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**EXPLORING THE ROLE OF GRAPHIC
DESIGN IN ENHANCING THE BRAND
IDENTITY AND MENU DESIGNS OF
RESTAURANTS: A CASE STUDY APPROACH**

Faculdade de Design,
Tecnologia e Comunicação
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Project presented to IADE - Faculty of Design, Technology and
Communication of the European University, to fulfill the
requirements to obtain the degree of Master in Design and
Visual Culture held under the scientific supervision of Doctor
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keywords   visual identity, graphic design, branding

abstract   This Thesis examines the important role of graphic design in improving restaurant branding and menu design using a case study approach. The aim is to explore how effective graphic design strategies can help create a strong brand presence and compelling menu design in the restaurant industry.
It includes two design projects: the development of the visual identity for an ice cream restaurant and a salad restaurant. The effectiveness of these graphic design interventions in increasing awareness, attracting customers, and conveying brand personality is analyzed and discussed. The findings provide valuable insight into the world of restaurant branding and the impact of well-executed graphic design on creating a successful business identity.

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1. Introduction

1.1. Brief overview of the topic

Restaurants operate in an extremely competitive industry where success hinges upon many variables. These factors include the quality and service provided, atmosphere created in their establishment and marketing strategies employed. Graphic design plays an essential role in creating credible corporate identities for restaurants.

Graphic design provides restaurants with the means to develop a strong and distinct brand image. In an oversaturated market where so many restaurants vie for consumer attention, it's imperative that a restaurant stands out and differentiates itself from competitors. Skillful graphic design helps restaurants express their own individual identities, styles, and values in an attractive visual display. Designing an effective corporate identity through graphic design involves more than just designing an eye-catching logo; it means employing appropriate color palettes, typography and brand elements across platforms such as signage, packaging and online presence to evoke specific emotions in customers and promote brand recognition and loyalty.

Graphic design plays a pivotal role in developing menus that effectively communicate a restaurant's offerings and values to their target customers. A menu is not just a list of dishes; it serves as an important marketing tool that influences customer perceptions, stimulates appetites, and leads to increased sales. Graphic design allows restaurants to design menus that are visually appealing, organized and user-friendly. Details like careful food placement, the incorporation of eye-catching photography or illustrations, and strategic typography and layout can greatly enhance the visual impact of a menu. With graphic design principles in mind, restaurants can use menu design principles to craft menus that showcase their culinary delights while reflecting their brand image - thus encouraging customers to discover and enjoy them further.

Graphic design allows restaurants to establish a visual language that extends beyond menu items. Consistency across marketing materials like ads, social media graphics, website visuals

and promotional items helps reinforce brand identity and enhance customer experiences. A visually harmonious and aesthetically pleasing brand presence conveys professionalism while showing attention to detail - traits which positively affect diner experiences of dining out at your establishment.

Graphic design plays a pivotal role in ensuring restaurant success in an increasingly competitive industry. By creating strong brand identities and visually appealing menus using effective graphic design strategies, restaurants can stand out from competition, make a good first impression, effectively communicate values and offerings and achieve greater growth and expansion. Graphic design's visual coherence extends far beyond simply the menu, contributing significantly to their success and expansion.

This thesis seeks to explore graphic design's role in improving restaurant corporate identity and menu designs by taking a case study approach. Specifically, two practical projects will be examined where graphic design was utilized to develop corporate identities and menu designs for two separate restaurants; its primary goal will be assessing its effectiveness at reaching goals of practical projects as well as understanding its impact on customer perception of restaurants.

Through an examination of relevant literature, this study will explore the definition of corporate identity and menu design within the restaurant industry, traditional and contemporary approaches to these areas as well as graphic design's influence on their effectiveness.

For example, several strategies and approaches in design research by Bruce Archer, Richard Buchanan, Nigel Cross, Christopher Frayling, and Ken Friedman will be considered, as well as the definition of corporate identity and key points for its development by Kevin Budelmann, Alina Wheeler and others.

Case Studies will serve as a basis and context for practical projects, including an outline of design processes and rationale, results and outcomes, as well as an examination of how graphic

design impacts corporate identity and menu effectiveness. A separate evaluation study will also take place, to measure whether designs were effective at reaching their objectives.

The results of this research will provide useful insight into the role graphic design can play in improving corporate identities and menu designs for restaurants, as well as its effect on customer perception. These findings will benefit restaurant owners, managers and designers while contributing to existing knowledge within graphic design and visual culture.

1.2. Research questions and objectives

Research questions and objectives guide research projects by providing a framework for data collection and analysis. This case study has one main question and objective.

How does graphic design assist restaurants in strengthening their corporate identities and menu designs?

This question explores the significance of graphic design in creating effective and memorable corporate identities and menu designs for restaurants. Specifically, it will consider how graphic design can convey brand values, atmosphere and offerings to customers while building customer engagement and loyalty.

1.3. Purpose and goals of the practical project

This project seeks to demonstrate the practical application of research findings by designing two restaurant menus and corporate identities for two restaurants that effectively convey their brand identity and values. Furthermore, graphic design will serve as tangible evidence that it can enhance customer experiences within the restaurant industry.

