

Menu Design

Preston Sasz | Typography 4 | Spring 2023

Restaurant

Twisted Citrus is a café that offers their own spin on breakfast/lunch food and offers a wide variety of alcoholic beverages breakfast café. Their restaurant is very bright and modern and uses lots of white, lime green, and bright oranges for their branding.

Format

The plans for the formatting at this time are to keep it simple and modern. This is intended to mimic the style of the restaurant itself as everything is very clean and bright and neatly organized inside of it.

Size and Proportions

At this time the menu itself is about twelve inches tall. The width is still in question but the idea is to have it somewhat skinnier, as a skinnier menu design feels higher class than a wider design. A thinner menu design is also easier to hold.

Look and Feel

Twisted Citrus as a café is very modern and bright and this should extend to the menu as well. The menu will hopefully be a skinnier menu giving it a more modern and sleeker feel. Bright colors will be used most likely in a minimal fashion as not to distract the reader. When the reader picks up the menu, they should know that this café is different than other more traditional cafes and is more modern and fun in the public eye.

Color

The brand colors for Twisted Citrus are lime green and bright orange. These are often seen with lots of white in the background as well as some minimal usage of black. The colors on the menu will reflect their branding to give an overall bright and happy feel. These colors contrast a lot and have to be used carefully in the menu.

Typography

Twisted Citrus currently uses their logo brand type as the headers for the menu and a similar looking modern typeface for the menu items and that same typeface used for the menu items is used for body copy text. Going forward the typography will be simplified for the menu. A fun modern typeface similar to what is currently used for the food items will be found and most likely paired with a nice clean sans serif type. It is doubtful the brand logo type will be used all over the menu for the many headers.

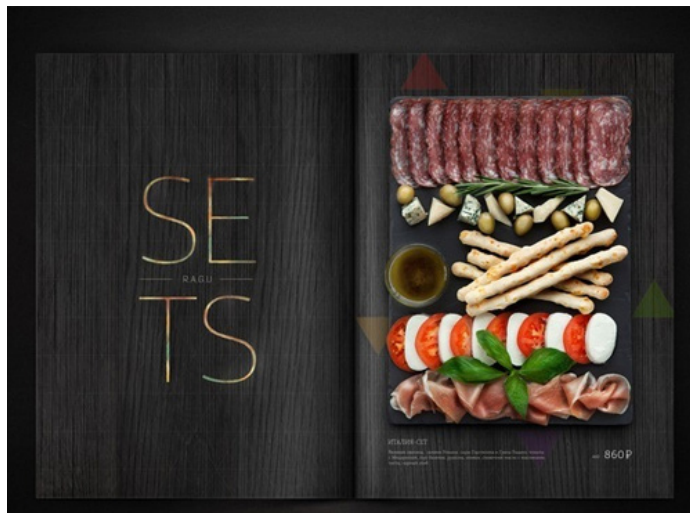
Images and Graphics

The plan for the menu is to use no images. Twisted Citrus's current online menu offers images, while the food looks good the images are not of a high quality. Twisted Citrus has a citrus fruit logo on their menu, the current plan is to simplify it and make it a bit more cohesive with the vision of the menu.

Binding Material

The current plan for binding material is just a standard fold. This does not discount other binding ideas that may come to light during the design process.

Design Brief



Mood Board



Mood Board

Oleo Script

***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***

Cambria

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

Montserrat

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

Final Pairing:

Oleo Script is the typeface of Twisted Citrus's word mark logo so that was used. Cambria provided a nice compliment to Oleo script while retaining a refined and legible attitude. Montserrat contrasted cambria very well, its bold modern design paired well with cambria's soft serifs.

Type Considerations:

