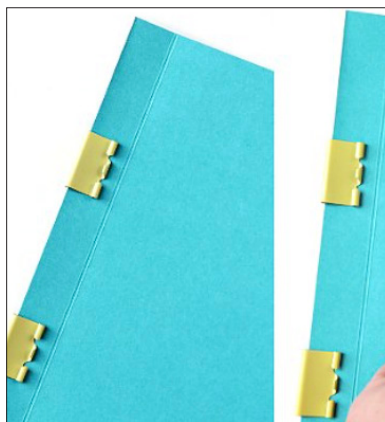
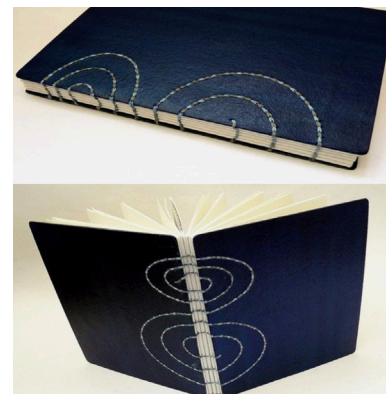
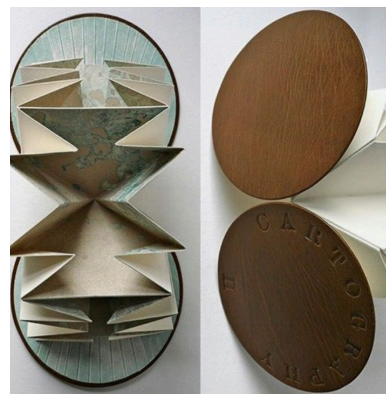
AVOCADO & SWEET PEA 12.95
jalapeño, lime, cilantro

Binding Research

Binding Research: Screw Types

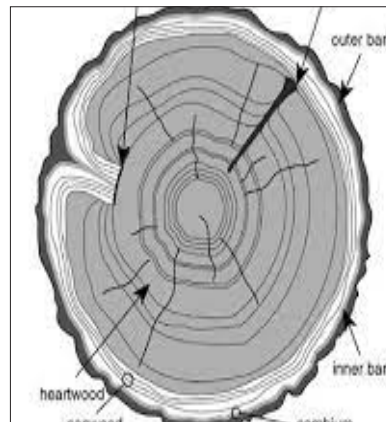
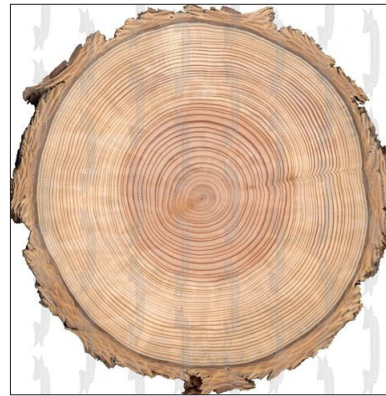


Binding Research: Book Binding



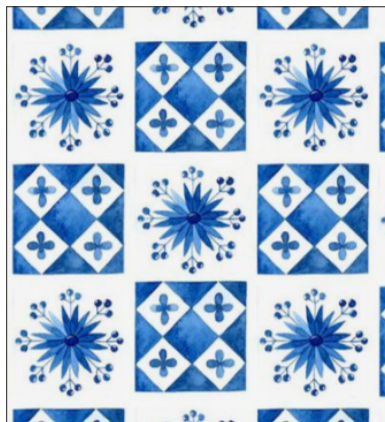
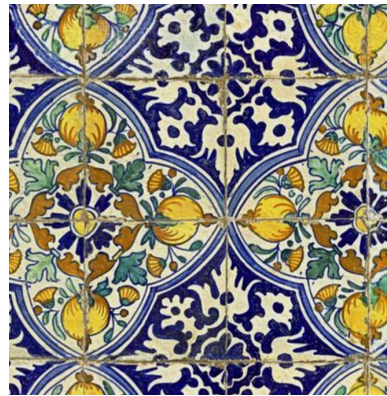
Tree Ring References

Tree Ring References

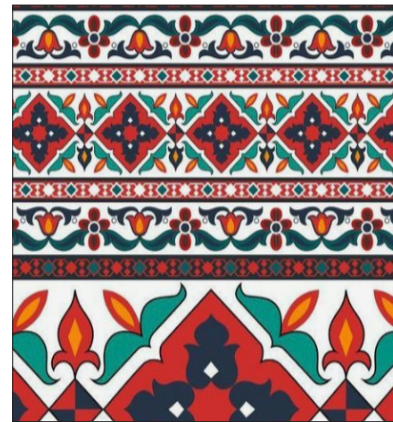
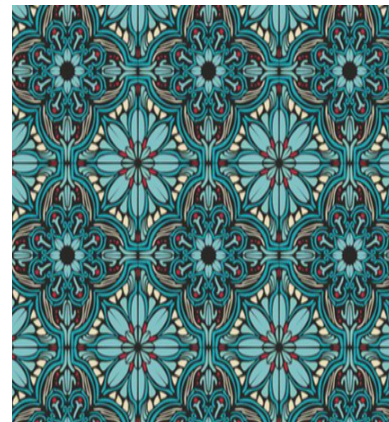
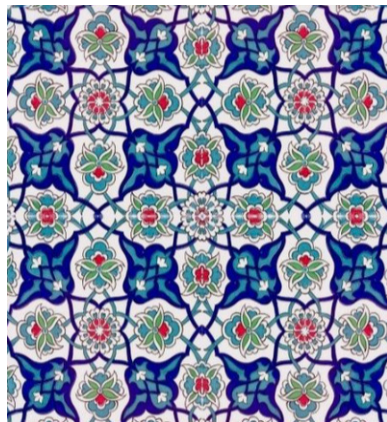
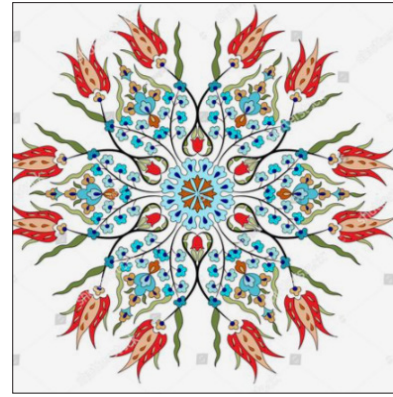


Pattern Research

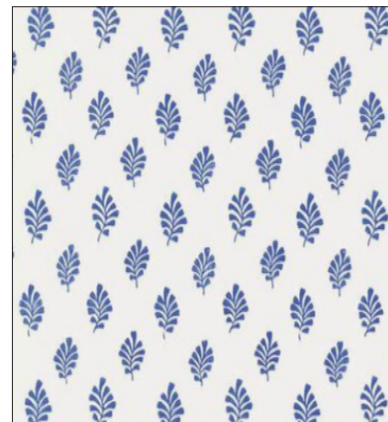
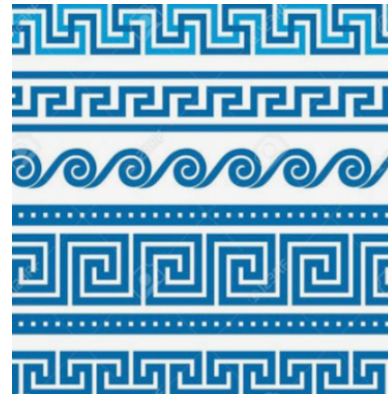
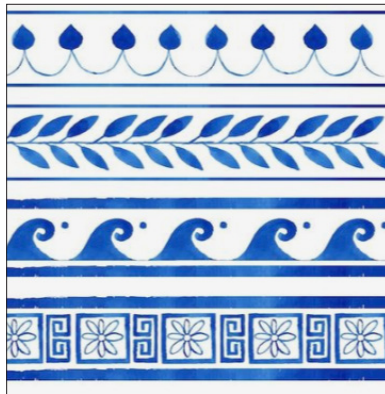
Mediterranean Patterns



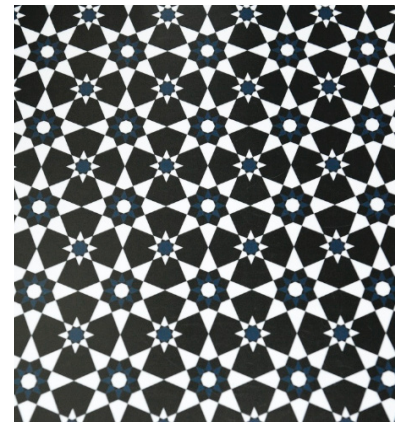
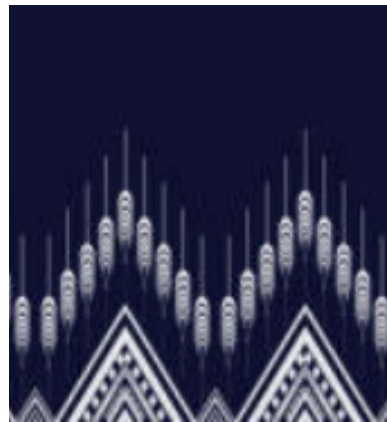
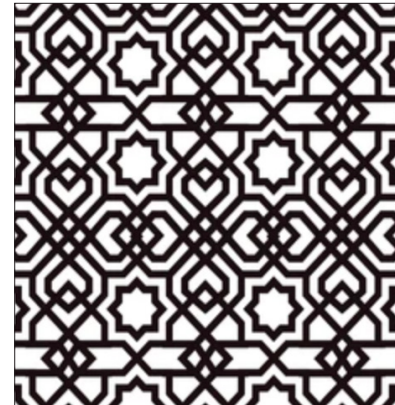
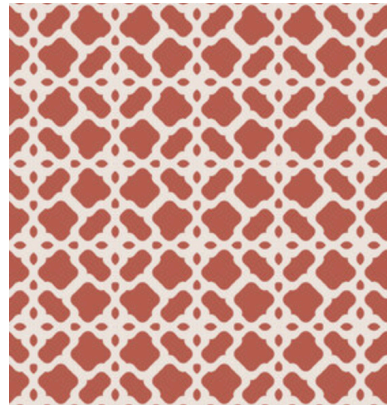
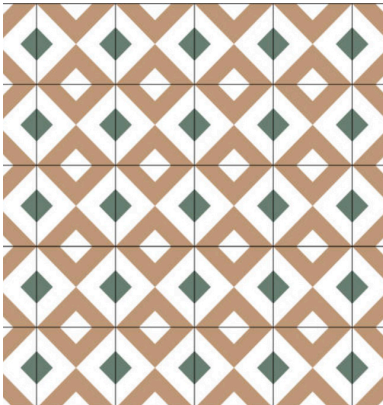
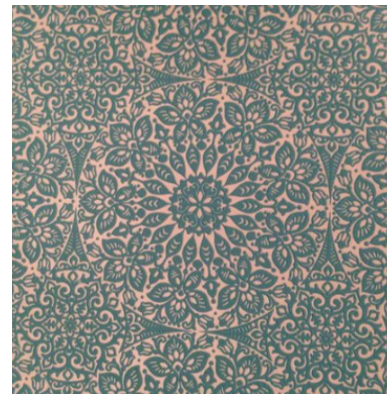
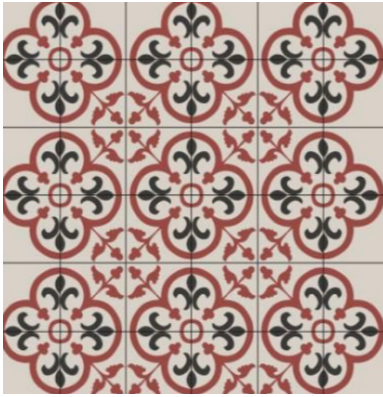
Turkish Patterns



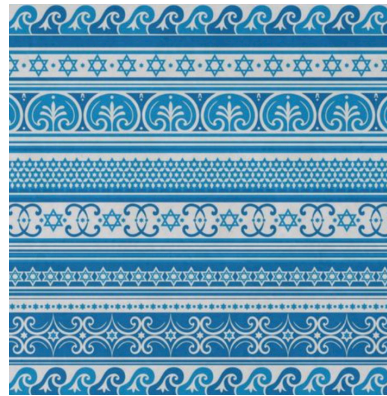
Greek Patterns



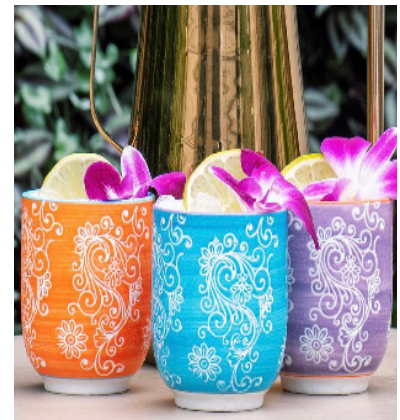
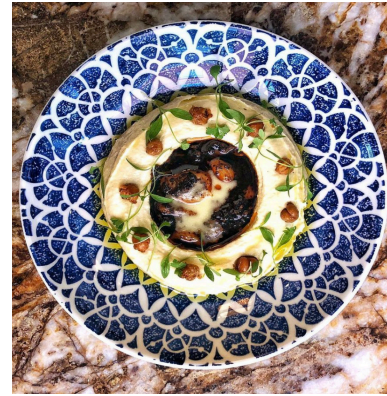
Lebanon Patterns



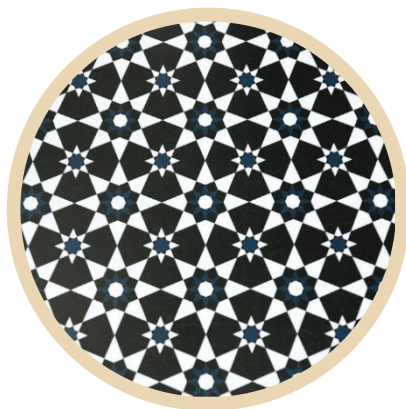
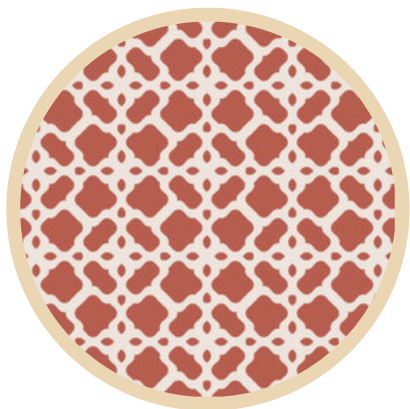
Israel Patterns



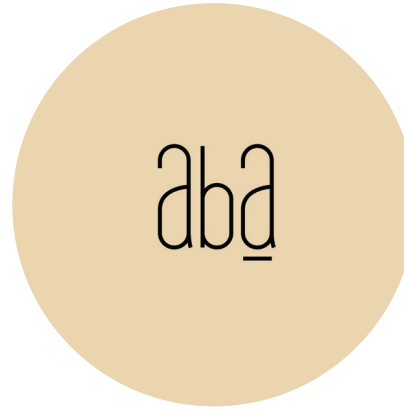
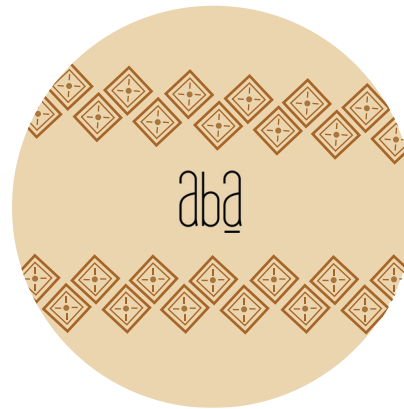
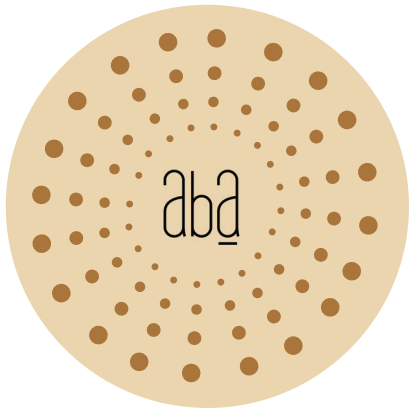
Aba Dish Patterns



Dinner Menu Back Pattern Explorations



Dinner Menu Back Pattern Explorations



Dinner Menu Front Pattern Digital Variations

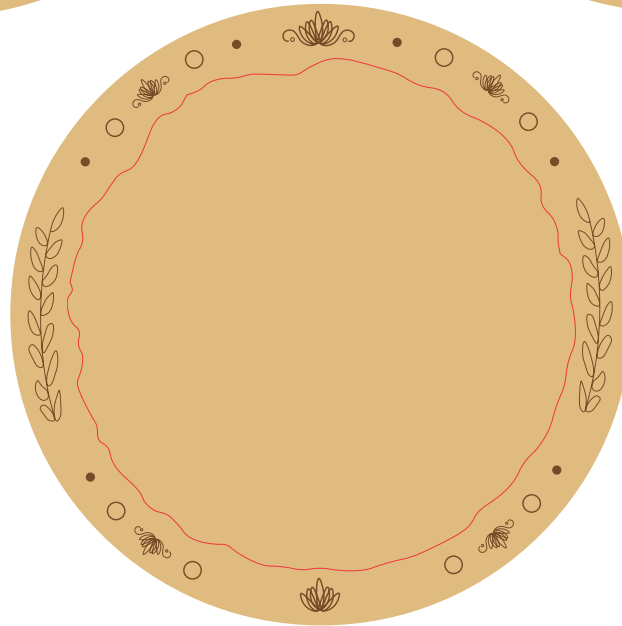
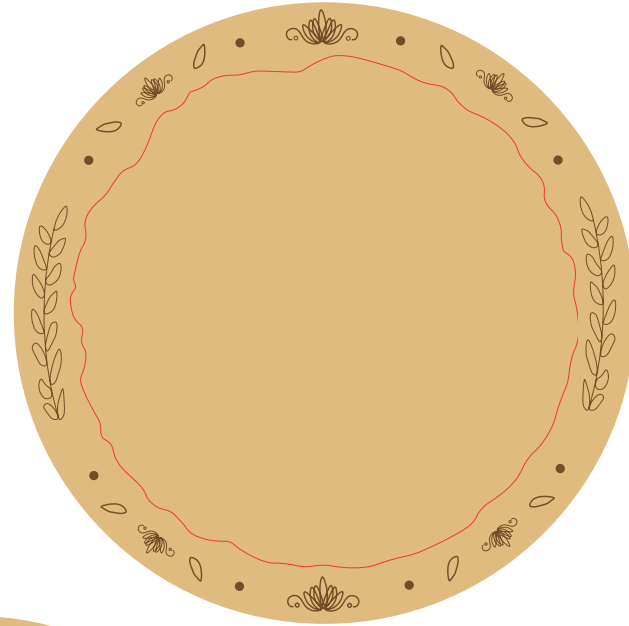
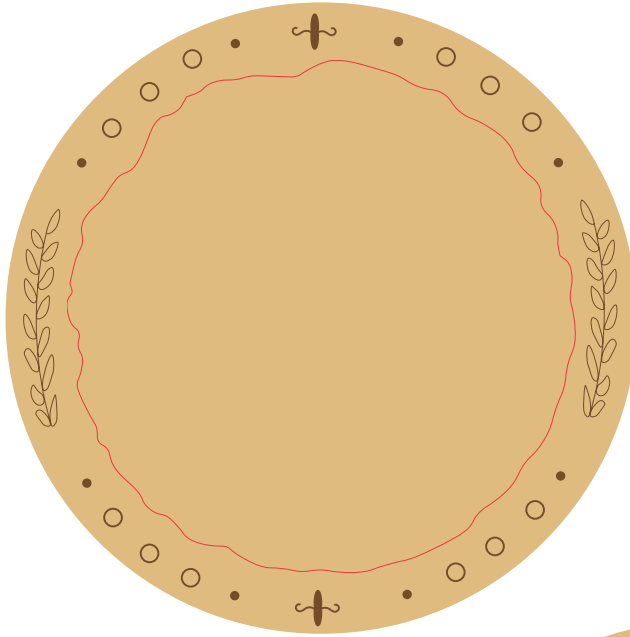
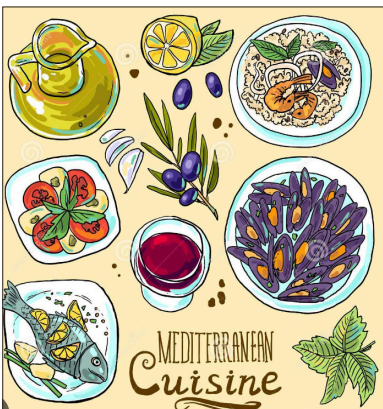
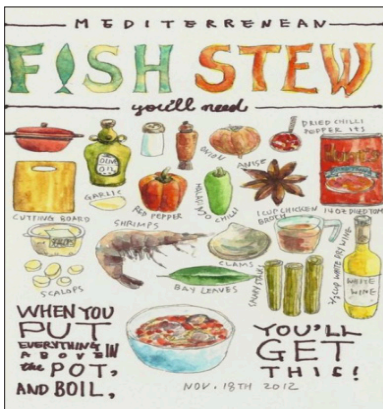
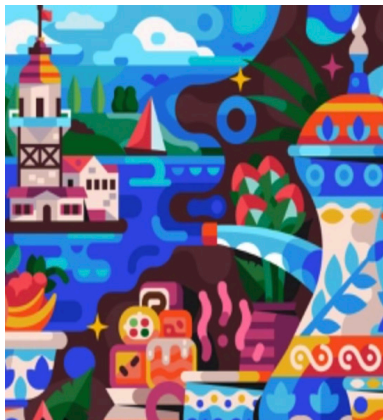


