

福 | TOWN

www.townchinesecuisine.com



TOWN Chinese Cuisine

John Reck

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Vision

TOWN combines a variety of Chinese cuisine to excite and delight our customers

Our vision for the future is to create Experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand.

The approach of TOWN is to develop our Brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality.

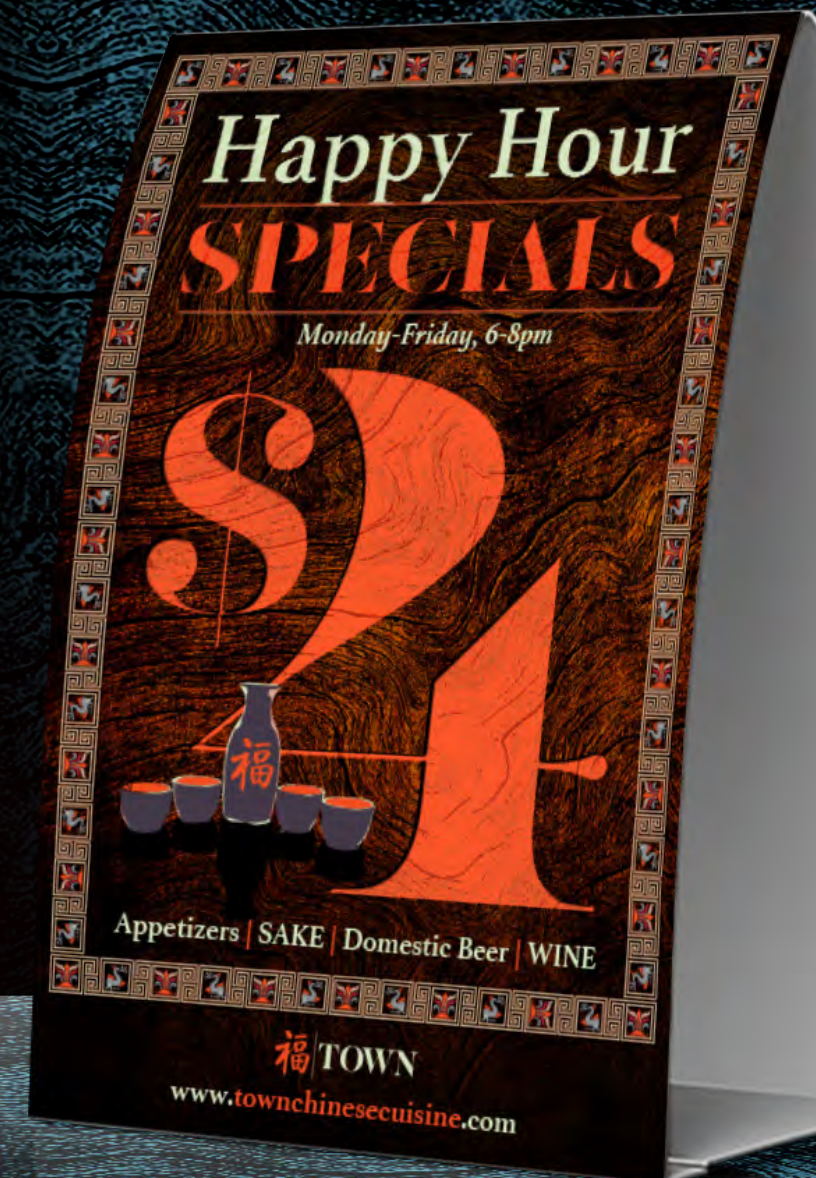
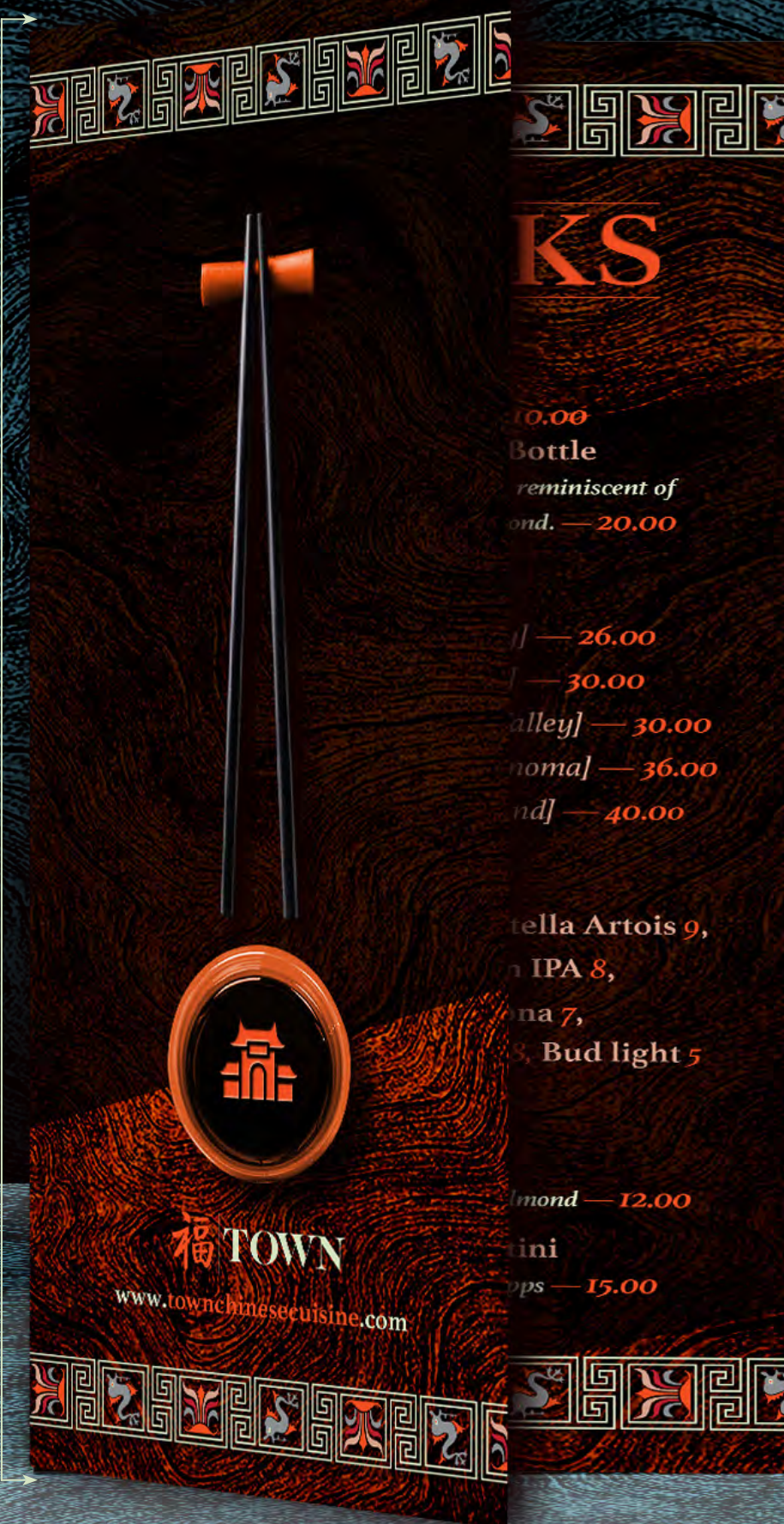
Our audience is a high-end clientele who values a dining experience. The age range of our customers are from early 30s-60s. We would like them to come back for both personal dining and events.