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Robot

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

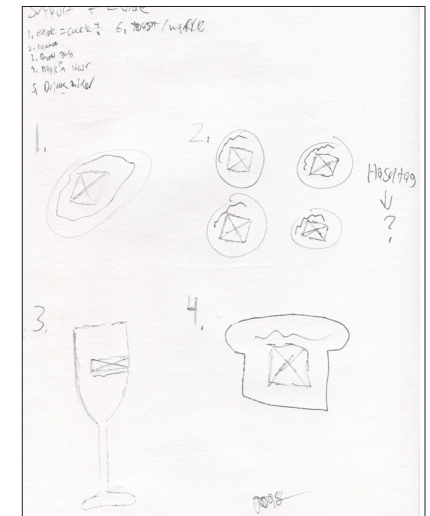
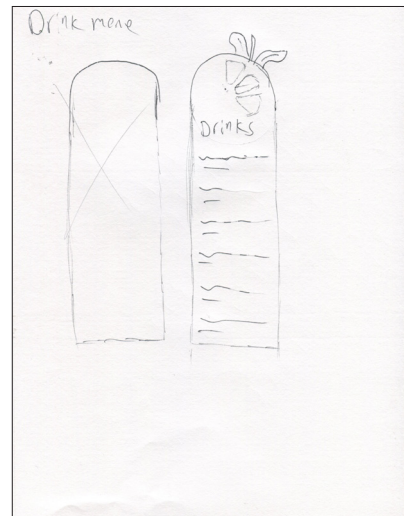
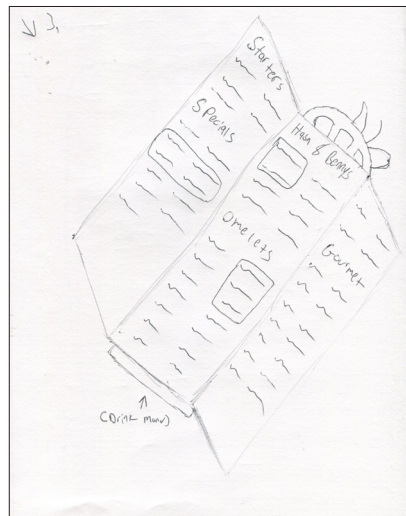
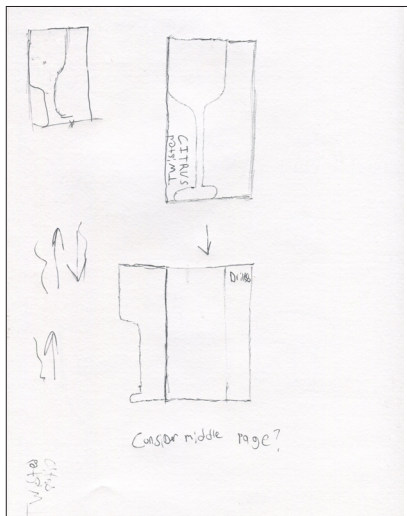
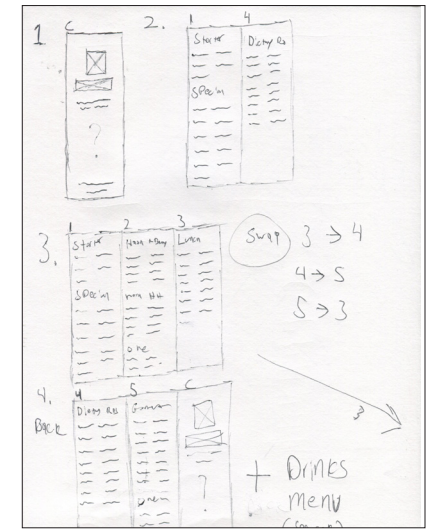
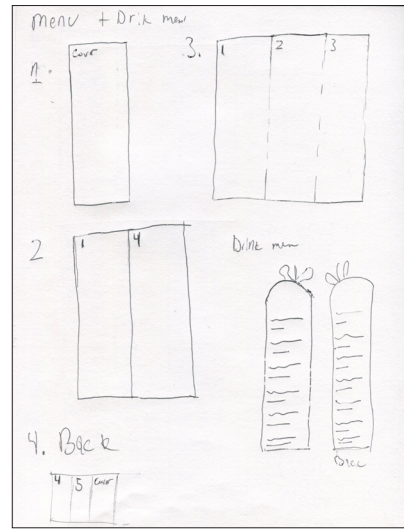
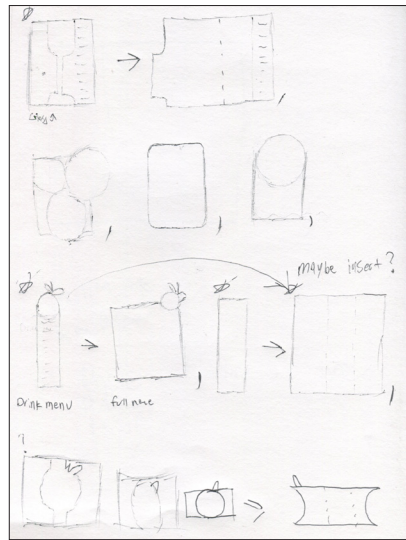
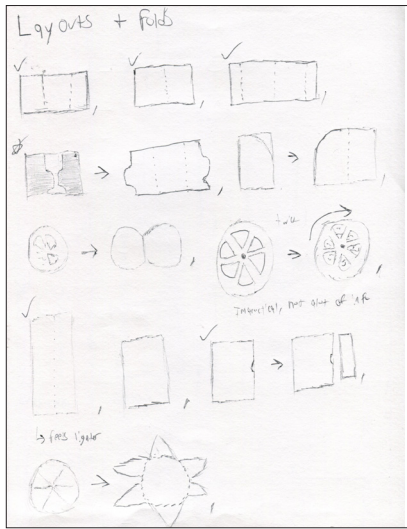
Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