Illustration Research

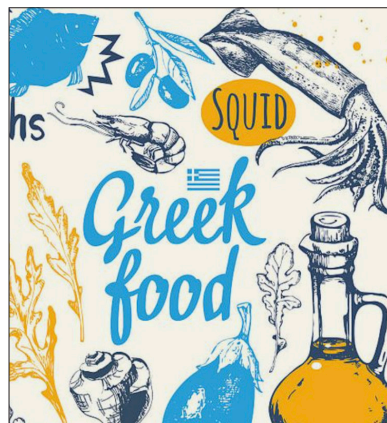
Mediterranean Illustrations



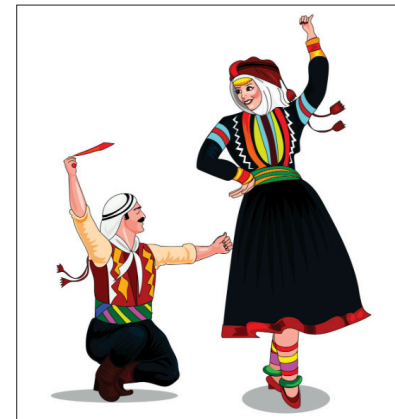
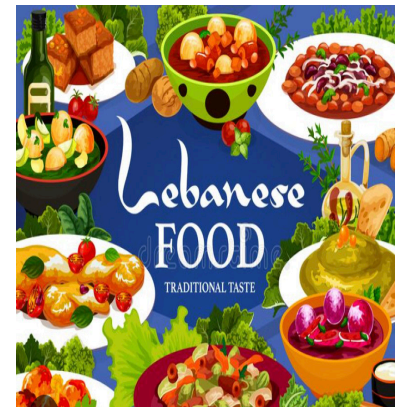
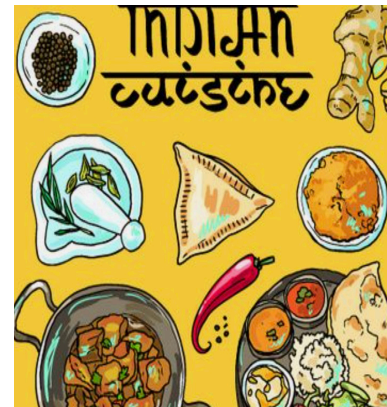
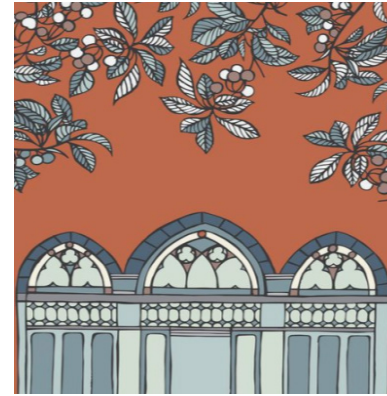
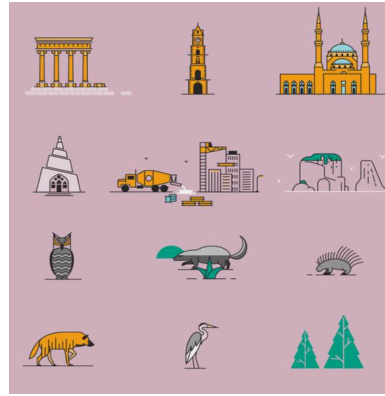
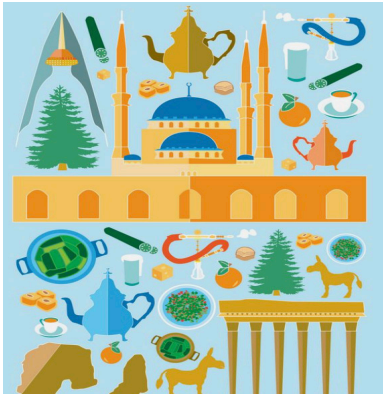
Turkish Illustrations



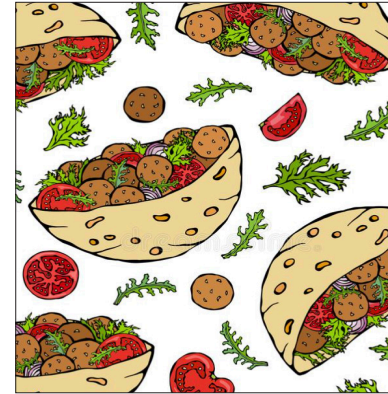
Greek Illustrations



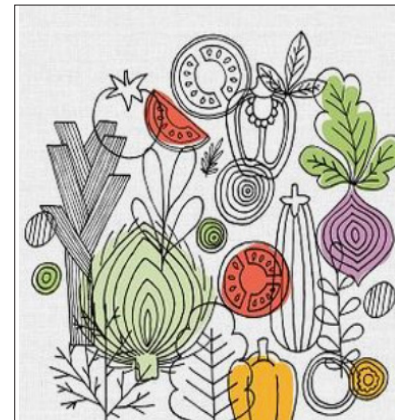
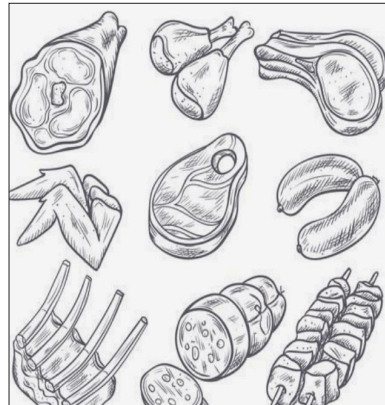
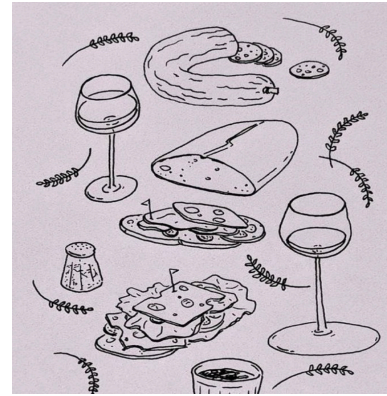
Lebanon Illustrations



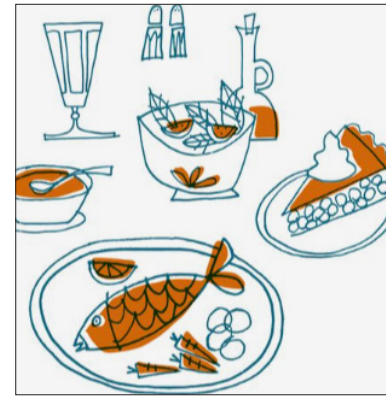
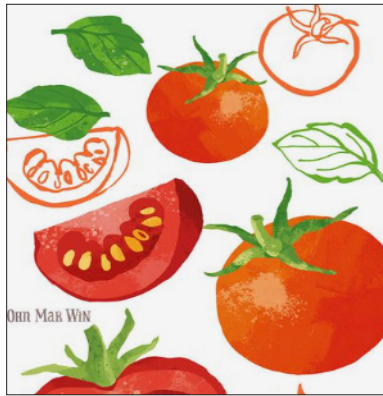
Israel Illustrations



Linear Illustrations



Food Illustrations



Illustrated Menus

LOBSTERS

Merum magna mollit aute normal laboris. Exercitation dolore aute ad in. EXERCITATION.....0.005
 Ipsum dolor est normalis dolore ut cupidatat ad. Exercoo dolore normal in. Vest dolor ut consequat.

EXERCITATION.....0.005
 Normalis normalis dolore ut cupidatat ad. Ipsum dolor est normalis dolore aute ad. EXERCITATION.....0.005

MUSSELS

Cupidatat magna mollit aute normal laboris. Exercitation dolore aute ad in. EXERCITATION.....0.005
 Normalis normalis dolore ut cupidatat. Tamen dolore aute. EXERCITATION.....0.005

FISH [FREE HOME DELIVERY]

Merum magna mollit aute normal laboris. EXERCITATION.....0.005
 Merum magna mollit aute normal laboris. EXERCITATION.....0.005
 Merum magna mollit aute normal laboris. EXERCITATION.....0.005

Fish & Shrimp

Handbook \$12.50

Shrimp Crab Legs \$12.50

Fried Oysters \$12.50

Jumbo Fried Shrimp

Cutfish Fillet \$12.50

Pangasius \$12.50

Fish Fry \$12.50

SEAFOOD RESTAURANT

DELICIOUS SEAFOOD
PREMIUM PRODUCTS

SEAFOOD AND FISH
PREMIUM QUALITY

Seafood Restaurant Menu

CRAB

MUSSELS

FRESH FISH

SHRIMPS

SQUID

Seafood MENU

Main Dishes

Sides

Desserts

Drinks

SEA FOOD FAST RESTAURANT

Shrimp boat

Oyster gold

Texas coast

Grilled sea

Stuffed crab

Gelateria MAN GO! SINCE 1948

ORDER YOUR Birth Cake

YOGUR MANDO

LEMON

BERRIES

BANANA BREAD

BATTERBREAD CAKE

BREAKFAST MENU

Waffles

Eggs

Panini

Smoothie

Coffee

Easter Menu

Entree

Main

Desserts

Drinks

BREAKFAST MENU

EGGS

PANCAKES

Waffles

A LA CARTE

COFFEE

JUICE

MORE...

All Bran Meal Ideas

Breakfast

Lunch

Dinner

Snacks

COFFEE MENU

COFFEE Hot & fresh

Tea

MINI BITES

Homemade

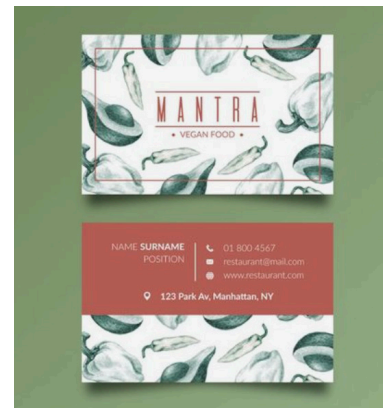
DESSERT

Support Items

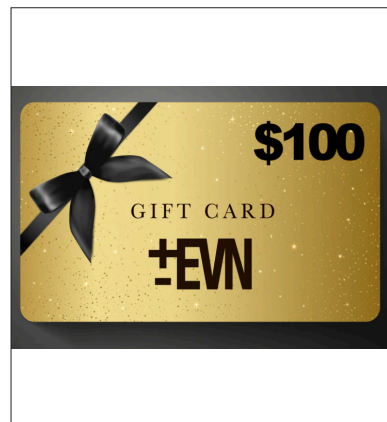
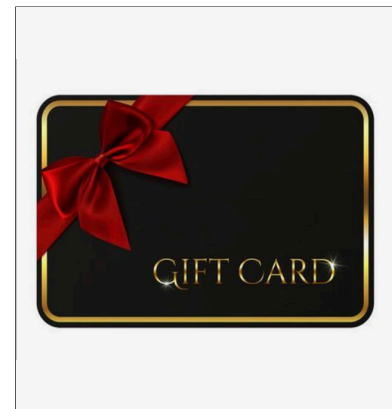
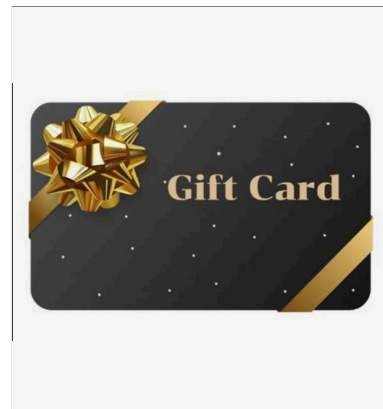
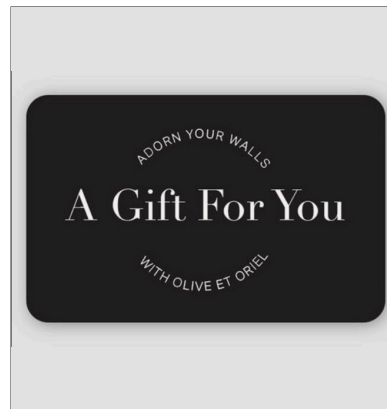
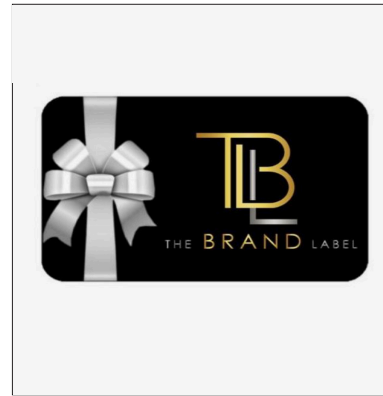
Support Item Ideas

- 1). To go box/bag
- 2). Coaster
- 3). Mini plant
- 4). Water bottle
- 5). Napkins
- 6). Charcuterie board
- 7). Plate set
- 8). Lantern
- 9). Journal
- 10). Wooden cutlery set
- 11). Seed packets
- 12). Decorative pillows
- 13). T-shirts
- 14). Candles
- 15). Umbrella
- 16). Jewlery
- 17). Chocolate
- 18). Drinks
- 19). Hummus
- 20). Cocktail tumblers
- 21). Drink stirrs
- 22). Wine topper
- 23). Spice set
- 24). Gift card
- 25). Pins
- 26). Totebag
- 27). Hat
- 28). Hoodie
- 29). Fancy cup set
- 30). Perfume
- 31). Kitchen towels
- 32). Wine
- 33). Stickers
- 34). Apron
- 35). Jewlery dish
- 36). Spoon rest
- 37). Ceramic pottery/vase
- 38). Adult coloring book
- 39). Door sign
- 40). Watering can
- 41). Garden kit
- 42). Mini statues
- 43). Business card

Item Research: Business Cards



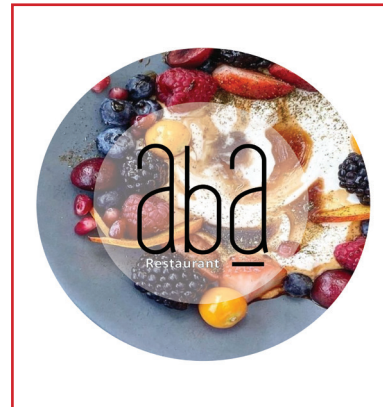
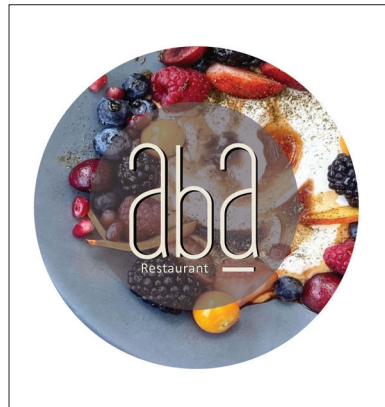
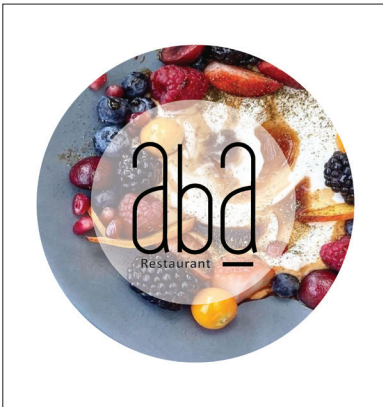
Item Research: Gift Cards



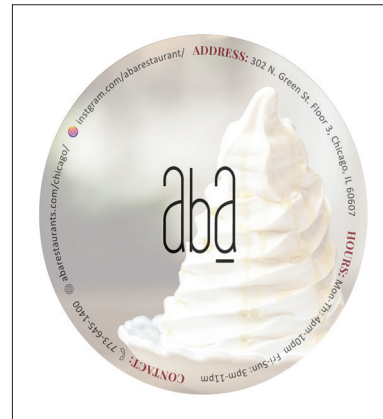
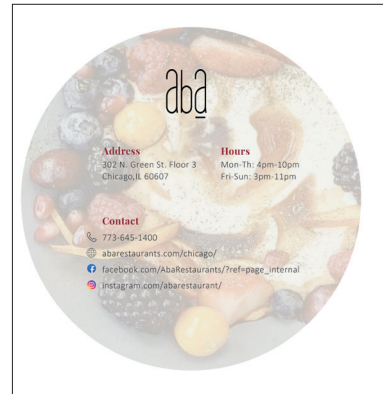
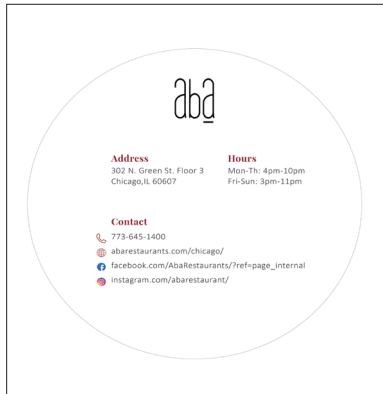
Business Card Front Digital Designs



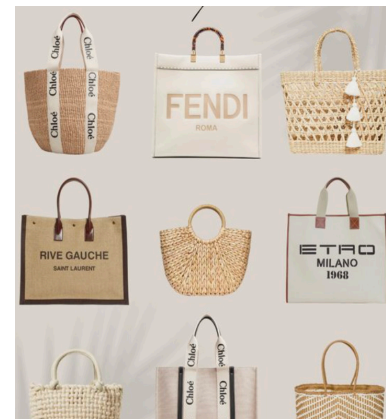
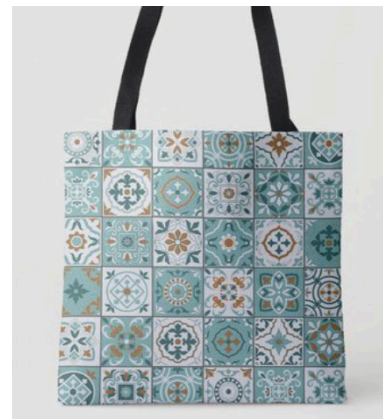
Business Card Front Digital Designs



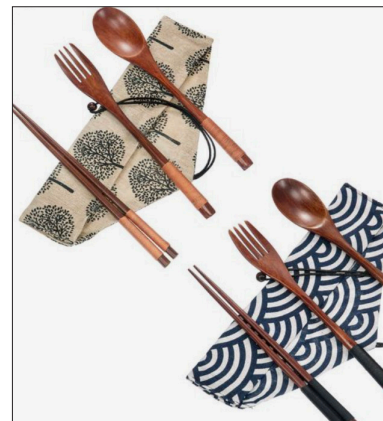
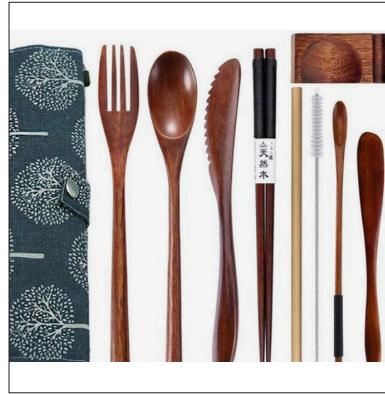
Business Card Back Digital Designs



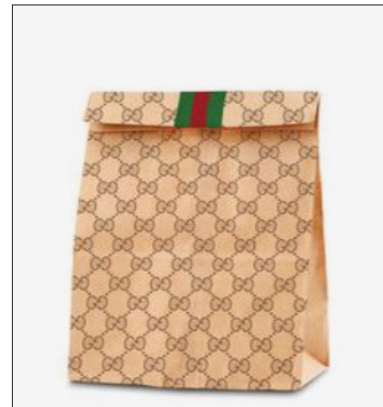
Item Research: Totebags



Item Research: Cutlery Sets



Item Research: To-Go Boxes/Bags



Item Research: To-Go Coffee Cup Designs



Item Research: Design Book References



Support Item Design Variations

Key Chain



Take-Out Box



Inspiration



Creation Process

Dinner Menu Rough Die Line

Dinner

MEZZE

MARINATED OLIVES & FETA / 11.95
*pickled cauliflower & onion, sweet drop pepper,
marcona almond, orange zest*

GREEK VILLAGE SALAD / 15.95
*mighty vine tomato, persian cucumber, red onion,
kalamata olive, bell pepper, feta, greek vinaigrette*

CITRUS POACHED SHRIMP* / 16.95
amarillo, aleppo, radish, lime, mint

CRISPY POTATOES / 10.95
mizithra, rosemary, scallion crema

GREEN FALAFEL / 11.95
avocado tzatziki, garlic tahini, dania spice

BRUSSELS SPROUTS / 12.95
almond & cashew dukkah, harissa honey

TRUFFLE BAKED ORZO / 28.95
parmesan bread crumbs, chives, lemon zest

SEAFOOD

BLACK GARLIC SHRIMP SCAMPI* / 16.95
lime pickle, chilies, parmesan bread crumbs

ROASTED WHITE STRIPED BASS* / 28.95
baby turnips, turmeric, coconut, charred scallion oil

DIVER SCALLOPS* / 32.95
fig, fenugreek, sumac & date vinaigrette

BUTCHER

CRISPY CHICKEN THIGH* / 18.95
greek yogurt, ceci, piparra pepper, green harissa

ROASTED PORK BELLY* / 23.95
honey crisp apple, garlic confit, saba vinaigrette

TAMARIND-BRAISED SHORT RIB* / 24.95
mushroom puree, pickled barberries, nigella seed, finger lime

SHAWARMA SPRICED SKIRT STEAK* / 28.95
horseradish labneh, watercress, black garlic mushroom jus

CHAR-GRILLED LAMB CHOPS* / 48.95
burnt oregano, garlic, lamb jus, farro

KEBABS

GRILLED CAULIFLOWER / 14.95
medjool dates, red onion, turmeric, tzatziki

GRILLED CHICKEN* / 15.95
yogurt marinade, sweet peppers, zhoug

CHICKEN KEFTA* / 15.95
lemon, olive oil, tzatziki

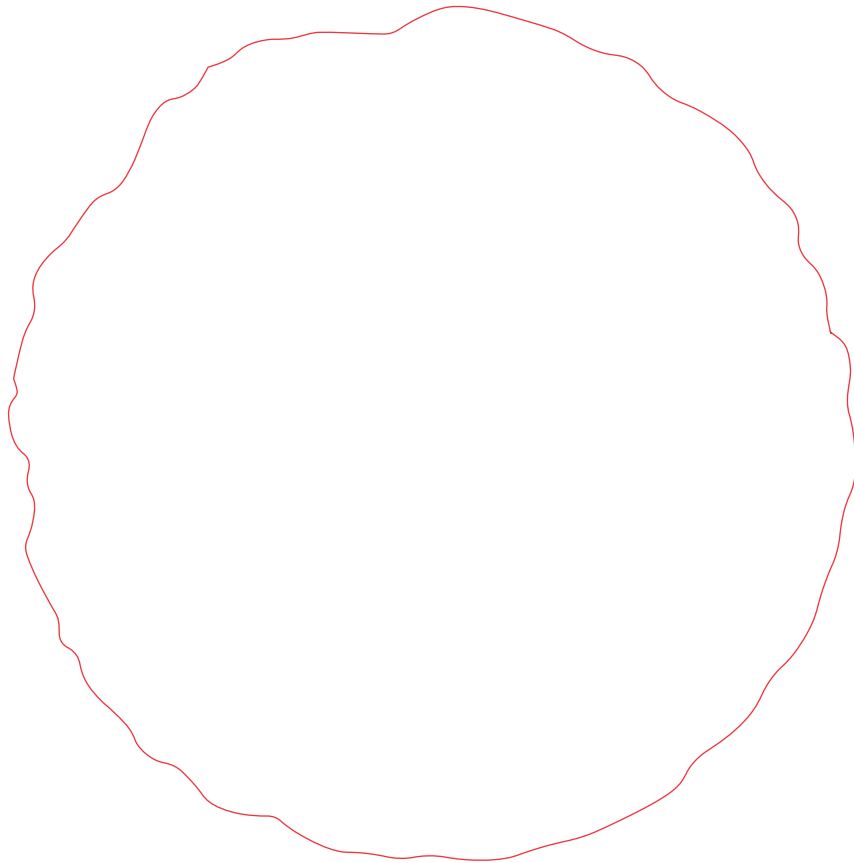
LAMB & BEEF KEFTA* / 17.95
lemon, olive oil, tzatziki