Live: 8.25 x 10.75

Trim: 8.5 x 11

Bleed: 8.75 x 11.25



BAMBOO
Pantone: 7485C
CMYK: 16 2 28 0
RGB: 215 228 194
Hex triplet: d7e4c2



SPICY
Pantone: 7579C
CMYK: 0 85 100 0
RGB: 240 78 35
Hex triplet: ef4e22



SLEEK
Pantone: 439C
CMYK: 65 66 57 50
RGB: 65 57 61
Hex triplet: 41393d



COOL DOWN
Pantone: Coated Cool Gray 8C
CMYK: 49 39 38 3
RGB: 138 140 143
Hex triplet: 8a8c8f



LUCKY
Pantone: 7514C
CMYK: 16 39 42 0
RGB: 213 162 141
Hex triplet: d4a18d



FIRE STARTER
Pantone: 200C
CMYK: 18 100 91 8
RGB: 190 30 45
Hex triplet: be2e2d



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Color Palette

The primary color palette consists of *Fire Starter* and *Cool Down*.

The secondary color palette is made up of *Sleek*, *Spicy*, *Lucky*, *Bamboo*





Typography

Athelas is available on the Creative Cloud through Adobe TypeKit:

<https://typekit.com/fonts/athelas-web>

Majestic can be downloaded for free personal use from http://www.losttype.com/font/?name=majesti_banner

Majesti Banner Light

Majesti Banner Light Italic

Majesti Banner Book

Majesti Banner Book Italic

Majesti Banner Medium

Majesti Banner Medium Italic

Majesti Banner Bold

Majesti Banner Bold Italic

Majesti Banner Heavy

Majesti Banner Heavy Italic

Athelas Regular

Athelas Italic

Athelas Bold

Athelas Bold Italic



WRONG

RIGHT

福|TOWN

福|TOWN

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DON'Ts

Do not alter logo color.

Do not substitute logo symbol.

Do not omit logo elements.

Do not distort logo.

*Do not place over
distracting backgrounds.*

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Logo Usage

Our logo speaks to the high-end brand in which we specialize. TOWN brings fortune and cuisine from Chinatown to your town.

The symbol for fortune comes at the front end of our logo as we want all who enter our restaurant to be greeted with warm wishes during their stay.

Every employee and customer becomes part of TOWN for not only the evening but for a lifetime of memories.

The primary color palette consists of Fire Starter and Cool Down. Black and white variations can be used as either standard or inversed.