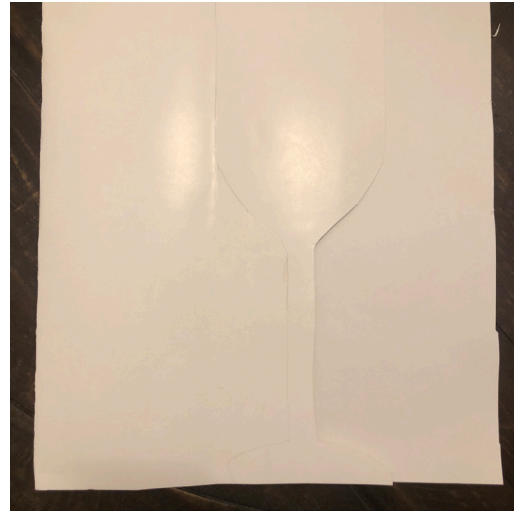
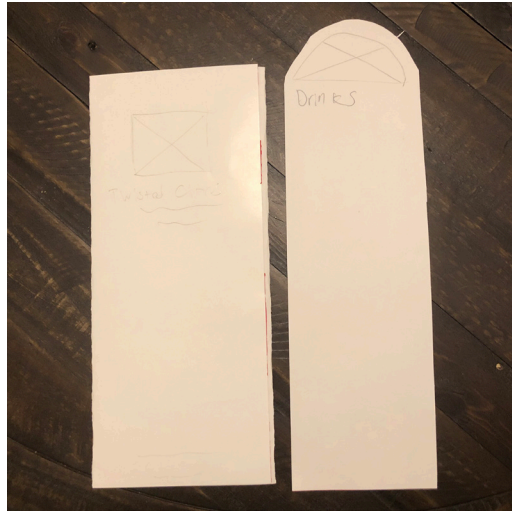
Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