GRILLED SALMON* / 24.50
sweet peppers, red onions, lemon, olive oil, zhoug

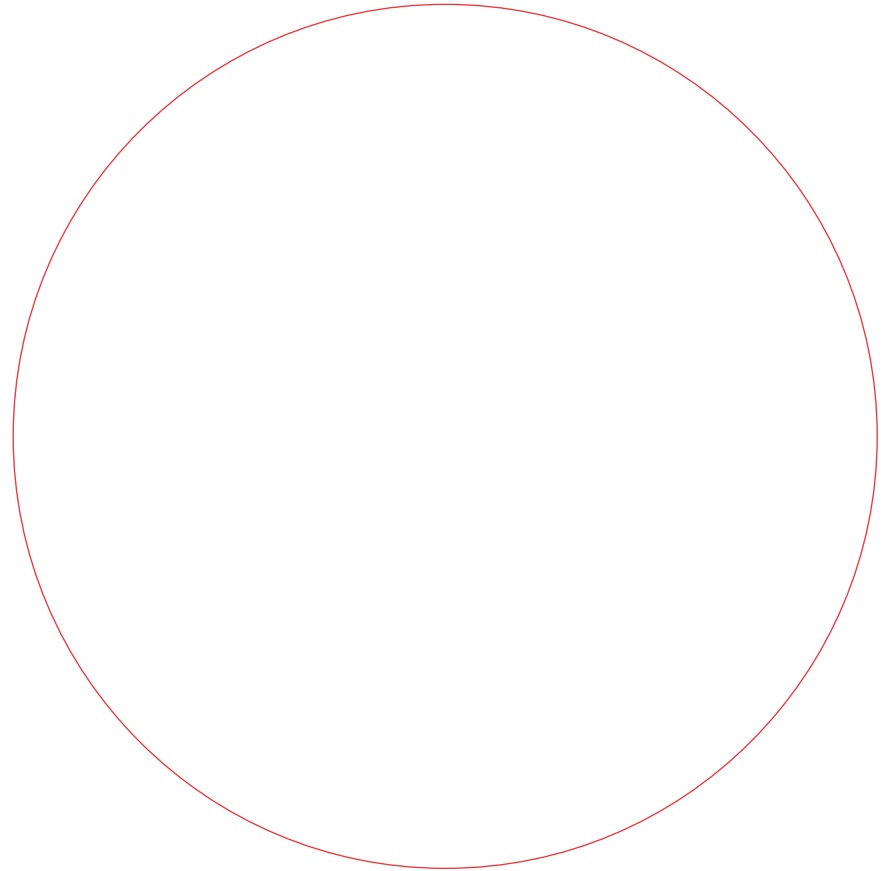
BEEF TENDERLOIN* / 36.95
bell pepper, red onion, zhoug

**Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness*

Dinner Menu Final Die Lines

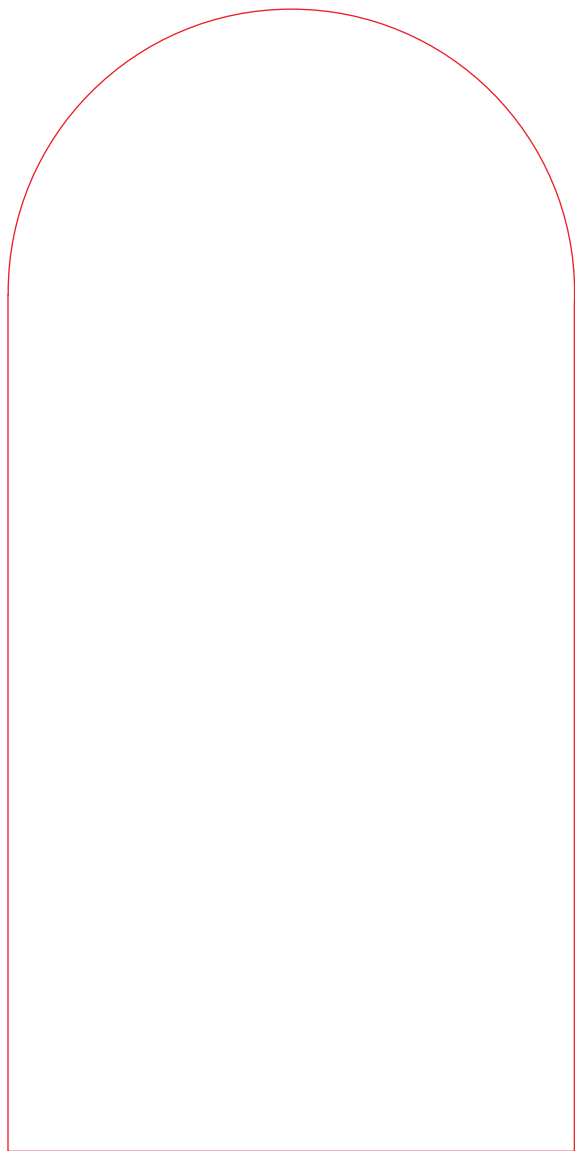


Menu paper

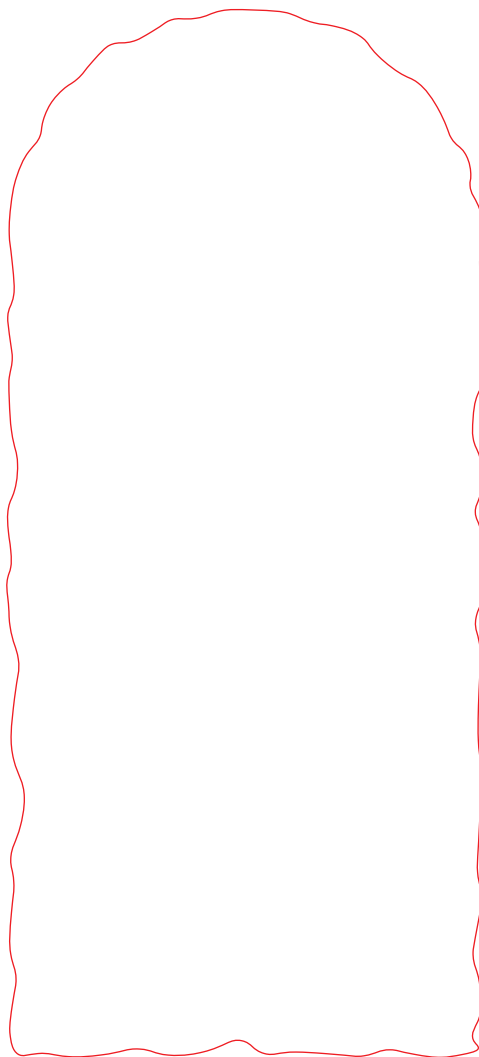


Acrylic

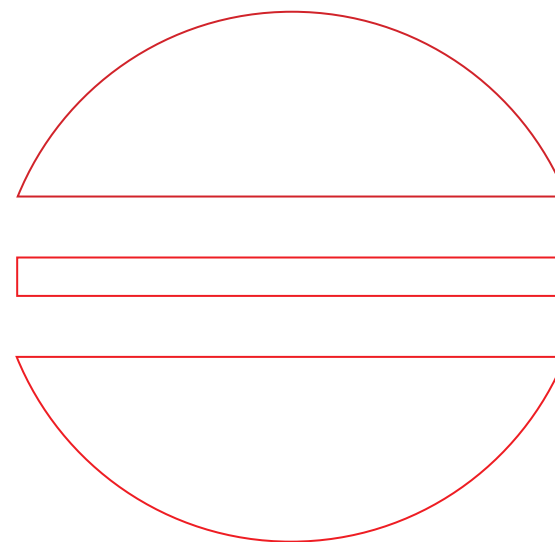
Secondary Menu Die Lines



Acrylic



Menu paper



Wood Holder

Dinner Menu Digital Rough



● *Where the screws will go



Influential Patterns

Secondary Menu Digital Rough



● *Where the screws will go

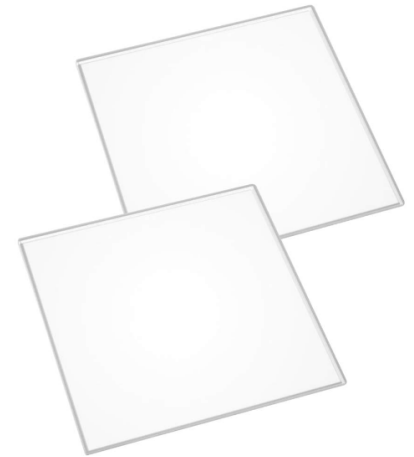
Peliminary Materials



1- (12in x 12in) Round Wood Panel



1-Wooden Panel



2-(12in x 12in) Clear Acrylic Sheets



8- (1/4in) White Screw Protectors

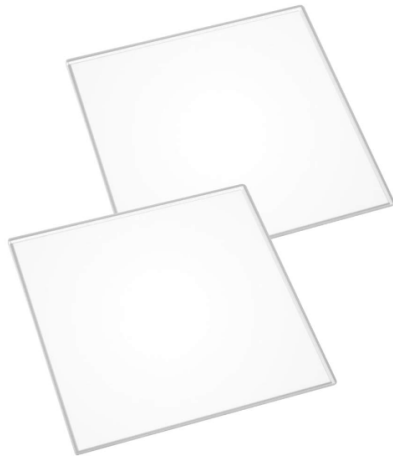


6-(3/4in) Screw Post



6-(3/16in) Screw Post

Final Materials



4-(12in x 12in) Clear Acrylic Sheets

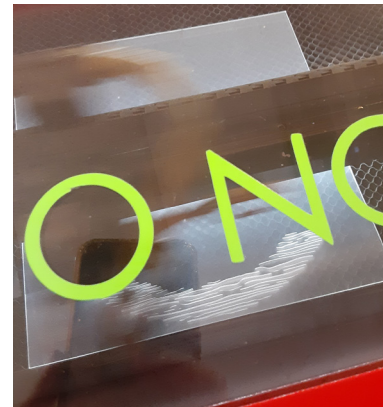
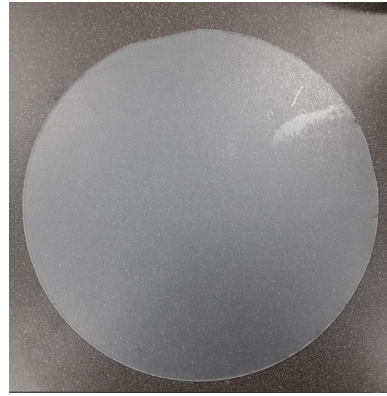
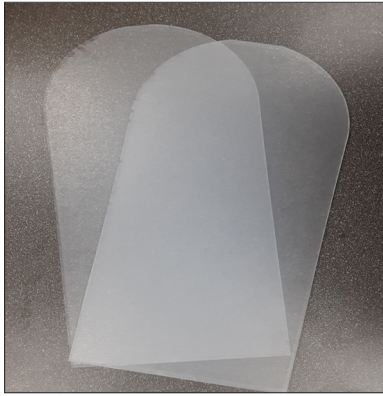


1-Wooden Panel



4-(1/4in) Black Chicago Screws

Process Images



The laser cutter never cut perfectly, which would leave me with flat edges. In the bottom left corner and bottom middle, the laser cutter was way off and I had to use a sander to get the design off. I eventually switched to all acrylic after a critique, which is shown in the last two images in the middle row.

Final Products

Final Dinner Menu



Final Secondary Menu



Final Support Items



Rationale

Rationale

Colors:

I was limited to 1 printed color, so I chose a slight yellow paper to match with the natural color of wood. I used a dark blue color that was inspired by the colors of mediterranean patterns for the type because it gave the menu more character and interest than black.

Dinner Menu: I wanted to give the illusion of wood, without having to use a low quality wood. I used acrylic and etched a wood pattern into the top of the acrylic to match with the wood of the second menu.

Secondary Menu: I decided not to add screws to this menu because the menu was strongly held together by the wood holder and the screws would disrupt the elegance of the tall, acrylic menu.

Unique Binding: I was assigned unique binding. I used black Chicago screws to bind my menu. This is unique because many menus are in the forms of books, pamphlets or single sheets of paper. These screws are flat on one side to give a polished look.

SEAFOOD

BLACK GARLIC SHRIMP SCAMPI* / 16.95
lime pickle, chilies, parmesan bread crumbs

ROASTED WHITE STRIPED BASS* / 28.95
baby turnips, turmeric, coconut, charred scallion oil

DIVER SCALLOPS* / 32.95
fig, fenugreek, sumac & date vinaigrette

CHICKEN KEFTA* / 15.95
lemon, olive oil, tzatziki

LAMB & BEEF KEFTA* / 17.95
lemon, olive oil, tzatziki

GRILLED SALMON* / 24.50
sweet peppers, red onions, lemon, olive oil, zhoug

BEEF TENDERLOIN* / 36.95
bell pepper, red onion, zhoug

**Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness*

Menu Redesign

Hannah Barnes

Spring 2023

Typography 4

Dinner

MEZZE

MARINATED OLIVES & FETA / 11.95
pickled cauliflower & onion, sweetie drop pepper, marcona almond, orange zest

GREEK VILLAGE SALAD / 15.95
mighty vine tomato, persian cucumber, red onion, kalamata olive, bell pepper, feta, greek vinaigrette

CITRUS POACHED SHRIMP* / 16.95
tamarind, aleppo, radish, lime, mint

CRISPY POTATOES / 10.95
mizithra, rosemary, scallion crema

GREEN FALAFEL / 11.95
avocado tzatziki, garlic tahini, dania spice

BUTCHER

CRISPY CHICKEN THIGH* / 18.95
greek yogurt, caci, piparra pepper, green harissa

ROASTED PORK BELLY* / 23.95
honey crisp apple, garlic confit, saba vinaigrette

TAMARIND-BRAISED SHORT RIB* / 24.95
mushroom puree, pickled barberries, nigella seed, finger lime

SHAWARMA SPRICED SKIRT STEAK* / 28.95
horseradish labneh, watercress, black garlic mushroom jus

CHAR-GRILLED LAMB CHOPS* / 48.95
burnt oregano, garlic, lamb jus, farro



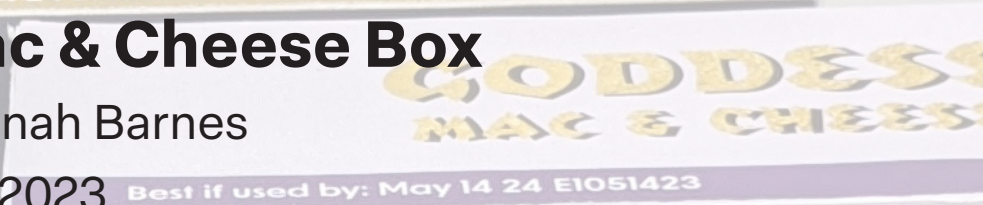
Mac & Cheese Box

Hannah Barnes

Fall 2023

Packaging

Project 1



Assignment

Create a new design for the classic mac & cheese box. The package must remain a rectilinear form and must contain all of the existing content of the original box. Design a series of three boxes that work together.

Specs

Typefaces:

SchwarzKopf

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

TotallyGlyphic OT

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT
UU VV WW XX YY ZZ 1 2 3 4 5 6 7 8 9 0**

New Order

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Dimensions: 3.5in x 7.125in x 1.25in

Color Palette



#0F26A8



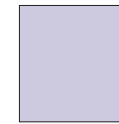
#001179



#425EF2



#969CF7



#D4D4EB



#BC8900



#DECCFA



#6E4AF2



#1702B7



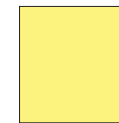
#F5366E



#9A911E



#FAF01F



#FCFC5E



#881F33



#C04246



#6E6C20



#DED41C



#8AFFED



#000000



#FFFFFF

Creative Brief

Client

Mac and Cheese Company

Situational Analysis

Many mac and cheese boxes on grocery store shelves have the same color and have flat, color block designs. These mac and cheese boxes also have character designs, but they don't have a specific theme. My designs will impliment a theme that will draw consumers attention to the product.

Objective

Design three mac and cheese boxes, each with a consistent look and theme. Each box should look as though they are part of a series and have similar treatments in style. Each box should also have a different color palette than the color palette that is typically seen on other brands.

Target Audience

Young women interested in greek mythology.

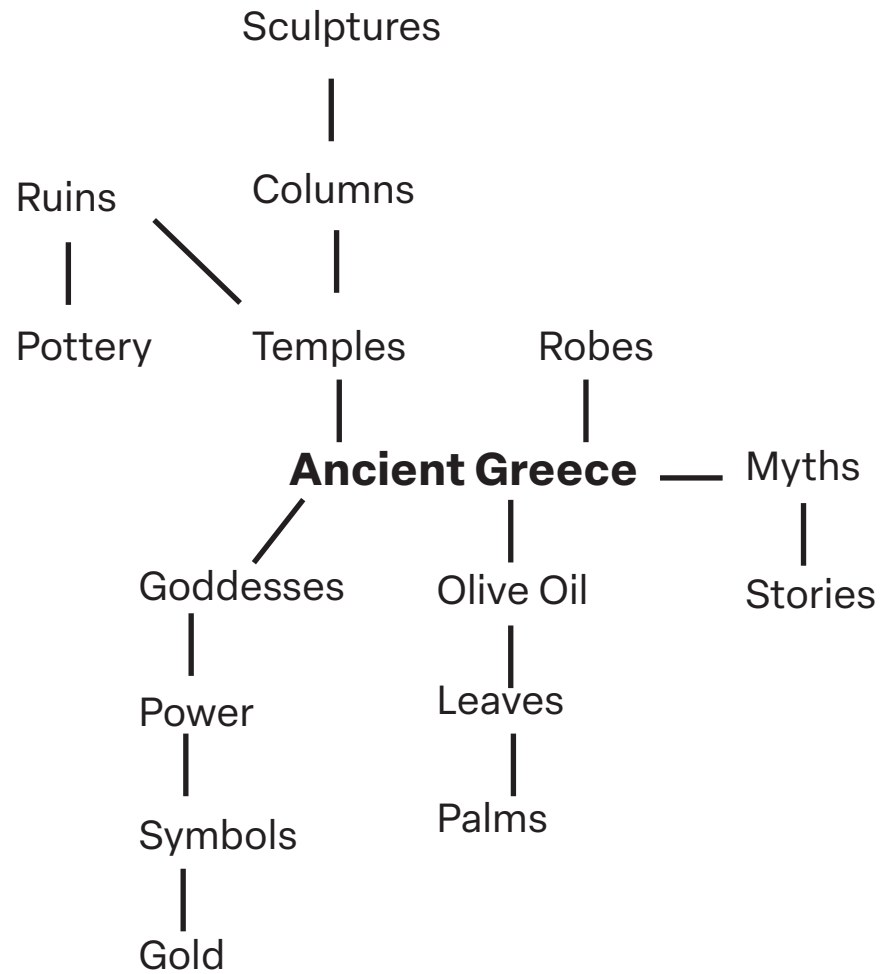
Deliverables

A design or redesign of a mac & Cheese box with the listed mandatories.

Mandatories

- 3 Different Designs
- Directions
- Nutrition Facts
- Logo Type
- Barcode
- Weight
- Best By Date

Word Map



Moodboard & References

Moodboard



Research

Brand Name Exploration

Existing M&C Brand Names

- Velveeta
- Kraft
- Banza
- Goodles
- Annie's
- 365
- Simple Truth
- Daiya
- Upton's Naturals
- Great Value
- Back To Nature

Potential Names

- 1). Pasta King
- 2). Noodles & Noodles
- 3). Bowlful
- 4). Bow Tie Club
- 5). Pasta Love
- 6). Good Planet
- 7). Eat More
- 8). Pure & Simple
- 9). Noodle Empire
- 10). Melting Pot

Goddess Research

Aphrodite

Goddess of love, lust and beauty.

Symbols: Seashells, roses, doves and swans

Artemis

Goddess of the hunt, the wilderness, nature, chastity, childbirth and care of children.

Symbols: Cypress, deer and a bow and arrow.

Athena

Goddess of war and wisdom.

Symbols: Owls, Olive trees and snakes.

Demeter

Goddess of the harvest, agriculture, food and crops.

Symbols: Wheat, bread and cornucopia.

Hecate

Goddess of magic, the night and the moon.

Symbols: Torches, keys, daggers, serpents and Hecate's wheel.

Hera

Goddess of marriage, childbirth and women and family.

Symbols: The royal sceptre and a crown

Persephone

Goddess of spring, reincarnation, death and the underworld.

Symbols: Torch, grain, flowers, skull, bones and pomegranate.