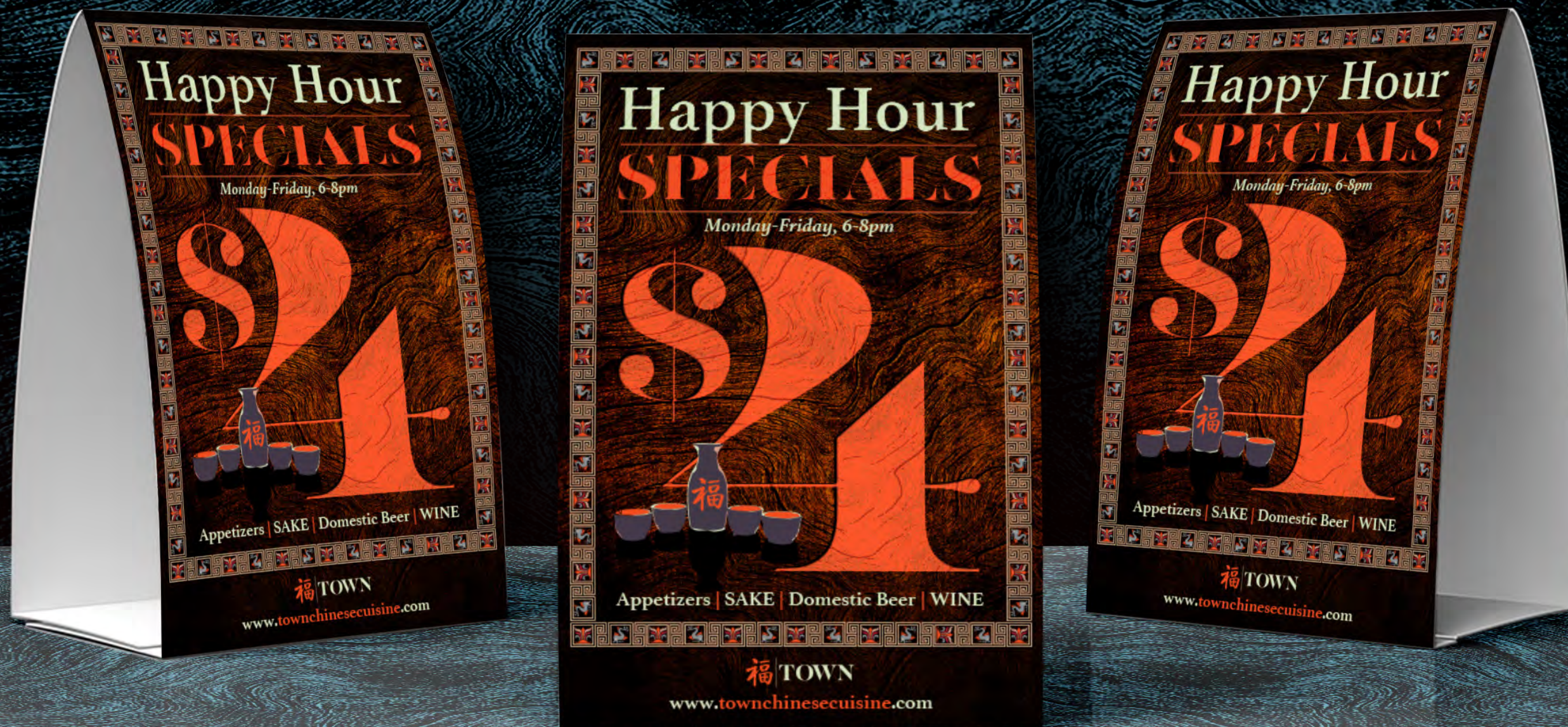


Table Tent

I envisioned a high-end restaurant telling a story with great food and drink told by an experienced server. The server feels proud to take your order surrounded by professional people and new marketing. The table tent is dark and weighs heavy on the spicy red for the bold headlines and numbers. I created the “boxy” frame in illustrator with a little fish using the brand colors in the fin and eyes—the other graphic is a crown made with shapes and the brand colors. The Brand’s mission statement reflects an establishment that cares about the people dinning and providing great food as a reward for visiting.







Menu & Drinks

The menu background, which is a common element in all 3 pieces, harmonizes a high-end menu with high-end cuisine. The wood for the background, made in Photoshop, has been saturated with Winsor blue color, allowing the Brand to feel complimentary. Lots of adjusting levels and saturation, sharpen, multiple layers changing the “multiply” options on each layer—the artwork is linked, so editing is made once. Everything else has been created in InDesign—the beveling of the type, stylizing the fonts, and adjusting the color. All the deep lines and grooves in the wood, reveal significant energy, and leaves a presence with you to gaze at it.



MENU


APPETIZER

-  Seafood Egg Drop Soup
Snow crab, shrimp, scallops, soy bean, velvet egg — 15.00
-  Crispy Crab Spring Rolls
Onions, potato, mango-cucumber chutney, berry sauce — 16.00
-  Wing Lei Garden Salad
Mixed greens, avocado, raspberries, pomegranate-raspberry vinaigrette — 20.00

ENTRÉE

-  Mongolian Beef
Heirloom bell peppers, mushrooms, garlic chili sauce — 37.00
-  Grilled Sea Bass
Lotus root, enoki mushrooms, spinach, asparagus — 41.00
-  Lemon Chicken
Lightly breaded chicken, garden greens salad, honey-lemon sauce — 32.00
-  Pan-Seared Lamb Chops
Braised eggplant, roasted garlic, tofu — 44.00

DESSERT

-  Ice Cream
Red bean, chinese almond cookie, sorbet, mango — 12.00
-  Cakes & Mousse
Coconut panna cotta lime gelee or fresh mango pie

DRINKS

SAKE

- Warm Sake 7oz — 10.00
- Kweichow Moutai Bottle
Has an aroma and taste that are reminiscent of soy sauce, pear, walnut and almond. — 20.00

WINE

- Cavit Pinot Grigio [Italy] — 26.00
- Ruffino Moscato [Italy] — 30.00
- Meiomi Pinot Noir [Napa Valley] — 30.00
- Kendall Jackson Merlot [Sonoma Valley] — 36.00
- Josh Cellar Merlot [Hopland] — 40.00

BEER

- Heineken 9, Yuengling 5, Stella Artois 9,
- Guinness 9, Harpoon IPA 8,
- Blue Moon 5, Corona 7,
- Sam Adams Boston Lager 8, Bud light 5

SPIRITS

- Mai Tai
Rum, orange curacao, lime juice, almond syrup — 12.00
- Sour Apple Martini
Apple vodka, sour apple schnapps — 15.00
- Cosmopolitan
Lime juice, pink grapefruit juice, cranberry juice, cointreau, vodka — 15.00

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Amidst the principles of design, the layout balanced out very well with such a dominant background. The diagonal band, which is present in all the work, is unique, stylish, and mature. Mixing and matching the principles of design allows me to explore something not yet thought of. The wavy lines in the wood lure you in—starring at the shapes they are making with this clean diagonal band using a multiplying effect applied to help the type be legible and stand out. Using a rusty red to be the dominant color, the font stands out and is legible using the Brand's typography. Town's high-class Brand is carried through with simplicity and professionalism.