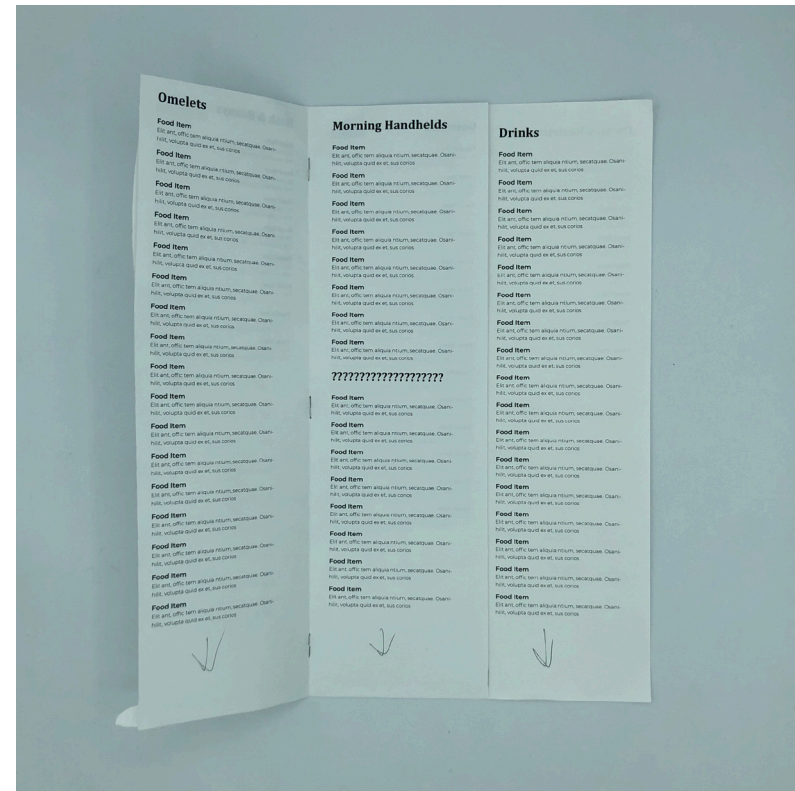
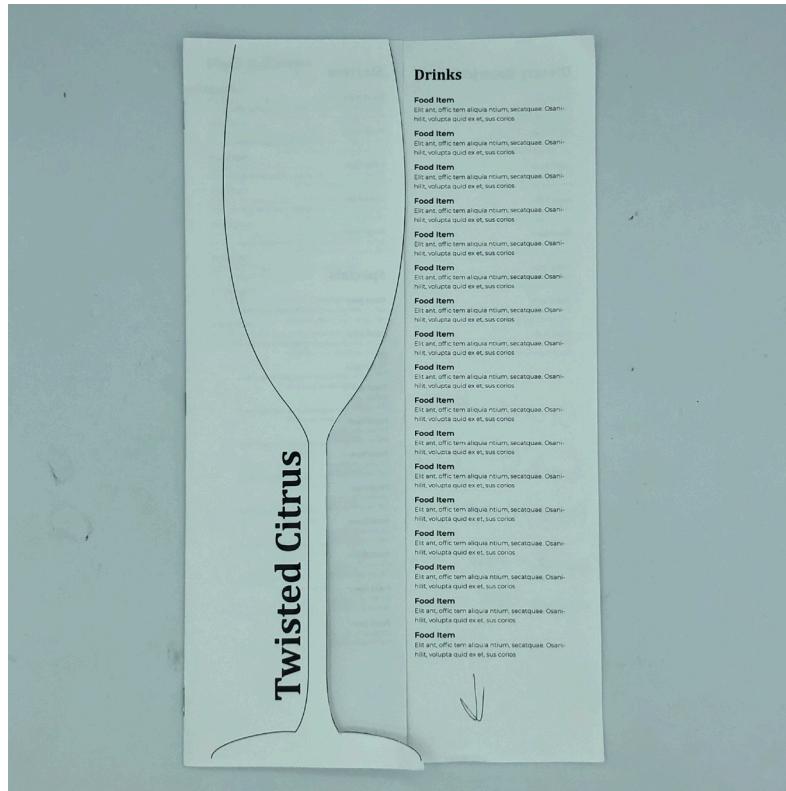
Type Pairings