Packaging Design Research

Good Packaging Should Have:

- Clarity
- Originality
- Simplicity
- Variability
- Honesty
- Practicality
- Memorability

Packaging Tips:

- Don't sacrifice functionality
- Don't force a bunch of information into a small space
- Be aware of color meaning and how it relates to emotion
- Strategically use white space

Good Packaging Should:

- Have a clear, consistent brand and purpose
- Call attention to itself
- Evoke emotion
- Call out benefits
- Be designed for a target audience
- Limit the number of fonts



Mac & Cheese Brand Logos



Spring Flower Research



Ancient Greeks attached the Iris to their gods and the afterlife. The Iris will represent Persephone in my work to connect it to the afterlife.



Black tulips symbolize power and strength. I will use these in my work to represent Hecate. The dark color connects with the night sky because Hecate is the goddess of night and the moon.



Cannas symbolize glory and power, as well as beauty and confidence. They were used by Native Americans as a food source and medicinal plant. I will use them to represent Demeter, who is the goddess of food and crops.

Packaging References

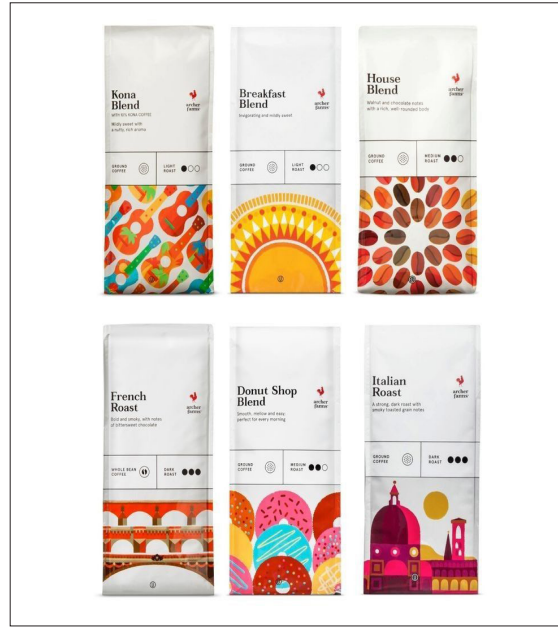


Illustration References

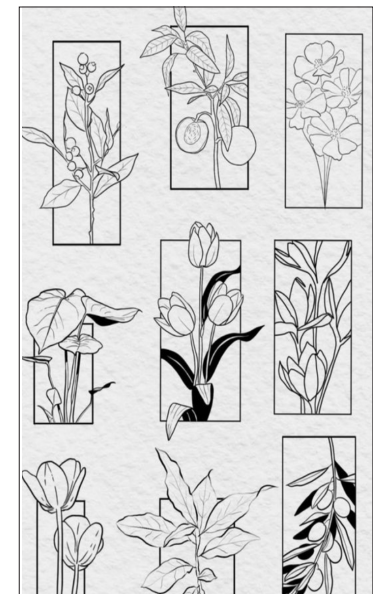
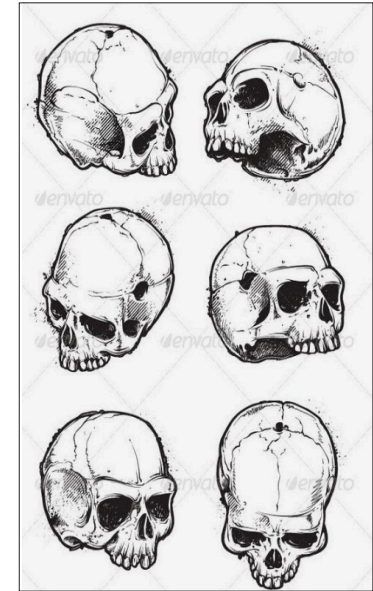
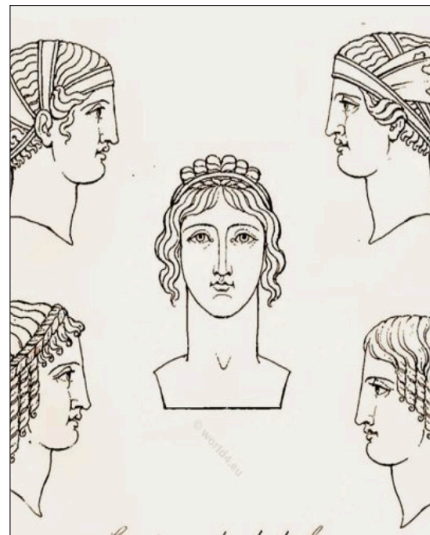
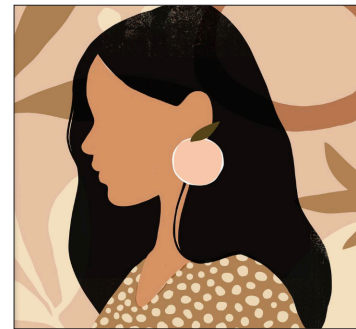
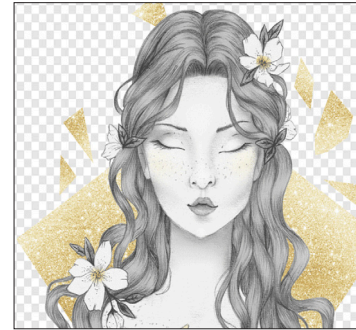
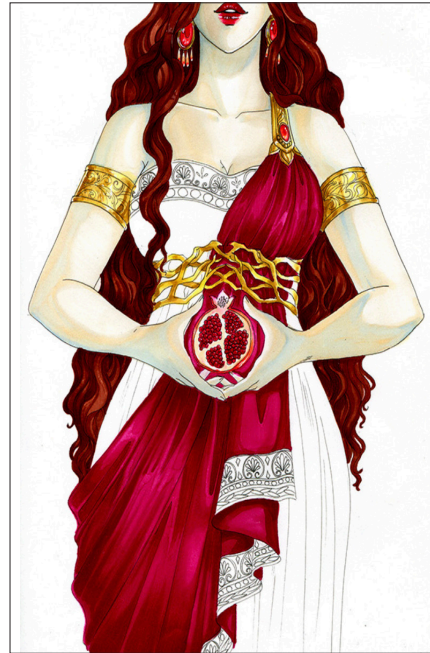
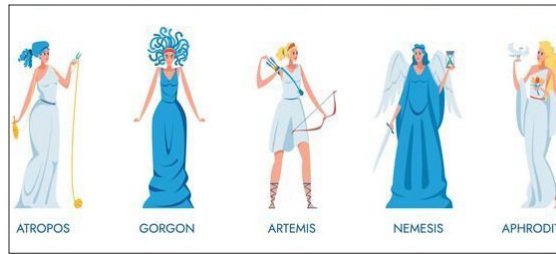
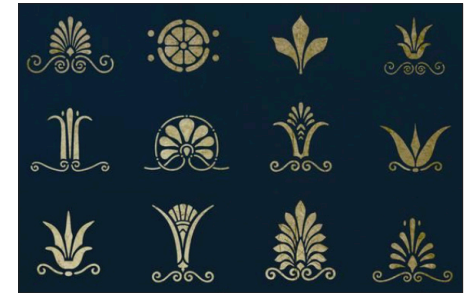
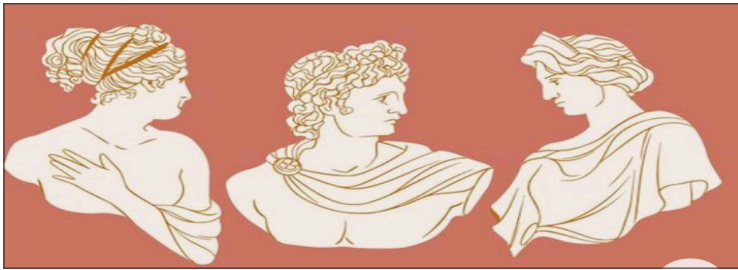
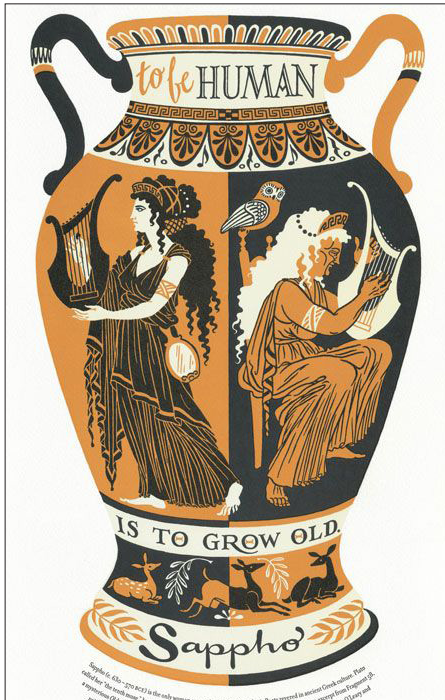


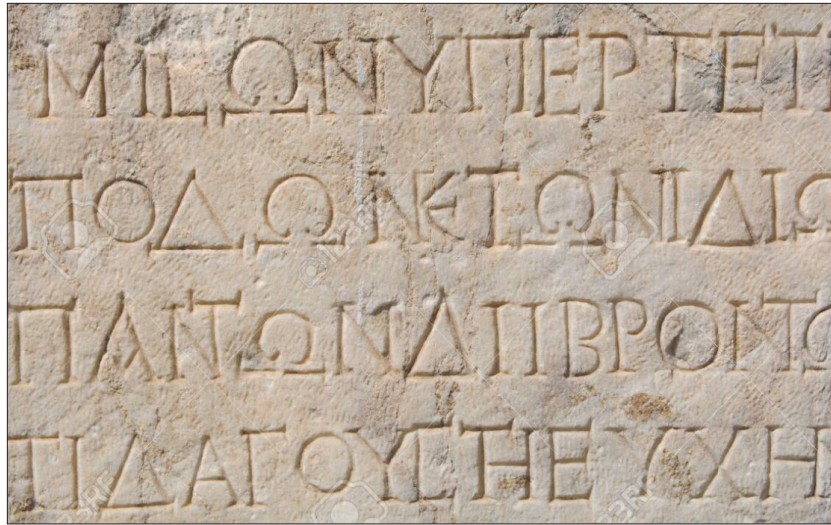
Illustration References



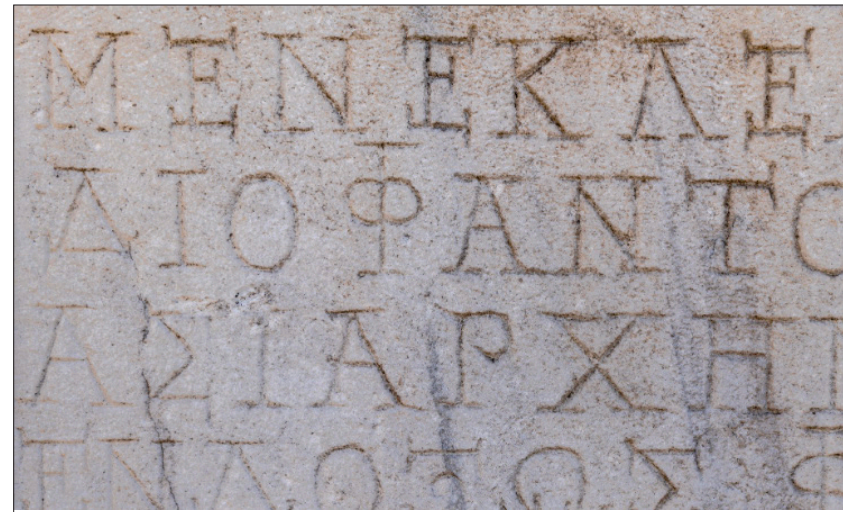
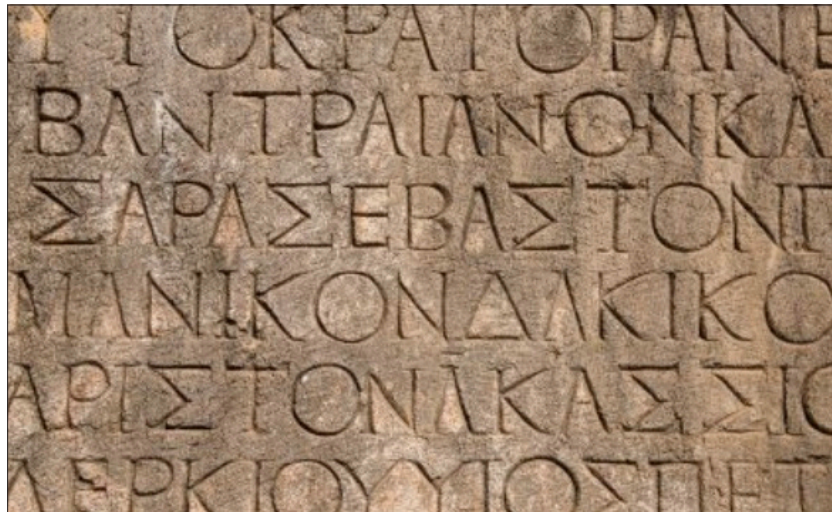
Pottery and Pattern References



Greek Alphabet References



Α α Alpha	Β β Beta	Γ γ Gamma	Δ δ Delta	Ε ε Epsilon	Ζ ζ Zeta
Η η Eta	Θ θ Theta	Ι ι Iota	Κ κ Kappa	Λ λ Lambda	Μ μ Mu
Ν ν Nu	Ξ ξ Xi	Ο ο Omicron	Π π Pi	Ρ ρ Rho	Σ σ,ς Sigma
Τ τ Tau	Υ υ Upsilon	Φ φ Phi	Χ χ Chi	Ψ ψ Psi	Ω ω Omega



Goddess References



Shelf References



Sketches

Sketches

- use the line
- brand
- name
- colors ✓
- pasta - type
- illustration / logo
- theme ✓

- flowers gold in pig hair?
- symbol surround last?
- flower skull, wheat and p, stars / moon
- "eat like a goddess"
- back - mission? history?

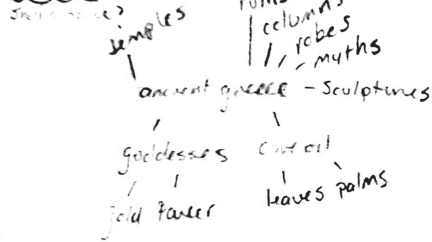
- spring flowers
- Tulips, pansy, Peonies, poppies, etc, etc

Back ideas

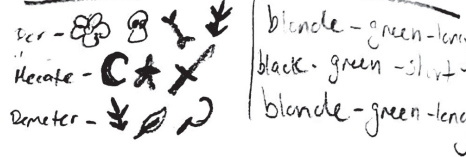
- recipe
- collectible art
- history / message
- goddess info / bio
- mission statement
- continue front cover

mythology
ancient greece
ancient egypt
ancient roman
ancient greek
ancient egypt
ancient roman
ancient greek
ancient egypt
ancient roman

research



Noodle shapes? Hair types



Brand names

Brand names	Real
~ Pasta King	pure & simple
Needles & Noodles	Bow Tie club
Beautiful	~ Good planet
Pasta Love	Noodle empire
Eat more	metting pot
	Velvetti
	Craft
	Annie's
	Goodies
	Banza

Mac Name

- Cross Mac Cheese
- Power Mac Cheese

Flavors

- (H) Jalapeño white cheddar original cheese sharp
- (O) Pepper Jack buffalo Habanero (P) Tiram cheddar

women, travel, floral, racti, desert, greece, feminine, tropical

- blend noodle illustrations w / box illustration?

Goddesses

Aphrodite - love, lust, beauty

Hera - marriage, women/family, childbirth

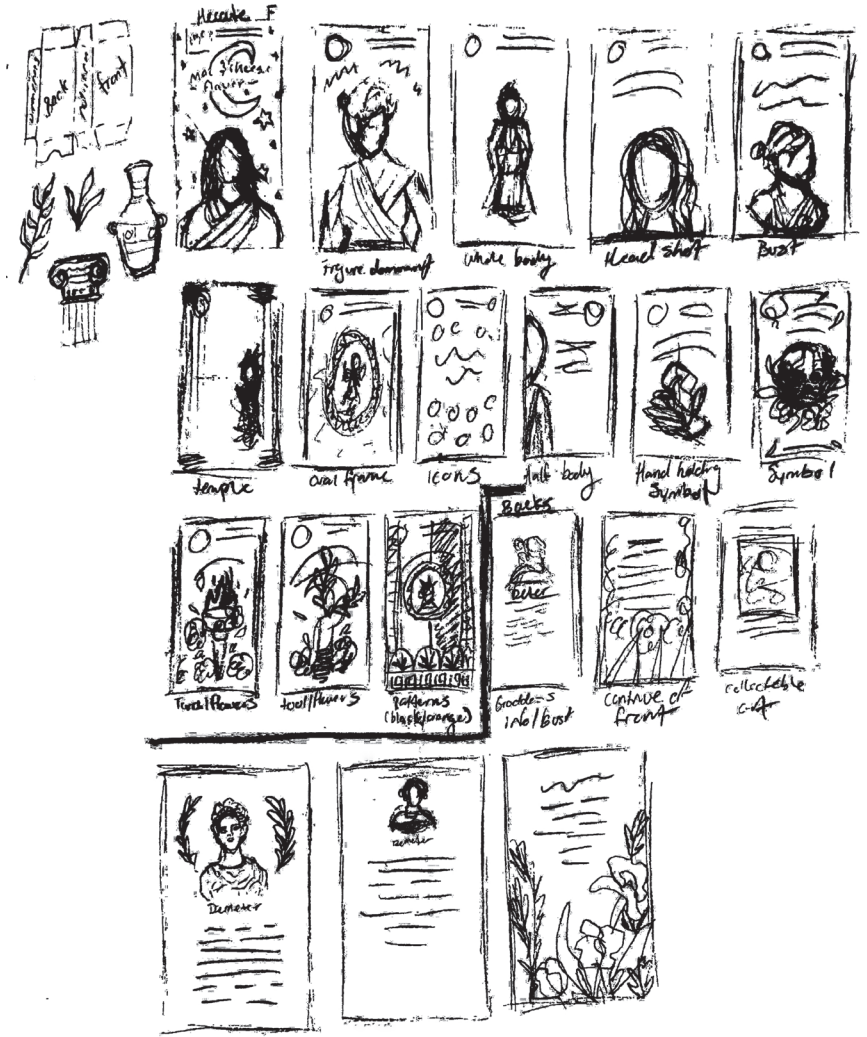
Athena - war, wisdom

Persephone - spring, reincarnation, death, underworld - symbols: torch, grain, flowers, pomegranate, skull, bones

Hecate - magic, night, moon - symbols: paired torches, keys, daggers, herakles wheel, serpents