The objective of the practical project is to develop two distinctive and visually appealing corporate identities for two restaurants. The identities must reflect each restaurant's brand identity and values while standing out from competitors - this requires researching target

markets, analyzing brand strengths and weaknesses, as well as creating visual elements such as logos, color schemes and typography that effectively convey those identities and values.

The second goal of this practical project is to design two menus that are clear, concise, and easy to use. Through effective information architecture, typography, and layout methods we aim to provide customers with clear and relevant information regarding menu items while at the same time remaining visually pleasing as well as reflecting brand values of both restaurants. Researching target markets, analyzing customer preferences, creating visual elements such as menu layouts, typographies, images that effectively communicate menu offerings are among other tasks in which this practical project engages.

The third goal of the practical project is to incorporate graphic design elements into menus and corporate identities that enhance customer experiences and promote engagement and loyalty among customers. Menus and corporate identities will be designed with graphic elements like color schemes, typography, imagery reflecting brand values as a cohesive whole experience for customers; such elements as color schemes, typography and imagery that effectively communicate brand values will create memorable customer journeys while increasing engagement and fostering long-term loyalty for your brand. Incorporating graphic elements that effectively communicate your brand values while encouraging customer engagement will also involve analyzing customer behaviors as well as designing graphic elements that effectively convey brand values while creating memorable customer journeys that help cultivate customer engagement and loyalty among existing and new customer bases alike.

The fourth goal of this practical project is to offer recommendations for future development and maintenance of menus and corporate identities based on best practices and research findings. These will serve as practical advice to restaurant owners, managers, designers and graphic artists on how to best use graphic design to improve the customer experience, encourage customer engagement and loyalty, as well as analyze how effective existing menus and identities have been in meeting those goals over time.

Overall, this practical project's objective is to demonstrate how graphic design can enhance customer experiences within the restaurant industry. By designing two visually engaging menus and corporate identities that display its value in this sector, this endeavor hopes to show its worth while offering guidance to designers, restaurant owners, and managers on how to best use graphic design to increase engagement with and loyalty from customers.

1.4. Project motivation

The motivation behind selecting the topic of exploring the role of graphic design in enhancing the brand identity and menu designs of restaurants for this thesis arises from several factors. Firstly, a deep passion for graphic design and its ability to effectively communicate ideas and create lasting impressions has been a driving force. Combining this passion with the dynamic nature of the restaurant industry presents an exciting opportunity to make a meaningful contribution.

Secondly, recognizing the importance of strong visual communication in the highly competitive restaurant market has played a significant role. The visual identity and menu design of a restaurant play a crucial role in attracting customers, conveying the brand's values, and delivering a memorable dining experience. By investigating the relationship between graphic design, brand identity, and menu design, the aim is to contribute to the fields of graphic design and marketing, specifically within the context of the restaurant industry.

The practical application of this research through a case study approach is a motivating factor. Analyzing the visual identity and menu designs of two distinct restaurants allows for a better understanding of how theoretical concepts can be implemented in real-world scenarios. This hands-on exploration provides insights into the challenges and considerations that both designers and restaurateurs face when it comes to branding and menu design.

Selecting this topic also presents an opportunity for personal and professional growth. Immersing oneself in the study of graphic design's role in restaurant branding helps to enhance

knowledge and skills in this area. The acquired expertise and experience can contribute not only to personal portfolios but also potentially lead to future collaborations with restaurants and related industries.

1.5. Overview of the thesis structure

This thesis is structured to provide a comprehensive exploration of the role of graphic design in enhancing the corporate identity and menu designs of restaurants. The following is a detailed outline of each chapter and its respective focus:

Chapter 1: Introduction

This chapter provides an overview of the topic, including the research questions and objectives that guide this study. We will also outline the purpose and goals of the practical project, as well as provide a brief overview of the thesis structure.

Chapter 2: Literature Review

This chapter will provide an overview of the literature related to corporate identity and menu design in the restaurant industry. Specifically, we will define corporate identity and menu design, discuss traditional and contemporary approaches to these topics, and analyze existing literature related to these areas.

Chapter 3: Methodology

In this chapter, we will describe the practical projects conducted for this study, including the research design and data collection methods. We will also provide an analysis of the data collected from the practical project.

Chapter 4: Case Study 1: Corporate Identity and Menu Design for Scoops.

This chapter will provide an in-depth examination of the first case study, which focuses on the corporate identity and menu design for Restaurant A. We will provide background and context for the project, describe the design process and rationale, and analyze the results and outcomes.

Chapter 5: Case Study 2: Corporate Identity and Menu Design for Greens&Grains.

Similar to Chapter 4, this chapter will provide a detailed examination of the second case study, which focuses on the corporate identity and menu design for Salad Restaurant Greens&Grains. We will provide background and context for the project, describe the design process and rationale, and analyze the results and outcomes.

Chapter 6: Conclusion

In the final chapter, we will summarize the main findings and results of this study, as well as discuss the implications for the field of graphic design and branding.

Chapter 7: References.