MENU

APPETIZER



 **Seafood Egg Drop Soup**

*Snow crab,
shrimp,
scallops,
soy bean,
velvet egg — 15.00*



 **Crispy Crab Spring Rolls**
Onions,
potato,
mango-cucumber chutney,
berry sauce — **16.00**



 **Wing Lei Garden Salad**
*Mixed greens,
avocado,
raspberries,
pomegranate-raspberry
vinaigrette — 20.00*




ENTRÉE




 **Mongolian Beef**
Heirloom bell peppers,
mushrooms, garlic chili sauce — **37.00**




 **Grilled Sea Bass**
*Lotus root, enoki mushrooms,
spinach, asparagus — 41.00*



 **Lemon Chicken**
Lightly breaded chicken,
garden greens salad,
honey-lemon sauce — **32.00**



 **Pan-Seared Lamb Chops**
Braised eggplant, roasted garlic, tofu — 44.0

DESSERT



 Ice Cream
Red bean,
chinese almond cookie,
sorbet, mango
— 12.00



 **Cakes & Mousse**

*Coconut panna
cotta lime
gelee or fresh
mango pie
or chocolate cream
cake or milk
chocolate mousse*

— **15.00**

DRINKS



Warm Sake 7oz — **10.00**
Kweichow Moutai Bottle
*Has an aroma and taste that are reminiscent of
soy sauce, pear, walnut and almond. — 20.00*



WINE

Cavit Pinot Grigio [Italy] — 26.00

Ruffino Moscato [Italy] — 30.00

Meiomi Pinot Noir [Napa Valley] — 30.00

Kendall Jackson Merlot [Sonoma] — 36.00

Josh Cellar Merlot [Hopland] — 40.00



BEER
Heineken 9, Yuengling 5, Stella Artois 9,
Guinness 9, Harpoon IPA 8,
Blue Moon 5, Corona 7,
Sam Adams Boston Lager 8, Bud light 5



 **SPIRITS**

Mai Tai

Rum, orange curacao, lime juice, almond — 12.00

Sour Apple Martini

Apple vodka, sour apple schnapps — 15.00

Come enjoy our
SPECIALS

Monday-Friday, 6-8pm



Appetizers | SAKE | Domestic Beer | WINE

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MENU

APPETIZER



Seafood Egg Drop Soup

Snow crab, shrimp, scallops, soy bean, velvet egg — **15.00**



Crispy Crab Spring Rolls

Onions, potato, mango-cucumber chutney, berry sauce — **16.00**



Wing Lei Garden Salad

Mixed greens, avocado, raspberries, pomegranate-raspberry vinaigrette — **20.00**

ENTRÉE



Mongolian Beef

Heirloom bell peppers, mushrooms, garlic chili sauce — **37.00**



Grilled Sea Bass

Lotus root, enoki mushrooms, spinach, asparagus — **41.00**



Lemon Chicken

Lightly breaded chicken, garden greens salad, honey-lemon sauce — **32.00**



Pan-Seared Lamb Chops

Braised eggplant, roasted garlic, tofu — **44.00**

DESSERT



Ice Cream

Red bean, chinese almond cookie, sorbet, mango — **12.00**



Cakes & Mousse

Coconut panna cotta lime gelee or fresh mango pie or chocolate cream cake or milk chocolate mousse — **15.00**



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Happy Hour SPECIALS

Monday-Friday, 6-8pm



Appetizers | SAKE | Domestic Beer | WINE

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DRINKS



SAKE

Warm Sake 7oz — **10.00**

Kweichow Moutai Bottle

Has an aroma and taste that are reminiscent of soy sauce, pear, walnut and almond. — **20.00**



WINE

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Kendall Jackson Merlot [Sonoma Valley] — **36.00**

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BEER

Heineken 9, Yuengling 5, Stella Artois 9, Guinness 9, Harpoon IPA 8, Blue Moon 5, Sam Adams Boston Lager 8, Bud light 5



SPIRITS

Mai Tai

Rum, orange curacao, lime juice, almond — **12.00**

Sour Apple Martini

Apple vodka, sour apple schnapps — **15.00**

Cosmo

Lime juice, pink cranberry juice, coconut — **10.00**



MENU

APPETIZER



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Crispy Crab Spring Rolls

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Wing Lei Garden Salad

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ENTRÉE



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DESSERT



Ice Cream

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Cakes & Mousse

Coconut panna cotta lime gelee or fresh mango pie



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