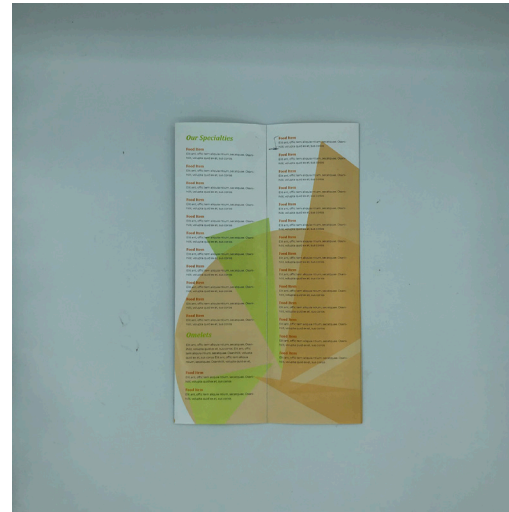
Sketches



Mockups



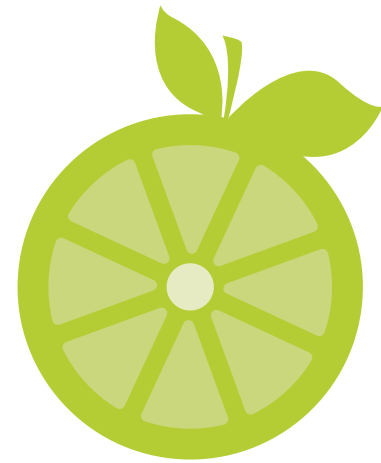
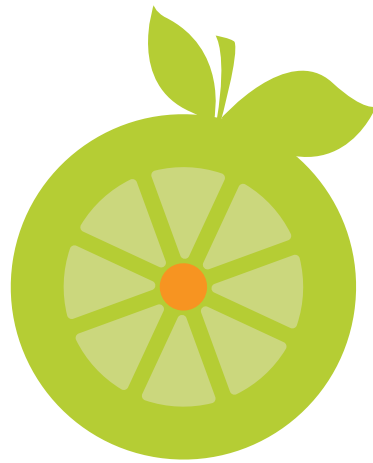
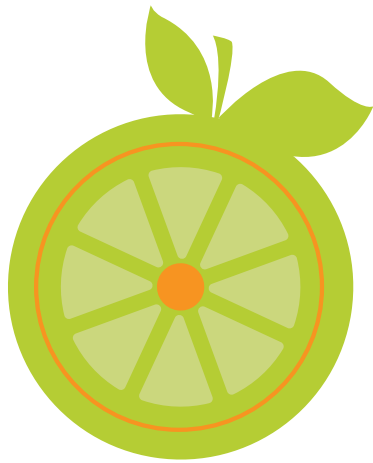
Mockups



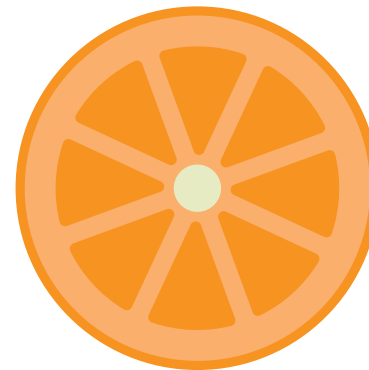
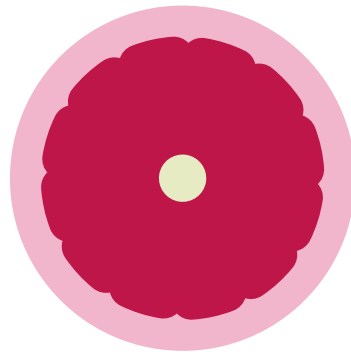
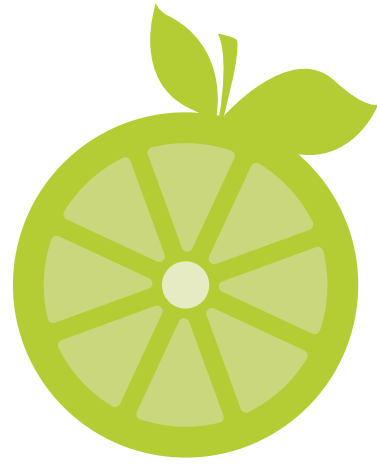
Mockups