Demeter - harvest, agriculture, crops, food - symbols: wheat, bread, cornucopia

Sketches



Potential logos

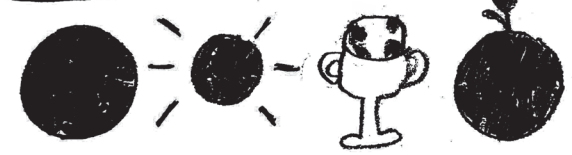
Pasta King x



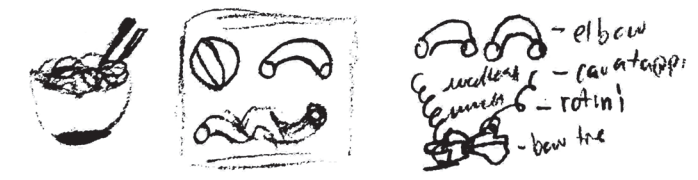
Bow Tie club



Good planet



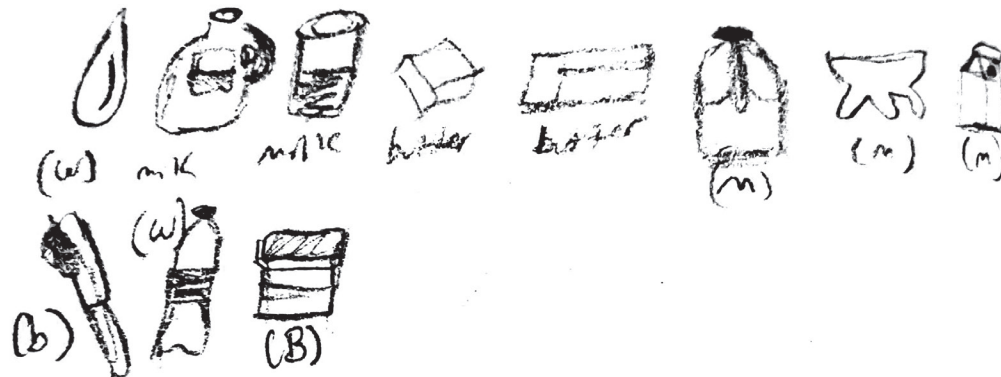
Noodles & Noodles



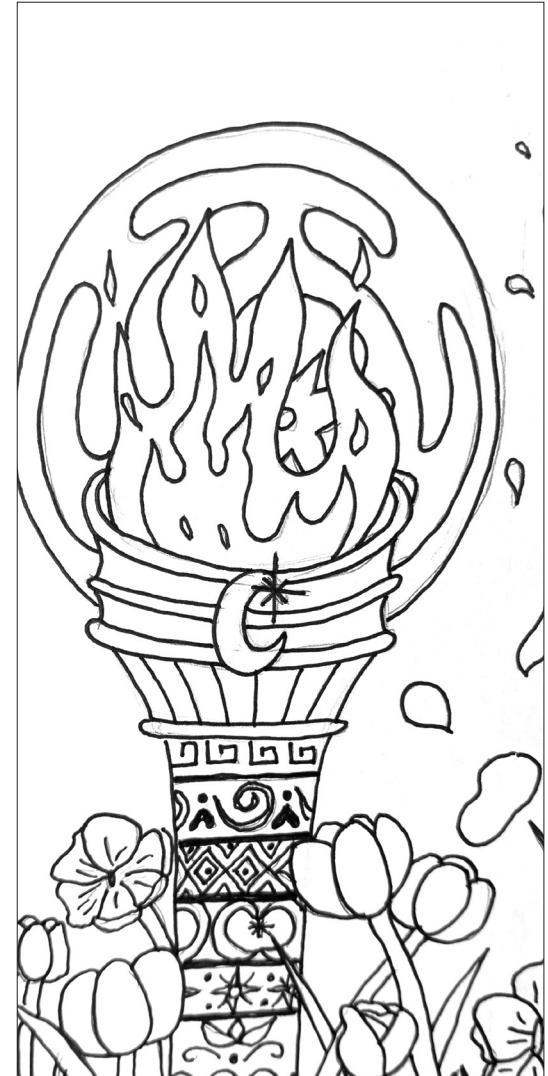
Sketches



Instruction icons



Refined Sketches



Placement Exploration



Type Exploration

Typefaces: Title

GODDESS
MAC AND CHEESE
Map Roman

GODDESS
MAC AND CHEESE
Totally Glyphic OT

Goddess
Mac and Cheese
Sanvito Pro

GODDESS
MAC AND CHEESE
Romana

Goddess
Mac and Cheese
SchwarzKopf

Goddess
Mac and Cheese
Adobe Song Std

GODDESS
MAC AND CHEESE
CC Clobberin Time Smooth

Goddess
Mac and Cheese
Chill Script

GODDESS
MAC AND CHEESE
Bremen

Goddess
Mac and Cheese
Gelato Luxe

Typefaces: Body Copy

Nutrition Facts

Davis Sans

Nutrition Facts

Arial

Nutrition Facts

Calibri

Nutrition Facts

Rubik

Nutrition Facts

Elza Text

Nutrition Facts

Cochin

Nutrition Facts

New Order

Nutrition Facts

PT Sans

Nutrition Facts

Brother 1816

Nutrition Facts

Seravek

Typeface Title Explorations

GODDESS
MAC AND CHEESE
PEPPER JACK

Map Roman
CC Clobberin Time Smooth

Goddess
Mac and Cheese
PEPPER JACK

Sanvito Pro
Bremen

Goddess
Mac and Cheese
Pepper Jack

SchwarzKopf
Adobe Song std

GODDESS
MAC AND CHEESE
PEPPER JACK

Romana
Totally Glyphic OT

GODDESS
MAC AND CHEESE
PEPPER JACK

Bremen
Romana

GODDESS
MAC AND CHEESE
Pepper Jack

Totally Glyphic OT
SchwarzKopf

GODDESS
MAC AND CHEESE
Pepper Jack

Totally Glyphic OT
Adobe Song std

GODDESS
MAC AND CHEESE
PEPPER JACK

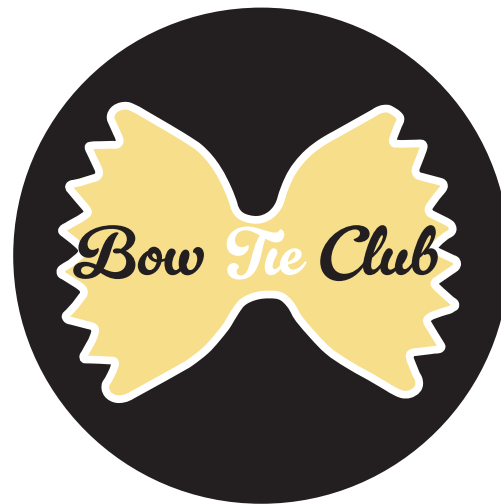
CC Clobberin Time Smooth
Map Roman

GODDESS
MAC AND CHEESE
PEPPER JACK

Romana
Bremen

Logo Exploration

Logo Exploration



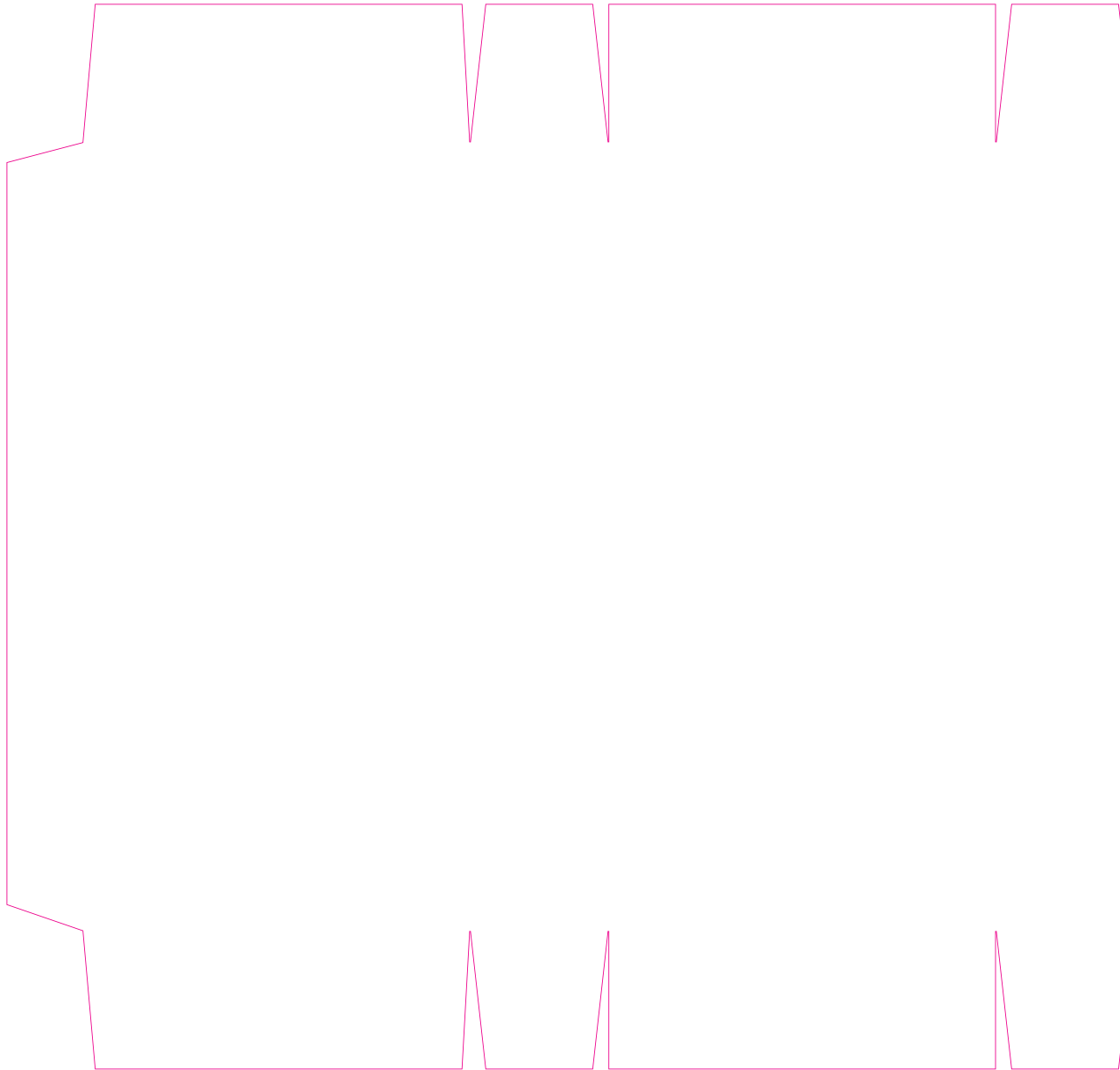
Noodle Making

Noodle Making



Dieline

Dieline



Preliminary Work

Preliminary Digital Roughs



Hecate, first idea.

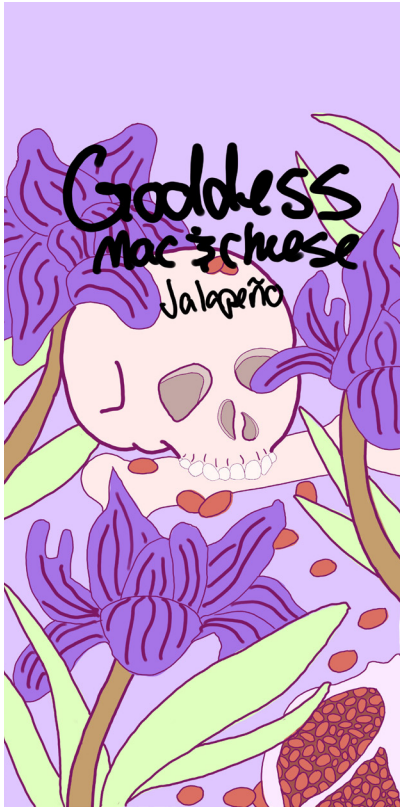


Hecate, second idea.



Demeter, color variation.

Preliminary Digital Roughs



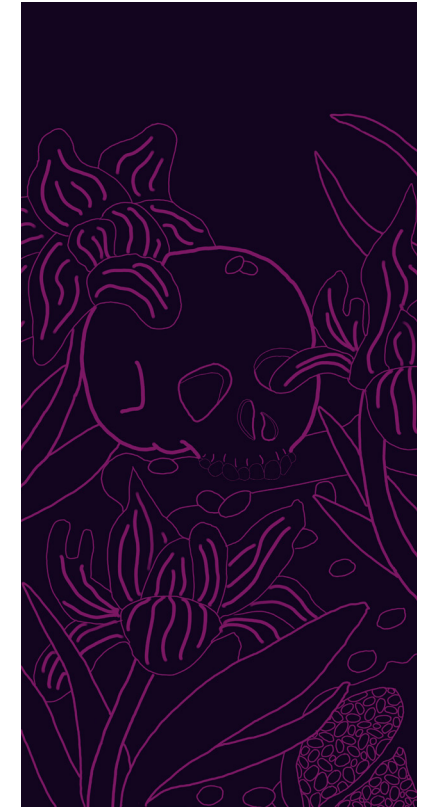
Persephone, full color.



Persephone, monochrome.

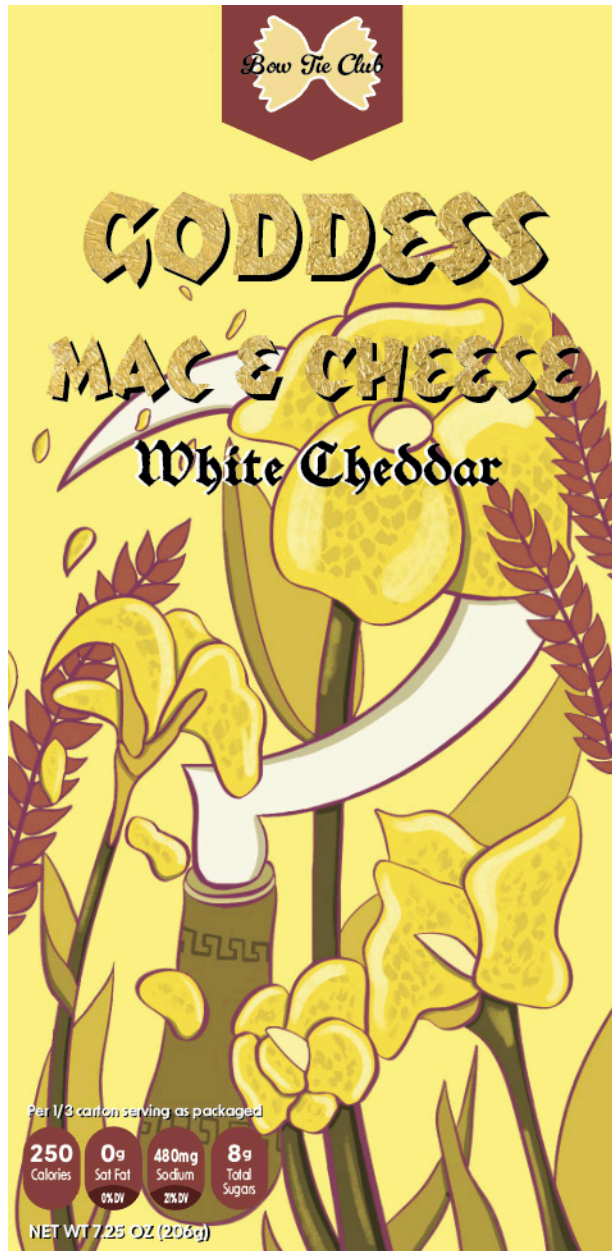


Persephone, dark monochrome.



Persephone, dark outline.

Preliminary Digital Roughs

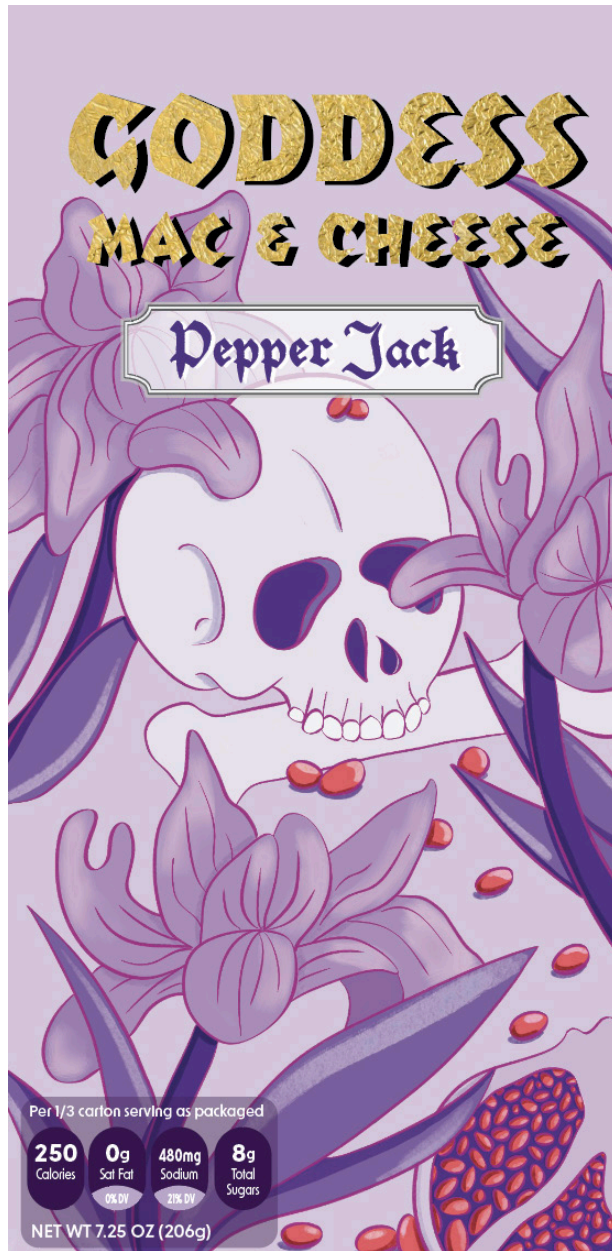


Type same size, bow tie logo on a background, type legibility issue.

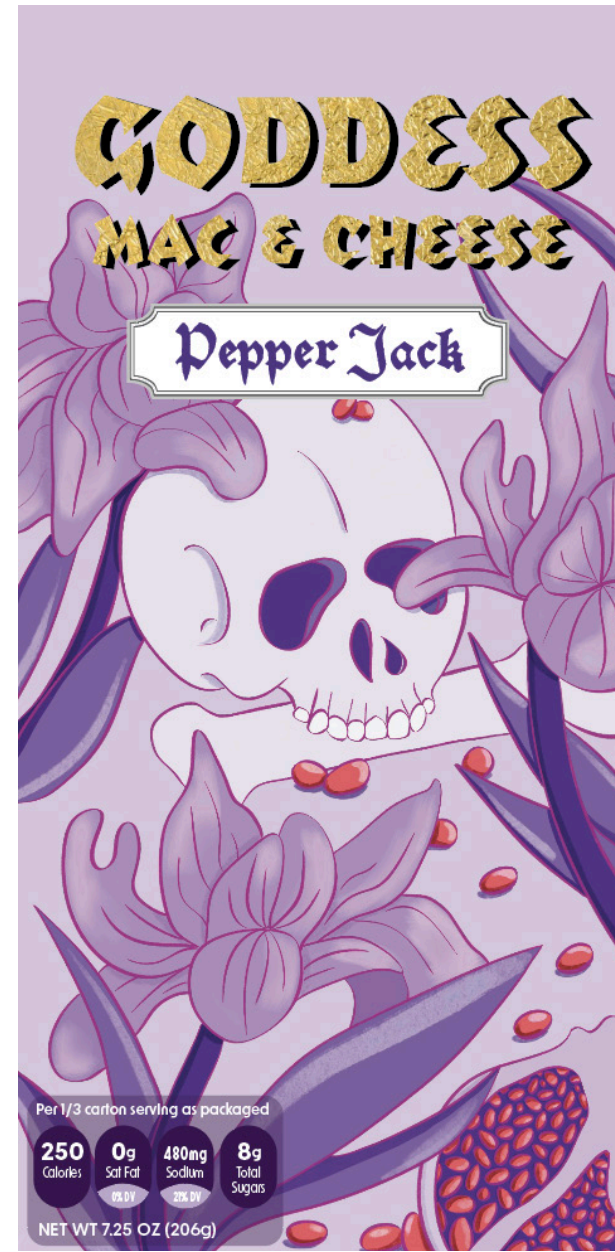


Type different sizes and closer together, transparent box added under information.

Preliminary Digital Roughs




Transparent name plate.



Opaque name plate.

Preliminary Digital Roughs



HECATE

The Goddess of spring, reincarnation, death and the underworld. Persephone is often seen represented with flowers, pomegranates, skull, bones and torches. She is known as the Queen of the underworld and was known in ancient greek mythology to control the seasons. Celebrate the power and beauty in you with the ancient greek goddess Persephone, in every mouth-watering bite.

STOVETOP DIRECTIONS

You Will Need:

- 6 cups water**
- 3 Tbsp milk**
- 3 Tbsp butter**


- 1 BOIL** 6 cups water. Stir in pasta. Boil for 7-10 minutes, stirring occasionally.
- 2 DRAIN**, do not rinse. Return pasta to pot.
- 3 MIX**, 3 Tbsp butter, 3 Tbsp milk and contents of sauce packet. Mix well.

GODDESS MAC & CHEESE

Best if used by: May 14 24 E1051423

GODDESS MAC & CHEESE

Tajaleno



Per 1/3 carton serving as packaged

250	0g	480mg	8g
Calories	Tot Fat	Sodium	Total Sugar

NET WT 7.25 OZ (206g)

Best if used by: May 14 24
E1051423

Nutrition Facts

About 3 servings per container
Serving size 2.5 oz
(70g/about 1/3 carton) dry
Makes about 1 cup prepared

	Per serving	% Daily Value*	Per serving Total Calories
Calories	250	360	
	%DV*	%DV*	
Total Fat	1g	1%	13g 18%
Saturated Fat	0g	0%	2.5g 5%
Trans Fat	0g	0%	2.5g
Cholesterol	0mg	0%	0mg 0%
Sodium	480mg	21%	400mg 24%
Total Carbohydrate	52g	19%	53g 19%
Dietary Fiber	2g	7%	2g 7%
Total Sugars	8g	9%	9g
Includes Added Sugars	0g	0%	0g 0%
Protein	8g	9%	9g
Vitamin D	0mg	0%	0mcg 0%
Calcium	70mg	6%	90mg 8%
Iron	2mg	1%	2mg 10%
Potassium	330mg	8%	350mg 8%

*Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: ENRICHED MACARONI, PRODUCT WHEAT FLOUR, NACIN, FERROUS SULFATE, NIACIN, MONONATRIUM PHOSPHATE, FOLIC ACID, CHEESE SAUCE MIX (DAIRY PRODUCT, BUTTER, WHEAT FLOUR, WATER, SALT, CHEESE, CHEESE (MILK, CREAM, SALT, ENZYMES), LACTIC ACID, ANNATTO EXTRACT (E160B)), NATURAL FLAVORING, SALT, POTASSIUM CITRATE, POTASSIUM PHOSPHATE, POTASSIUM ACETATE, POTASSIUM TARTRATE, POTASSIUM BITARTRATE, POTASSIUM DIHYDROGEN PHOSPHATE, POTASSIUM DIHYDROGEN PHOSPHATE, POTASSIUM DIHYDROGEN PHOSPHATE, POTASSIUM DIHYDROGEN PHOSPHATE.

CONTAINS: MILK, WHEAT.

DIE & SOUV. EXCLUSIVELY BY:
WALMART, LOGAN, OH46812

Per 1/3 carton serving as packaged

250	0g	480mg	8g
Calories	Tot Fat	Sodium	Total Sugar

NET WT 7.25 OZ (206g)

Best if used by: May 14 24
E1051423

Per 1/3 carton serving as packaged

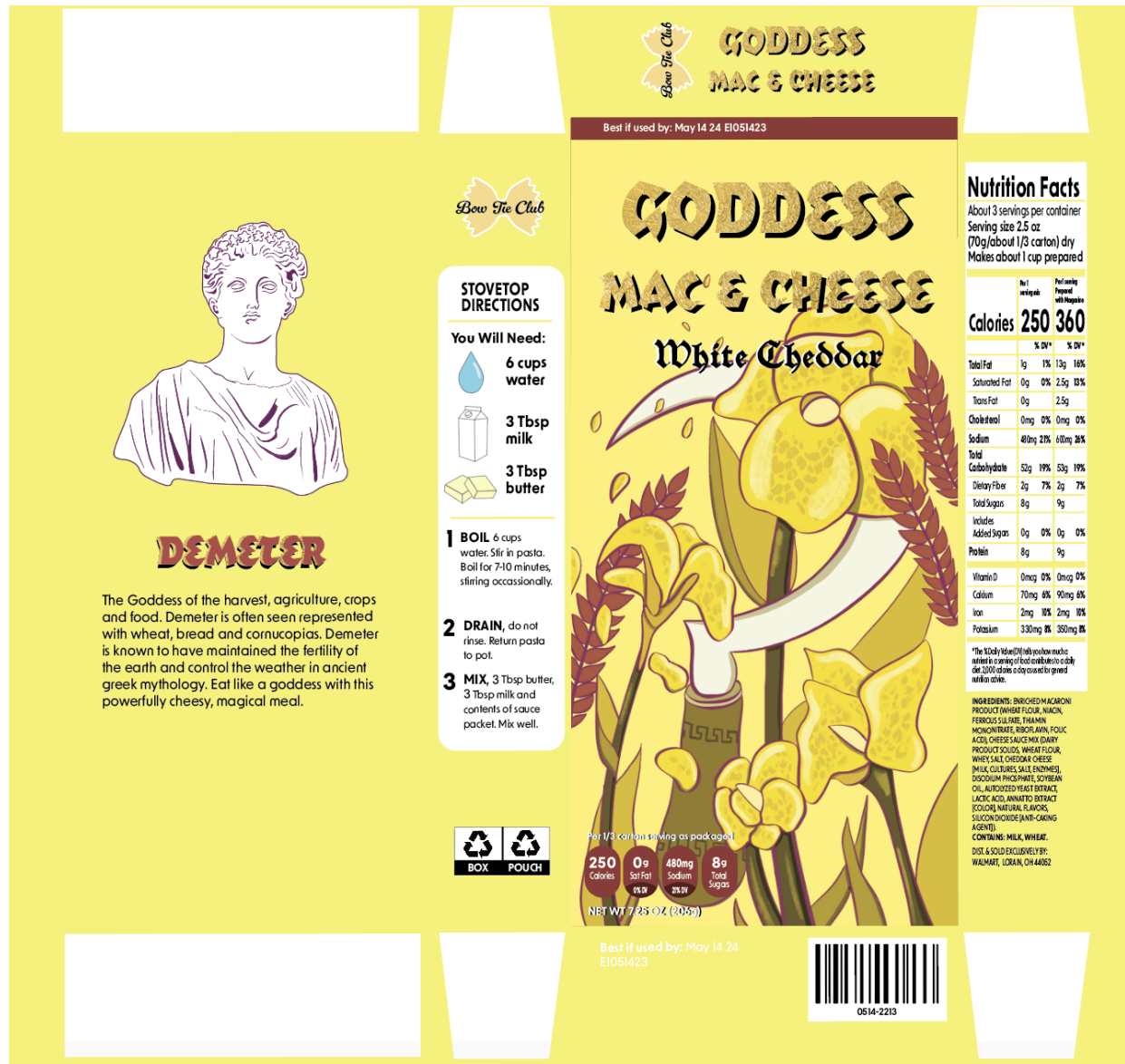
250	0g	480mg	8g
Calories	Tot Fat	Sodium	Total Sugar

NET WT 7.25 OZ (206g)

Best if used by: May 14 24
E1051423

Bow tie logo on a background, information hard to read, logo and recycling symbol on the back.