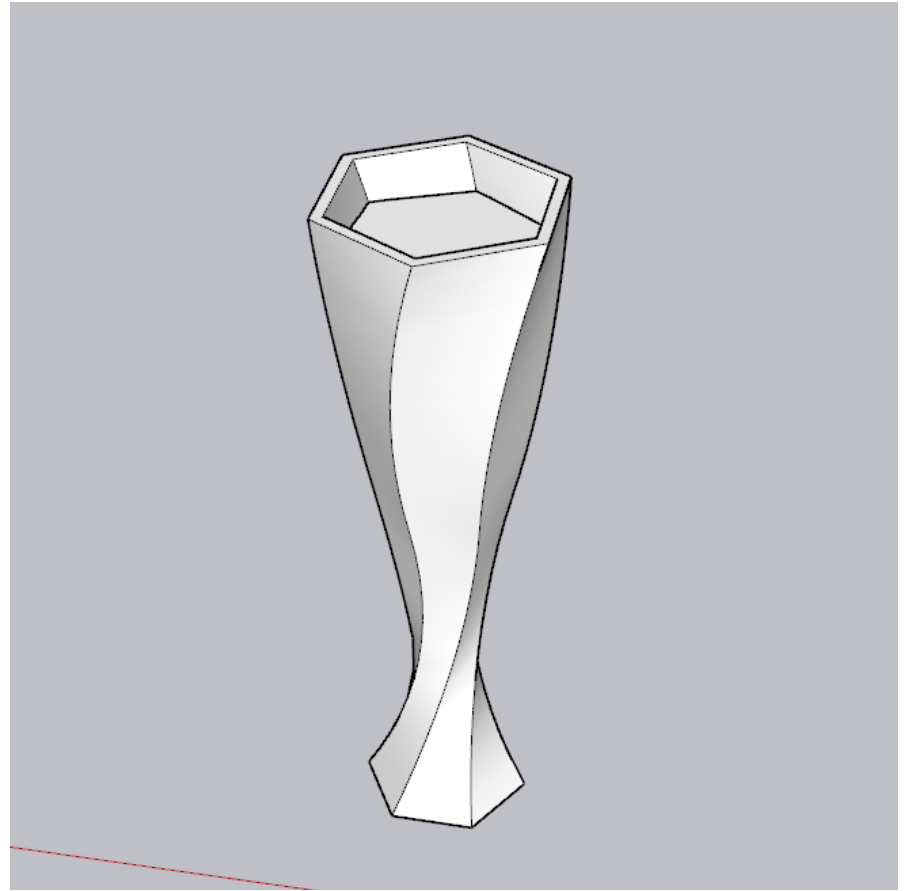
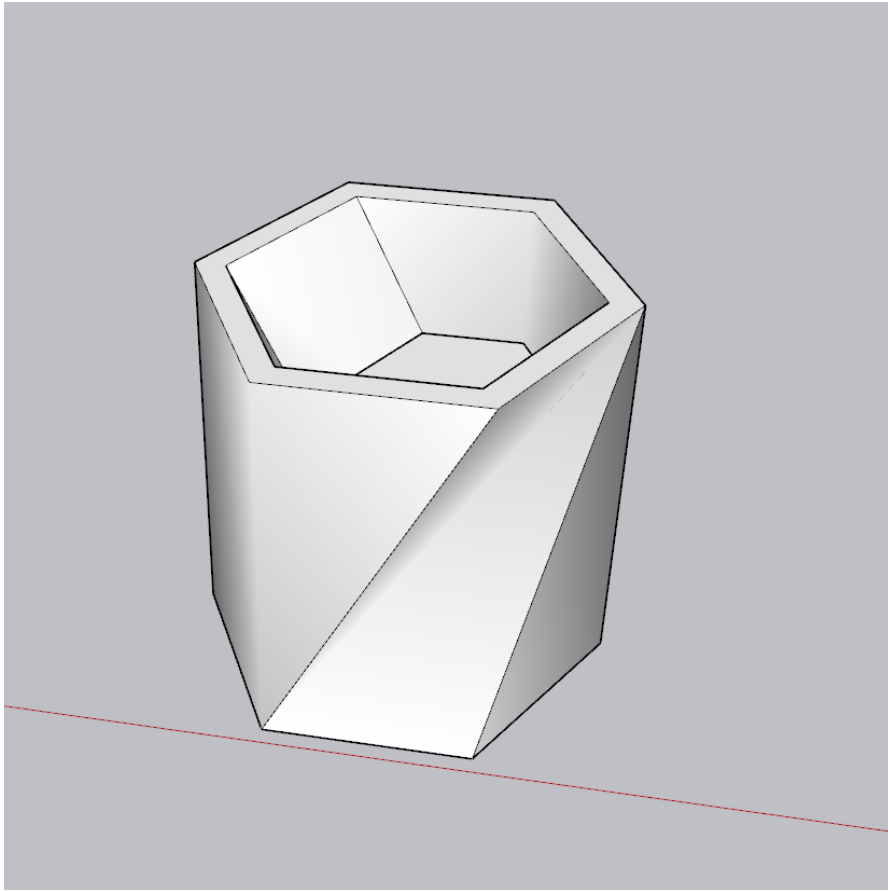
Mockups



Logo Remake/ Simplification



Logo Remake Final



3D Twisted Glass Model



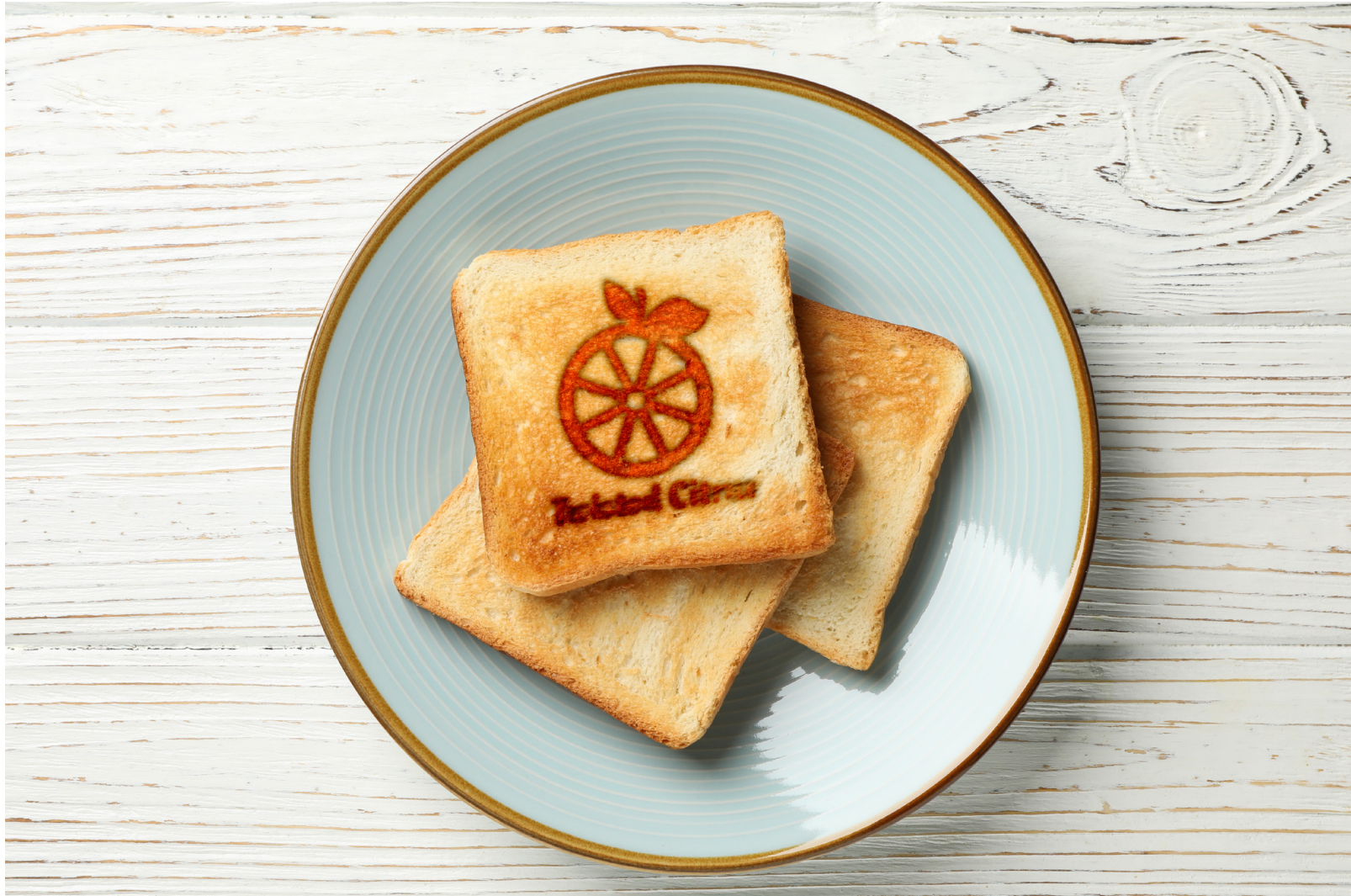
3D Twisted Glass Renders



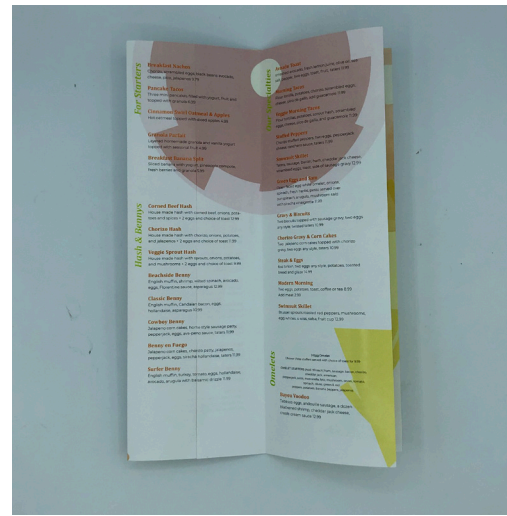
Apron Mockup



Drink Coasters Mockup



Something Edible



Final: Assembled