Preliminary Digital Roughs



DEMETER

The Goddess of the harvest, agriculture, crops and food. Demeter is often seen represented with wheat, bread and cornucopias. Demeter is known to have maintained the fertility of the earth and control the weather in ancient greek mythology. Eat like a goddess with this powerfully cheesy, magical meal.



STOVETOP DIRECTIONS

You Will Need:

- 6 cups water
- 3 Tbsp milk
- 3 Tbsp butter

- 1 BOIL** 6 cups water. Stir in pasta. Boil for 7-10 minutes, stirring occasionally.
- 2 DRAIN**, do not rinse. Return pasta to pot.
- 3 MIX**, 3 Tbsp butter, 3 Tbsp milk and contents of sauce packet. Mix well.



Per 1/3 carton serving as packaged

250 Calories
0g Sat Fat
480mg Sodium
8g Total Sugars

NET WT 7.25 OZ (205g)

GODDESS MAC & CHEESE

GODDESS MAC & CHEESE

White Cheddar



Best if used by: May 14 24 E1051423

Nutrition Facts

About 3 servings per container
Serving size 2.5 oz (70g/about 1/3 carton) dry
Makes about 1 cup prepared

	Per 1/3 carton dry	Per 1/3 carton prepared
Calories	250	360
	% DV*	% DV*
Total Fat	1g 1%	13g 16%
Saturated Fat	0g 0%	2.5g 13%
Trans Fat	0g	2.5g
Cholesterol	0mg 0%	0mg 0%
Sodium	480mg 21%	600mg 28%
Total Carbohydrate	53g 19%	53g 19%
Dietary Fiber	2g 7%	2g 7%
Total Sugar	8g	9g
Includes Added Sugars	0g 0%	0g 0%
Protein	8g	9g
Vitamin D	0mcg 0%	0mcg 0%
Calcium	70mg 6%	90mg 6%
Iron	2mg 10%	2mg 10%
Potassium	330mg 6%	350mg 6%

*The % Daily Value (DV) tells you how much nutrient a serving of food contains in relation to the 2000 calorie diet used as a general nutrition guide.

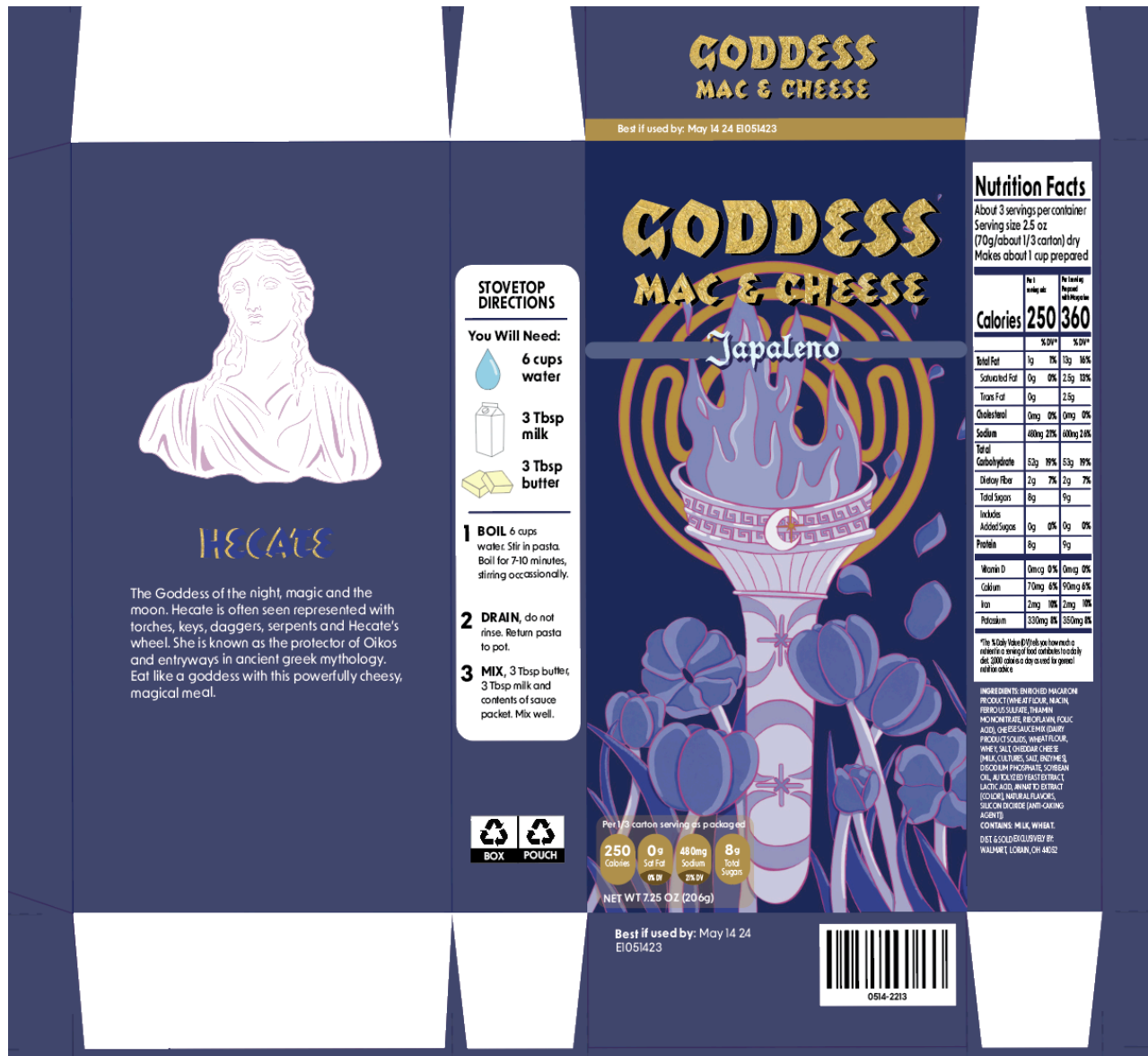
INGREDIENTS: ENRICHED MACARONI PRODUCT (WHEAT FLOUR, NIACIN, FERROUS SULFATE, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), CHEESE SAUCE MIX (DAIRY PRODUCT SOLIDS, WHEAT FLOUR, WHEY, SALT, CHEDDAR CHEESE (MILK CULTURES, SALT, ENZYMES), SODIUM PHOSPHATE, SWEETENED OIL, AUTOZEEDED YEAST EXTRACT, LACTIC ACID, ANNATTO EXTRACT (E120)), NATURAL FLAVORS, SILICON DIOXIDE (ANTI-CAKING AGENT).
CONTAINS: MILK, WHEAT, DIST. & SOLD EXCLUSIVELY BY: WALMART, LORAIN, OH 44082

Best if used by: May 14 24 E1051423



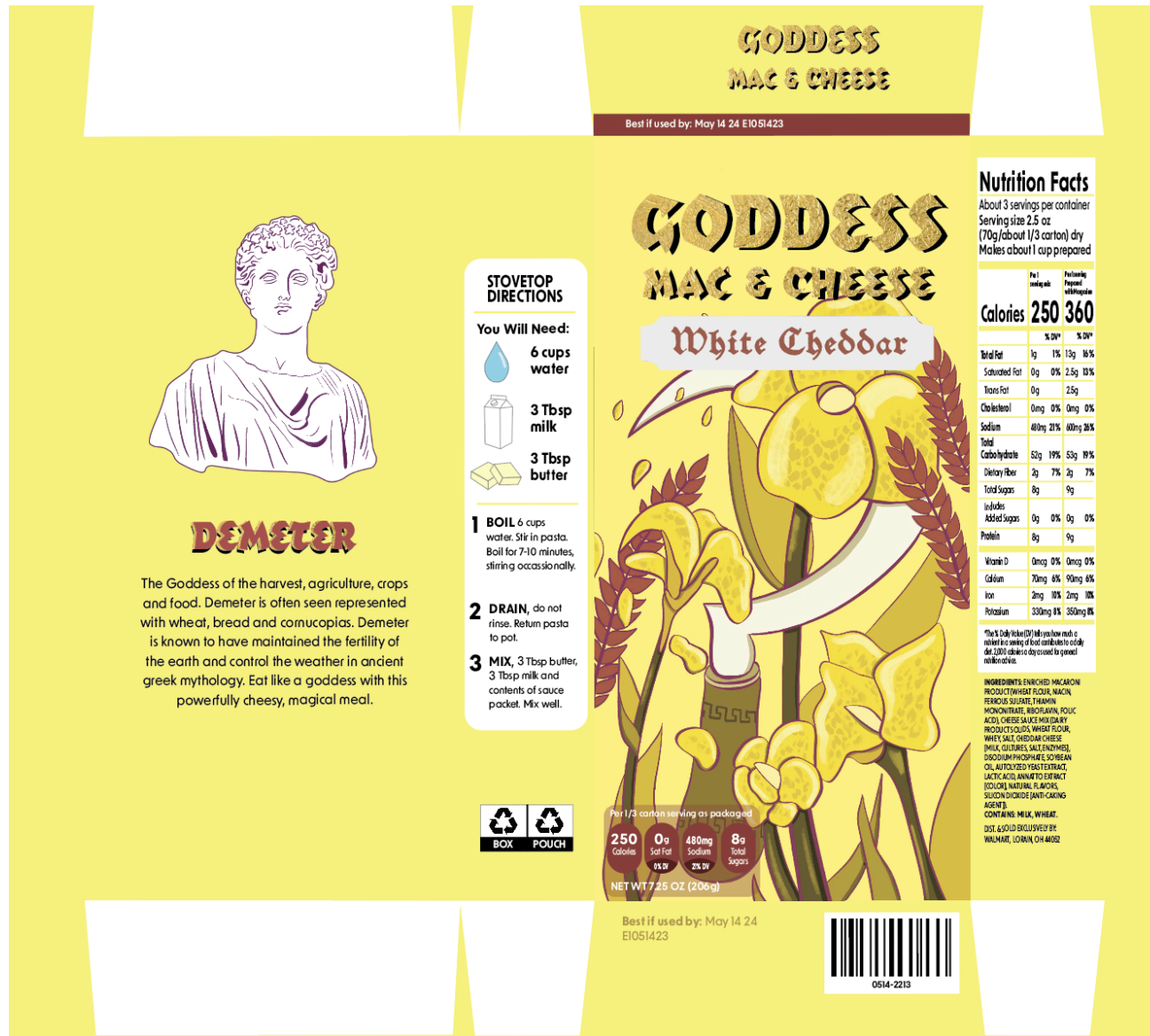
Added white on tabs, moved logo and recycle symbol to the side panel, got rid of logo on the front, updated the barcode, made the type bigger and increased leading.

Preliminary Digital Roughs



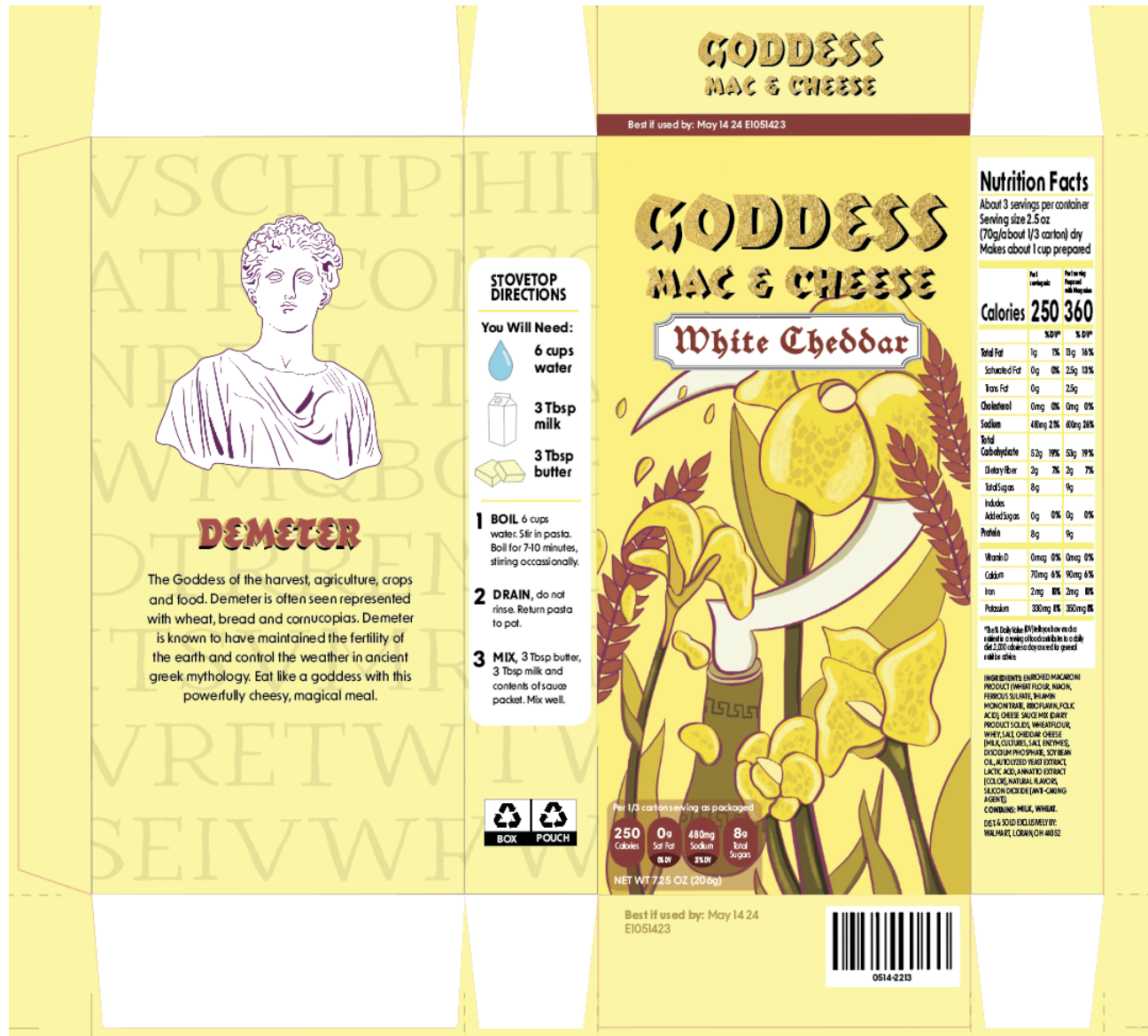
Experimented with making box color lighter than the cover, got rid of the bow tie logo completely, experimented with how to make the flavor type more legible.

Preliminary Digital Roughs



Centered type on the back and increased leading, added a name plate under the flavor.

Preliminary Digital Roughs



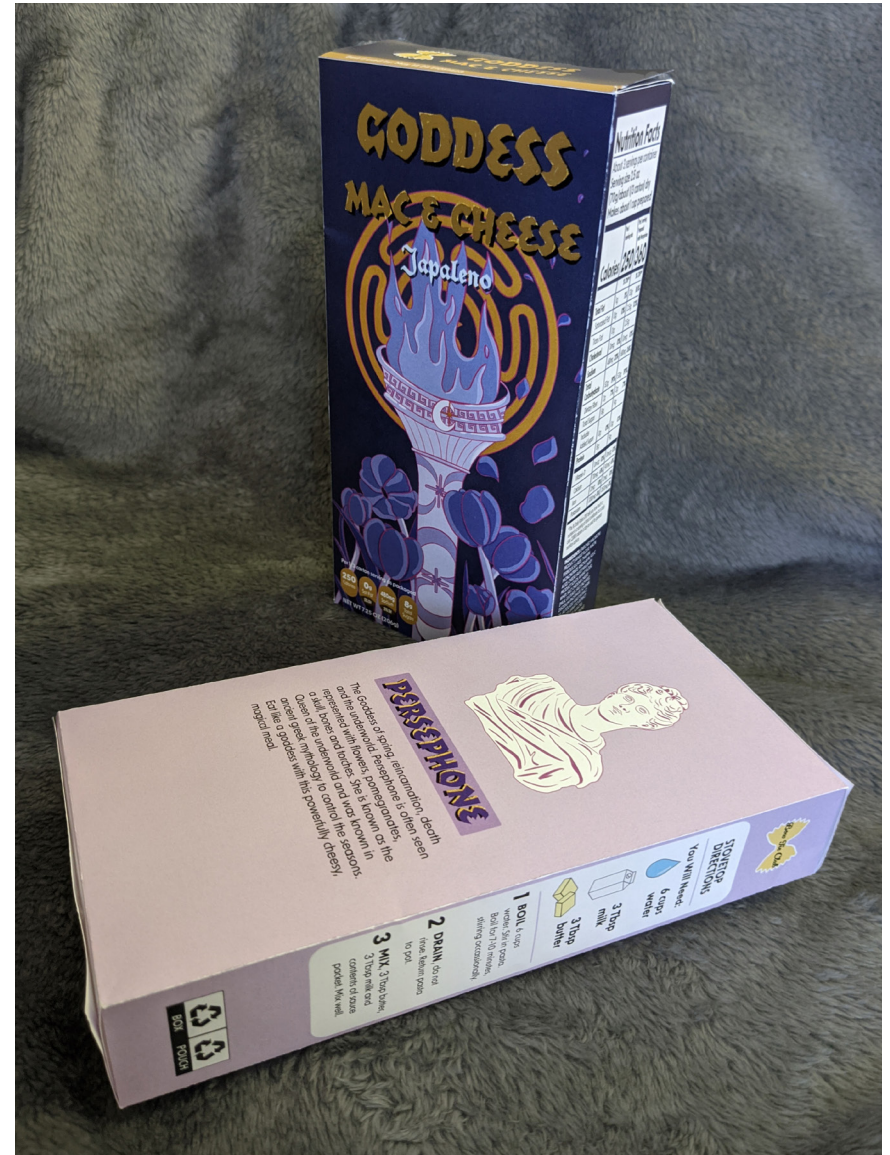
Updated name plate, experiment with background texture.

Preliminary Models

Preliminary Models



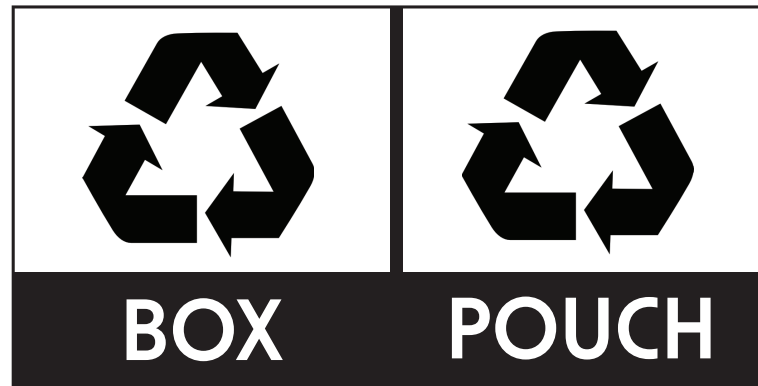
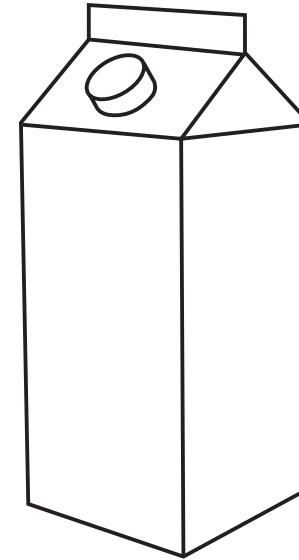
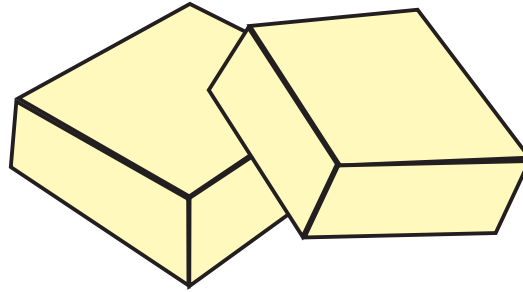
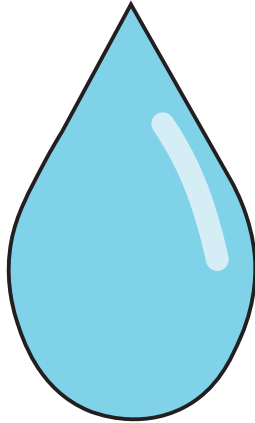
Experimented with gold leaf for the title on the purple box and a gold leaf image clipping mask for the yellow box.



Experimented with a gold paint marker for the title.

Final Products

Final Symbols



Final Drawings



Hecate.

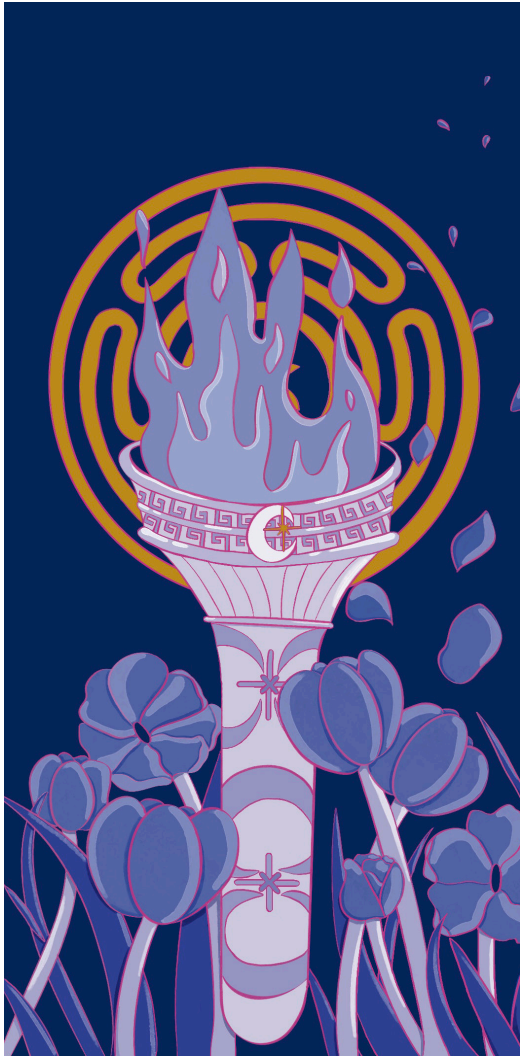


Persephone.



Demeter.

Final Illustrations



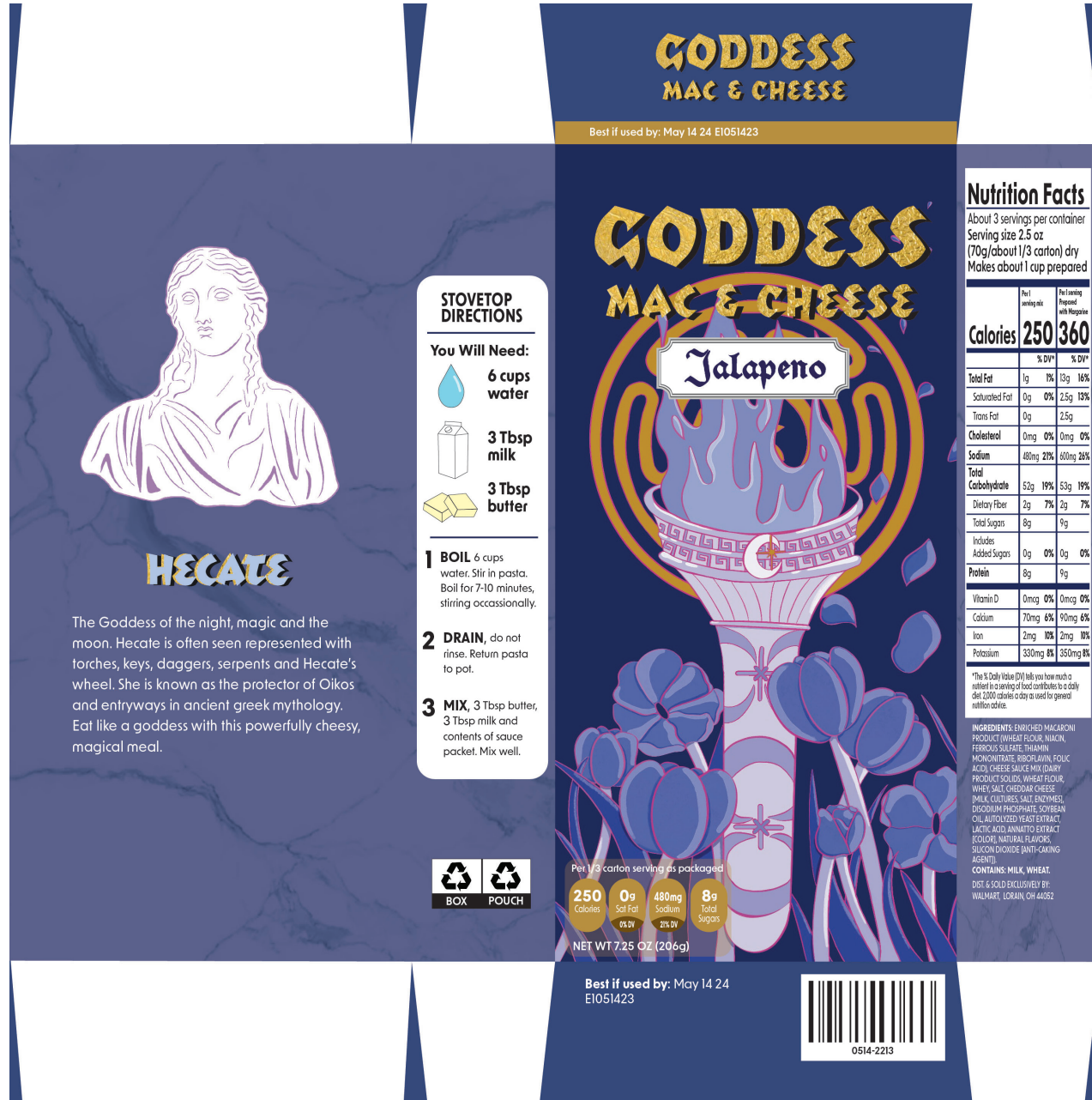
Hecate.



Persephone.



Demeter.



**GODDESS
MAC & CHEESE**

Best if used by: May 14 24 E1051423

**GODDESS
MAC & CHEESE**

Jalapeno




HECATE

The Goddess of the night, magic and the moon. Hecate is often seen represented with torches, keys, daggers, serpents and Hecate's wheel. She is known as the protector of Oikos and entryways in ancient greek mythology. Eat like a goddess with this powerfully cheesy, magical meal.

**STOVETOP
DIRECTIONS**

You Will Need:

-  **6 cups water**
-  **3 Tbsp milk**
-  **3 Tbsp butter**

- 1 BOIL** 6 cups water. Stir in pasta. Boil for 7-10 minutes, stirring occasionally.
- 2 DRAIN**, do not rinse. Return pasta to pot.
- 3 MIX**, 3 Tbsp butter, 3 Tbsp milk and contents of sauce packet. Mix well.



Per 1/3 carton serving as packaged

250 Calories
0g Sat Fat 0% DV
480mg Sodium 21% DV
8g Total Sugars

NET WT 7.25 OZ (206g)

Best if used by: May 14 24
E1051423



Nutrition Facts

About 3 servings per container
Serving size 2.5 oz
(70g/about 1/3 carton) dry
Makes about 1 cup prepared

	Per 1/3 carton serving dry	% DV*	Per 1 serving Prepared with Vegetables	% DV**
Calories	250		360	
		% DV*		% DV**
Total Fat	1g	2%	13g	16%
Saturated Fat	0g	0%	2.5g	13%
Trans Fat	0g		2.5g	
Cholesterol	0mg	0%	0mg	0%
Sodium	480mg	21%	600mg	26%
Total Carbohydrate	52g	19%	53g	19%
Dietary Fiber	2g	7%	2g	7%
Total Sugars	8g	16%	8g	16%
Includes Added Sugars	0g	0%	0g	0%
Protein	8g	16%	8g	16%
Vitamin D	0mcg	0%	0mcg	0%
Calcium	70mg	6%	90mg	6%
Iron	2mg	10%	2mg	10%
Potassium	330mg	8%	350mg	8%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 100% DV means that you are getting the full daily recommended amount.

INGREDIENTS: ENRICHED MACARONI PRODUCT (WHEAT FLOUR, NIACIN, FERROUS SULFATE, THIAMIN, MONONITRATE, RIBOFLAVIN, FOLIC ACID), CHEESE SAUCE MIX (DAIRY PRODUCT SOLIDS, WHEAT FLOUR, WHEY, SALT, CHEDDAR CHEESE (MILK, CULTURES, SALT, ENZYMES), DODECYLUM PHOSPHATE, SOYBEAN OIL, HYDROLYZED YEAST EXTRACT, LACTIC ACID, ANNATTO EXTRACT [COLOR]), NATURAL FLAVORS, SILICON DIOXIDE (ANTI-CAKING AGENT).
CONTAINS: MILK, WHEAT.
DST. & SOLD EXCLUSIVELY BY: WALMART, LORAIN, OH 44052



PERSEPHONE

The Goddess of spring, reincarnation, death and the underworld. Persephone is often seen represented with flowers, pomegranates, a skull, bones and torches. She is known as the Queen of the underworld and was known in ancient greek mythology to control the seasons. Eat like a goddess with this powerfully cheesy, magical meal.

Bow Tie Club

STOVETOP DIRECTIONS

You Will Need:

-  **6 cups water**
-  **3 Tbsp milk**
-  **3 Tbsp butter**

- 1 BOIL** 6 cups water. Stir in pasta. Boil for 7-10 minutes, stirring occasionally.
- 2 DRAIN**, do not rinse. Return pasta to pot.
- 3 MIX**, 3 Tbsp butter, 3 Tbsp milk and contents of sauce packet. Mix well.



Per 1/3 carton serving as packaged

250 Calories
0g Sat Fat
480mg Sodium
8g Total Sugars

NET WT 7.25 OZ (206g)



GODDESS
MAC & CHEESE

Best if used by: May 14 24 E1051423

GODDESS
MAC & CHEESE

Pepper Jack

Nutrition Facts

About 3 servings per container
 Serving size 2.5 oz
 (70g/about 1/3 carton) dry
 Makes about 1 cup prepared

	Per 1 serving as is	% DV*	Per 1 serving Prepared with Myseize	% DV*
Calories	250		360	
		% DV*		% DV*
Total Fat	1g	1%	13g	16%
Saturated Fat	0g	0%	2.5g	13%
Trans Fat	0g	0%	2.5g	
Cholesterol	0mg	0%	0mg	0%
Sodium	480mg	21%	650mg	28%
Total Carbohydrate	52g	19%	53g	19%
Dietary Fiber	2g	7%	2g	7%
Total Sugars	8g		9g	
Includes Added Sugars	0g	0%	0g	0%
Protein	8g		9g	
Vitamin D	0mcg	0%	0mcg	0%
Calcium	70mg	6%	90mg	6%
Iron	2mg	10%	2mg	10%
Potassium	330mg	8%	350mg	8%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.


INGREDIENTS: ENRICHED MACARONI PRODUCT (WHEAT FLOUR, NIACIN, FERROUS SULFATE, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), CHEESE SAUCE MIX (DAIRY PRODUCT SOLIDS, WHEAT FLOUR, WHEAT SALT, CHEDDAR CHEESE (MILK, CULTURES, SALT, ENZYMES), DISODIUM PHOSPHATE, SOYBEAN OIL, AUTOLYZED YEAST EXTRACT, LACTIC ACID, ANNATTO EXTRACT (COLOR), NATURAL FLAVORS, SILICON DIOXIDE (ANTI-CRACKING AGENT))

CONTAINS MILK, WHEAT.
 DIST. & SOLD EXCLUSIVELY BY:
 WALMART, LORAIN, OH 44052

Best if used by: May 14 24
 E1051423



0514-2213






DEMETER

The Goddess of the harvest, agriculture, crops and food. Demeter is often seen represented with wheat, bread and cornucopias. Demeter is known to have maintained the fertility of the earth and control the weather in ancient greek mythology. Eat like a goddess with this powerfully cheesy, magical meal.


Bow Tie Club


STOVETOP DIRECTIONS


You Will Need:

-  **6 cups water**
-  **3 Tbsp milk**
-  **3 Tbsp butter**

- 1 BOIL** 6 cups water. Stir in pasta. Boil for 7-10 minutes, stirring occasionally.
- 2 DRAIN**, do not rinse. Return pasta to pot.
- 3 MIX**, 3 Tbsp butter, 3 Tbsp milk and contents of sauce packet. Mix well.


BOX



POUCH



Best if used by: May 14 24 E1051423

GODDESS MAC & CHEESE

White Cheddar



250
Calories

0g
Sat Fat
0% DV


480mg
Sodium
21% DV

8g
Total Sugars

Per 1/3 carton serving as packaged

NET WT 7.25 OZ (206g)

Best if used by: May 14 24
E1051423



0514-2213

Nutrition Facts

About 3 servings per container
Serving size 2.5 oz
(70g/about 1/3 carton) dry
Makes about 1 cup prepared

	Per serving	% DV*	Per serving Prepared with Margarin	% DV*
Calories	250		360	
		% DV*		% DV*
Total Fat	1g	1%	13g	16%
Saturated Fat	0g	0%	2.5g	13%
Trans Fat	0g		2.5g	
Cholesterol	0mg	0%	0mg	0%
Sodium	480mg	21%	610mg	26%
Total Carbohydrate	52g	19%	53g	19%
Dietary Fiber	2g	7%	2g	7%
Total Sugars	8g		9g	
Includes Added Sugars	0g	0%	0g	0%
Protein	8g		9g	
Vitamin D	0mcg	0%	0mcg	0%
Calcium	70mg	6%	90mg	6%
Iron	2mg	10%	2mg	10%
Potassium	330mg	8%	360mg	8%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: ENRICHED MACARONI PRODUCT (WHEAT FLOUR, NIACIN, FERROUS SULFATE, THIAMIN, MONONITRATE, RIBOFLAVIN, FOLIC ACID), CHEESE SAUCE MIX (DAIRY PRODUCT SOLIDS, WHEAT FLOUR, WHEY, SALT, CHEDDAR CHEESE, MILK, CULTURES, SALT, ENZYMES), DISODIUM PHOSPHATE, SOYBEAN OIL, AUTOLYZED YEAST EXTRACT, LACTIC ACID, ANNATTO EXTRACT (COLOR), NATURAL FLAVORS, SILICON DIOXIDE (ANTI-CLUMPING AGENT).

CONTAINS: MILK, WHEAT. DISTR. & SOLD EXCLUSIVELY BY: WALMART, LOVAIN, OH 44052

Final 3D Model



Final 3D Model



Final 3D Model



Rationale

Rationale

Color:

For this project I utilized a more pastel like color palette. I chose the colors based on the goddess's powers. The blue box is darker blue to represent the night and moon goddess Hecate. The purple box is a lighter purple to represent the goddess of spring (and also the underworld) Persephone. The yellow box represents the food and crop goddess Demeter. Each box is almost completely monochrome, with an accent color to highlight one of the goddess's symbols.

Typefaces:

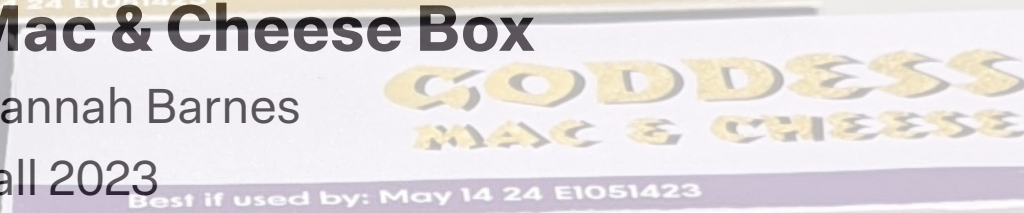
I wanted my title typefaces to reflect ancient Greece and older styles of type. For the basic information type, I chose a typeface that was clean, but also rounded and geometrical to go with the feminine theme.

Logo:

The logo I created is the shape of a bow tie noodle to reflect the brand name, Bow Tie Club.

Artwork:

I wanted this design to be more illustrative and for each image to have an outline. Each illustration has two symbols for each goddess and a flower that represents each goddess. I added flowers because Persephone is the goddess of spring and Demeter is the goddess of agriculture, so a floral theme seemed appropriate. On the back of each box is a figure outline illustration of each goddess. I wanted a figure, but I didn't want the figure to be the central focus on the front of the box.



Mac & Cheese Box

Hannah Barnes

Fall 2023

Packaging

Project 1



A black box for Bluetooth headphones is shown at an angle. The box features the Bluetooth logo and the word "Bluetooth" in white. Below the text are three colorful, overlapping wave patterns in shades of purple, orange, and blue. To the right of the box, a pair of black over-ear headphones is visible, with a blue light on the side of the earcup. The background is a plain, light-colored surface.

Bluetooth

Minimalist

Hannah Barnes

Fall 2023

Packaging

Project 4

Assignment

Identify an over packaged product and redesign the surface graphics, the way the product is shipped, displayed and presented to the consumer. The project must show a significant reduction in the packaging materials.

Specs

Typefaces:

Obvia

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Sauna Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Avenir

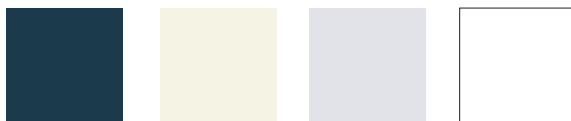
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Dimensions: 3.75in x 22.5in

Color Palette 1



#B0CAD8 #CBE5EC #B6B9D8 #EEC4DC



#1E3A4D #F5F2E1 #E2E1E6 #FFFFFF

Color Palette 2



#0D0F20 #E2E1E6 #E1A612 #FFF7C2



#FFFFFF

Creative Brief

Client

Uliptz

Situational Analysis

The most common way headphones are packaged today is in a cardboard box with a plastic component. Many headphones come with a long user manual, that usually ends up in the trash. My design will eliminate plastic by constructing the packaging entirely out of paper. My design will also eliminate the separate manual phamlet by creating the manual as part of the packaging.

Objective

Redesign any chosen product and change the surface graphics and the way it is packaged to create less packaging waste for the product.

Target Audience

Individuals who are in need of over the ear head phones interested in mindful packaging that doesn't impact the planet as harshly.

Deliverables

Redesign of an over packaged product, while reducing the amount of packaging.

Mandatories

- Show reduction in materials
- Redesign product presentation

Idea Generation

Food:

fruit, sauces, flavor packets, deserts

Hygiene:

toothbrush, deodorant, shower poofs, brushes,
q-tips, menstrual cup, soap

Pets:

pet food, toys, medicine, dog bags, beds, treats

Technology/Electronics:

gaming controller, headphones, phones, watch,
computer mouse, cords, game systems

Miscellaneous:

plants, makeup, lighter, flashlight, car tools,
toothpicks, dishware, knives, lightbulbs

Moodboard & References

Moodboard



Research

References: Headphone Styles



References: Headphone Packaging



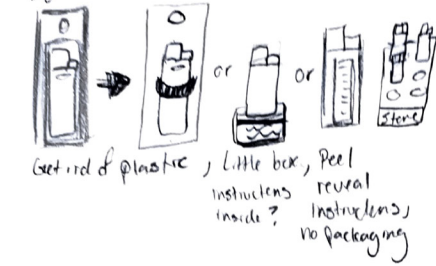
Other References



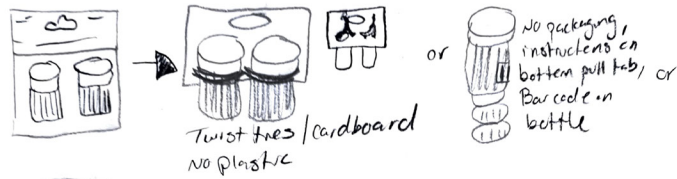
Sketches

Sketches

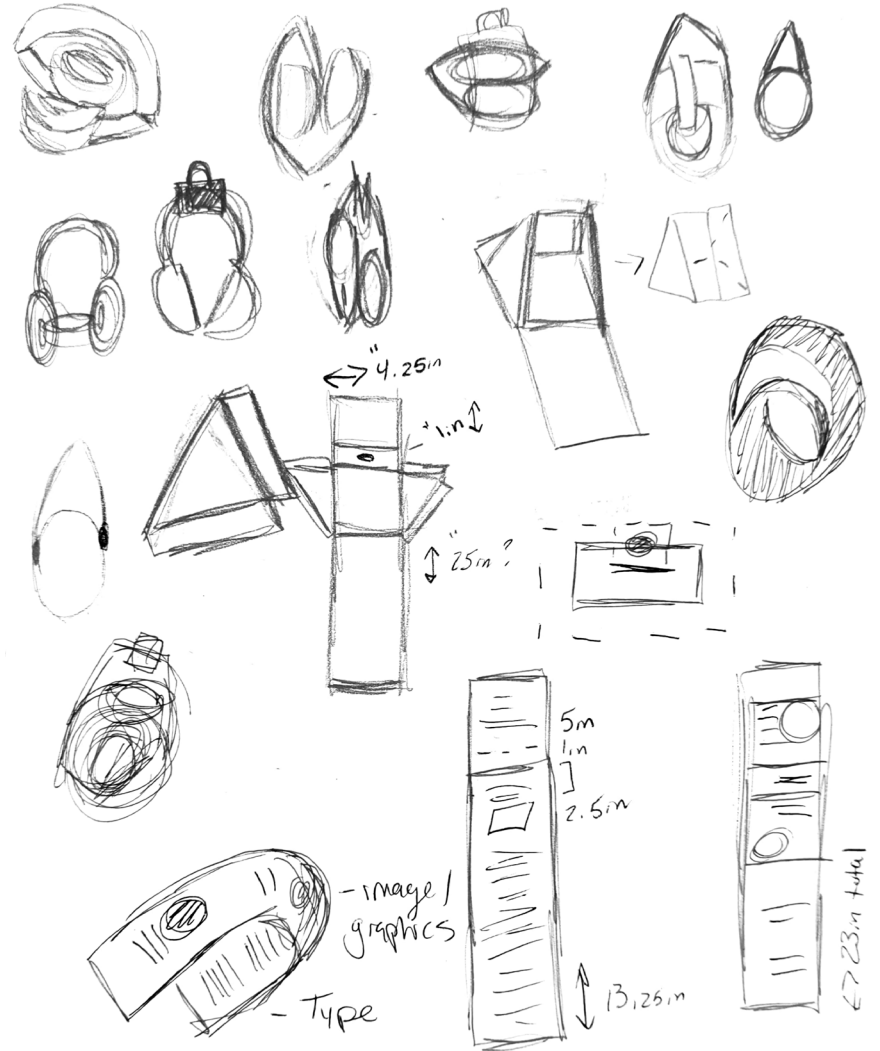
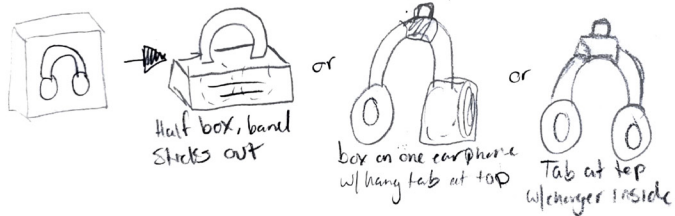
Lighter, toothpicks, headphones



Toothpicks:

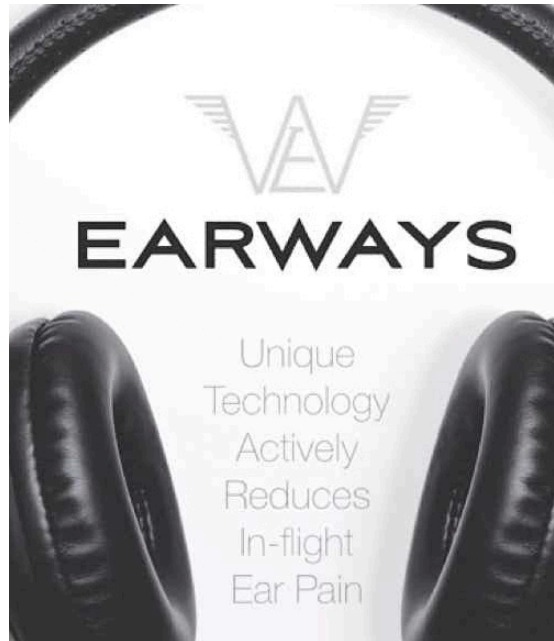
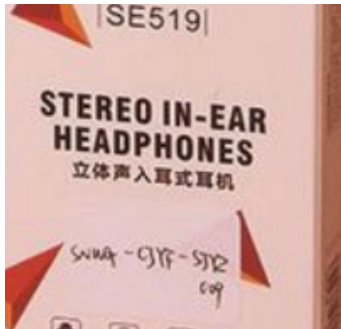


Headphones:



Type Exploration

Packaging Typefaces



Unique technology actively reduces in-flight ear pain caused by air pressure at altitude.

Earways headphones represent a revolution in audio technology, delivering exceptional levels of sound quality and almost unparalleled listening comfort.

Each earphone has a temperature controlled element that gently warms the ear channel, releasing the build-up of middle pressure and easing the associated pain and discomfort.

“Earways uses technologies that are proven to be successful in alleviating ear pain caused by altitude change.” DR. SOTIRIS PROVATAS ENT SPECIALIST

Typefaces: Brand Name

Uliptz

Arbotek

Uliptz

Skia

Uliptz

Europa Regular

Uliptz

Proxima Nova

Uliptz

Novel Sans Gr Cnd

Uliptz

Finalsix

Uliptz

Georgia

ULIPTZ

Bungee

ULIPTZ

Bello Caps Pro

Uliptz

Open Sans

Ultiptz

Welbei SC

Uliptz

Sauna Pro

Uliptz

Athelas

Uliptz

Original

Typefaces: Primary Type

Wireless Headphones

Andale Mono

Wireless Headphones

Obvia Wide

Wireless Headphones

Thonburi

Wireless Headphones

Optima

Wireless Headphones

Avenir

Wireless Headphones

Libre Franklin

Wireless Headphones

Baskerville

Wireless Headphones

Verdana Pro

Wireless Headphones

Sathu

Typefaces: Secondary Type

Battery Capacity

Rufina

Battery Capacity

Delaney

Battery Capacity

Urbane Rounded

Battery Capacity

Calibri

Battery Capacity

ITC Avant Garde Gothic Pro

Battery Capacity

Times

Battery Capacity

Avenir

Battery Capacity

Basic Sans

Wireless Headphones

Hands Free Calling

Thonburi / Elza Text

Wireless Headphones

Hands Free Calling

Libre Franklin / Rufina

Wireless Headphones

Hands Free Calling

Obvia / Rufina

Wireless Headphones

Hands Free Calling

Obvia Wide / Avenir

Wireless Headphones

Hands Free Calling

Verdana Pro / Urbane Rounded

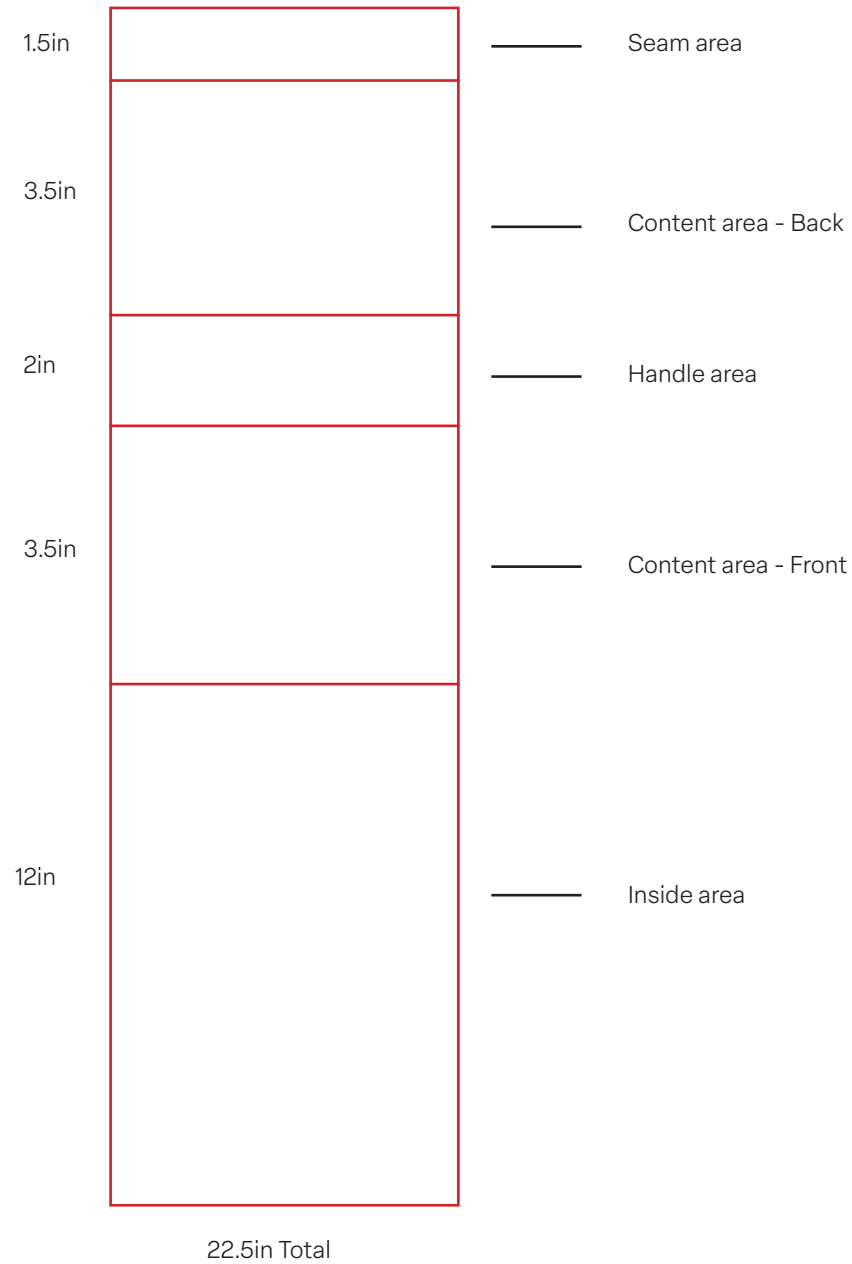
Wireless Headphones

Hands Free Calling

Elza Text / Times

Preliminary Page Setup

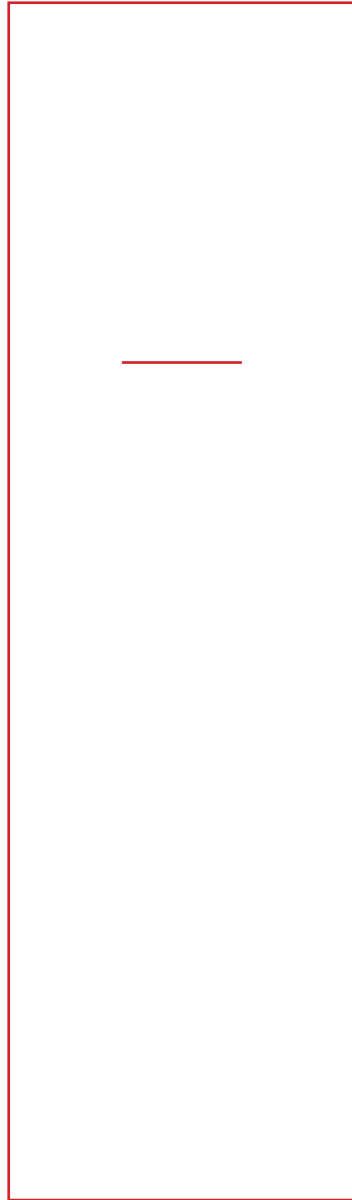
Preliminary Page Setup



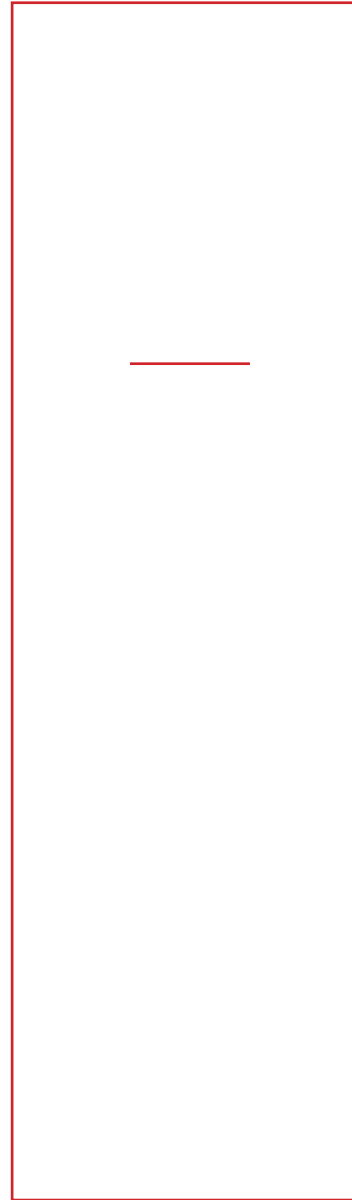
Final Dielines

Final Dielines

Front

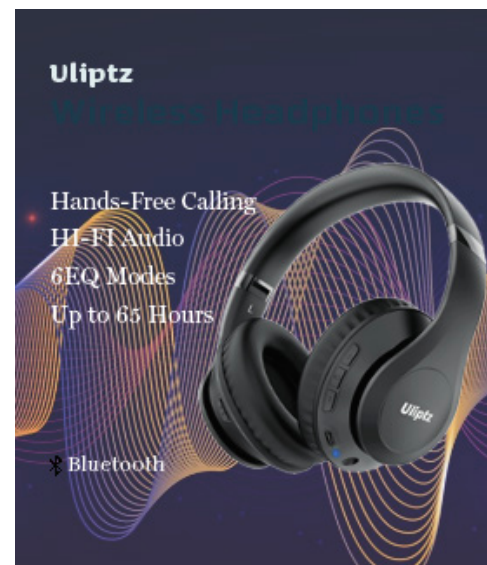


Back

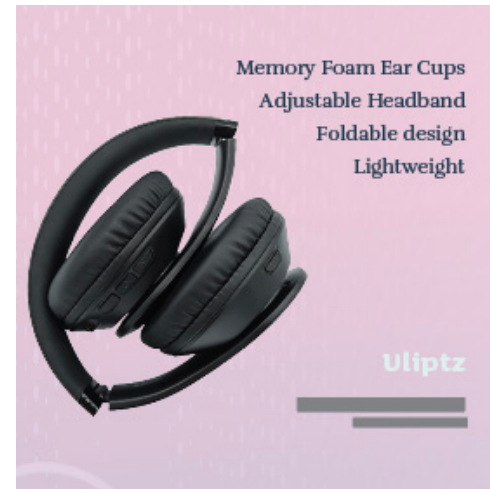


Preliminary Work

Background Pattern Comparisons



Layout Comparisons



Orientation



Title

Layout Comparisons



Type

Preliminary Models

Preliminary Models



Preliminary Models



Front



Back

Preliminary Models



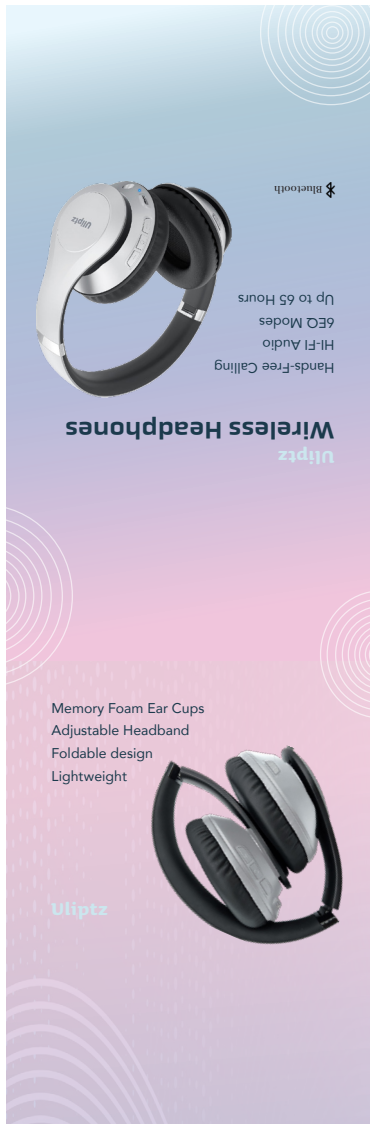
Front



Back

Final Product

Final Digital Design



Uliptz
Wireless Headphones

Bluetooth
Up to 65 Hours
6EQ Modes
Hi-Fi Audio
Hands-Free Calling

Memory Foam Ear Cups
Adjustable Headband
Foldable design
Lightweight

Uliptz

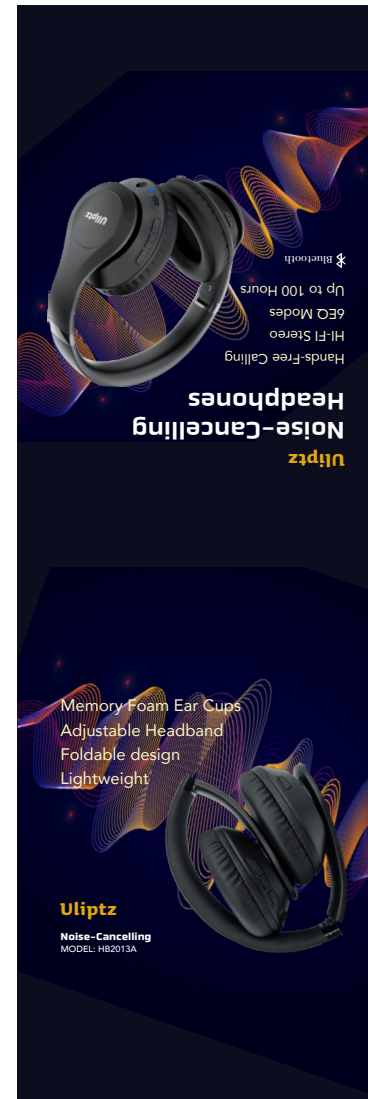
Barcode: 026308-41171979



Quality
Sound

Quality
Price

Barcode: 026308-41171979



Uliptz
Noise-Cancelling Headphones

Bluetooth
Up to 100 Hours
6EQ Modes
Hi-Fi Stereo
Hands-Free Calling

Memory Foam Ear Cups
Adjustable Headband
Foldable design
Lightweight

Uliptz
Noise-Cancelling
MODEL: HB2013A

Barcode: 026308-41171979



Quality
Sound

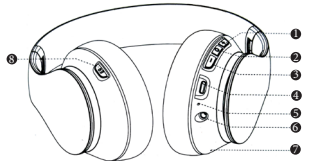
Quality
Price

Barcode: 026308-41171979

User Manual

Noise-Cancelling Headphones

Diagram



- 1 Volume Up/Next Track
- 2 Multi-Function
- 3 Volume Down/Previous Track
- 4 Type-C Charging Interface
- 5 LED Indicator
- 6 3.5mm Audio Interface
- 7 Microphone
- 8 EQ
- 9

Contents

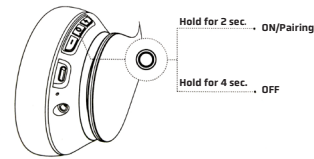
- (x1) Wireless Headphones
- (x1) User Manual
- (x1) 3.5mm Audio Cable
- (x1) Charging Cable

Specifications

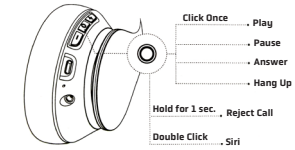
Bluetooth Version	Bluetooth 5.3
Bluetooth Profile	HFP, A2DP, AVRCP
Operation Range	33ft (10m)
Battery Capacity	3.7V/500mAh
Charging Voltage	5V---1A
Charging Time	2.5 Hours
Talk Time/Music	100 Hours

Pairing

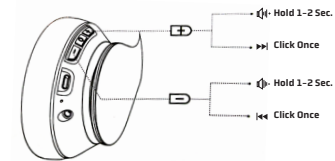
When the headset is turned off, press and hold the Multi-Function button until the indicator flashed blue and red alternately to enter pairing mode. Turn on the Bluetooth of the mobile device and find "HB2013A" to connect.



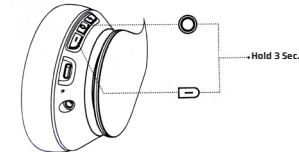
Operation



Volume and Music Control



Clear Paired Device



EQ Mode

Press EQ button on headset once (EQ 1-6: Pop, Rock, Vocal, Jazz, Bass, Classic).

Charge the Headphones

Plug the provided charging cable into a power adapter and plug the adapter into a power source. Connect the Type-C end of the cable to the headphone charging port.

FCC Statement/ISED RSS

To view the FCC statement and ISED RSS warning, visit:
<https://fccid.io/3AW9N-HB2013A/User-Manual/User-Manual-210978>

Final Product



Final Product



Final Product



Final Product



Rationale

Rationale

Color:

For the light ombre design, I chose soft pastel colors as a gradient. Blue, purple and pink give a light airy feel to resemble smoother music. The text is a dark blue to compliment the blue in the gradient. The darker design is a very dark blue-purple because it matched the background of the borrowed music graphic.

Typefaces:

I changed the typeface of the brand because their original design is bland and doesn't feel fun or music-like. I chose a simple sans-serif with a flow-like feel to it. For the heading, I chose a typeface that resembles a technological feel. The body text is a clean, round sans-serif to match the heading and provide structure.

Artwork:

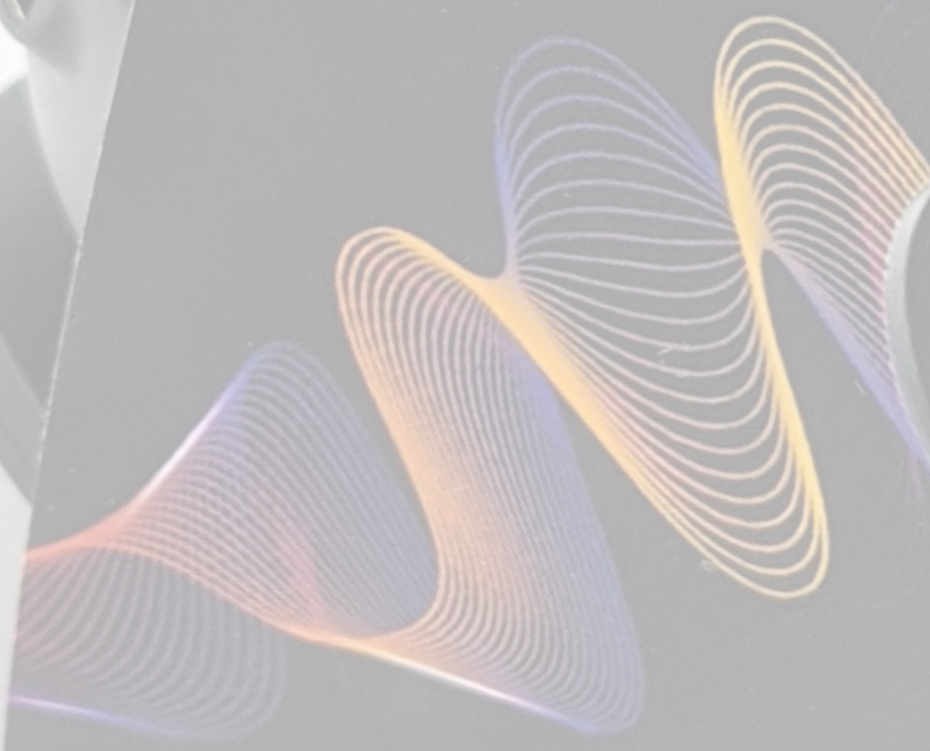
I utilized pre-made graphics for the imagery in both designs because they are well designed, time efficient and melded well with the feel of each piece. I made a few circular elements for the light design to fill in gaps and provide more visual interest.

Design:

My design for this project is simple to follow the theme of the project. Headphone packaging is known for being minimal in design and for having little information on the packaging. My design is more visually interesting than standard headphone packaging designs and stands out, while also being minimal in both material and design.

Bluetooth

100 Hours



Minimalist

Hannah Barnes

Fall 2023

Packaging

Project 4