This chapter will include a list of references used in the literature review.

By providing a clear and structured overview of each chapter's focus, readers can easily follow the progression of the study and understand its purpose and significance.

2. Methodology

2.1. Description of practical projects

This thesis seeks to investigate graphic design's role in improving brand identity and restaurant menu design. From case study data, two practical projects were completed that involved developing corporate identities and menu designs for two different restaurants - an ice cream parlor and salad bar - respectively. The primary objective of each of these projects was creating user-friendly menus featuring infographics or other visual communication elements to make navigation simpler for people unfamiliar with local languages, or children. Furthermore,

corporate identities developed for each establishment strived to represent its unique characteristics that set it apart from competitors in their market presence.

The goal of the first project (an ice cream parlor) was to establish a corporate identity and an inviting menu design.

Ice cream parlor menu design often employs infographics and visual elements such as icons, tags, constructors, and short descriptions to communicate effectively with its target audience. Customers will easily be able to navigate menus using these options without language barriers or age limitations being an obstacle in making informed choices based on preferences regardless of language barriers or age gaps. A corporate identity created for an ice cream parlor reflects its individual characteristics while creating a visual language to reach their intended target market effectively.

The second project entails creating an intuitive and customizable menu design for a salad bar where customers can personalize their meals. The primary objective is to develop an experience-rich menu where consumers can navigate easily between various ingredients and options available to them - visual communication plays a key role in meeting this goal.

To create a user-friendly menu, a variety of visual methods of transmitting information are employed. Infographics, icons and illustrations are integrated to convey pertinent details regarding ingredients, portion sizes and combinations available for customers' selection. These elements act as intuitive cues to help customers quickly grasp available choices and make informed choices based on personal tastes.

The menu design uses an intuitive and well-organized layout, which guides customers step-by-step through the process of designing their salads. Clear sections with visual indicators help customers navigate between categories such as leafy greens, proteins, toppings and dressings. Color-coded visuals enhance comprehension and speed up customer identification of ingredients they desire quickly.

Menu design includes detailed explanations and visual depictions of all ingredients, providing customers with an in-depth understanding of their options. This makes it easier for those unfamiliar with local language or children learning to read to navigate independently through the menu and build their desired salads.

As well as visual elements, the overall corporate identity of a salad bar should also be integrated into its menu design to maintain consistency and strengthen its individual identity. Elements such as logo, brand colors, typography and visual language all play their parts to establish an inimitable visual language that represents its personality while distinguishing it from competitors.

2.2. Explanation of the research design and data collection methods

This research design employs a case study approach to examine graphic design's role in improving brand identity and menu designs in restaurants. By choosing two distinct types of restaurants - an ice cream parlor and salad bar - as case studies, this research design offers ample opportunity to examine how graphic design practices can be tailored specifically to individual dining experiences. Furthermore, real world examples and their applications to the research topic will allow for a thorough examination.

To collect data for this research, a combination of qualitative and quantitative techniques was employed.

Literature Analysis: the collected literature was carefully scrutinized to extract key themes, theories and findings related to graphic design's influence in improving brand identity and menu designs of restaurants. Each selected literature source was reviewed and summarized to capture its main ideas, theories and arguments related to the research topic. These summaries served as a basis for identifying key concepts and gaps within research studies. Analysis of reviewed literature focused on identifying common themes and trends related to graphic design's effect on brand identity and menu designs, with emphasis on its influence on graphic design's impact on

brand recognition and menu layout. These themes provided a basis for organizing the literature as well as emphasizing repeating ideas or concepts within it. As part of a literature analysis, research gaps and areas requiring further examination were identified. These identified research gaps formed the basis for an empirical investigation by providing guidance for setting research objectives and formulating research questions.

Visual Content Analysis: The data collection process for visual content analysis involves gathering relevant visual materials from competitors within the food and beverage industry, such as websites, social media platforms, marketing materials or any other publicly available visuals associated with their branding, corporate identity or menu designs.

Visual material was collected and then carefully scrutinized to identify key elements and patterns utilized by competitors for branding and menu designs.

Corporate identity analysis included an examination of competitors' visual communication strategies, including graphics, illustrations, and photography. It sought to understand how competitors visually represent their brand across various touch points such as websites, social media pages, menus and promotional materials - providing insights into visual cues that contributed to a cohesive brand image.

Visual content analysis revealed invaluable findings and insights into practices and trends within the food and beverage industry. It enabled comparison between competitors' branding, corporate identity and menu designs to reveal similarities, disparities and areas for improvement.

Data Analysis: All collected data underwent an intensive analysis process in order to generate meaningful conclusions. This included organizing and categorizing literature analysis results as well as visual content analysis data for meaningful trends analysis purposes. Key themes, patterns, and trends were identified that addressed research objectives; furthermore, the analysis process was carried out in an organized fashion to ensure its reliability and validity of findings.

2.3. Methodology approach: for Design, through Design, and about Design

According to an article on design research approaches by Bruce Archer, Richard Buchanan, Nigel Cross, Christopher Frayling, and Ken Friedman, there are several methods or theories of design research. It states that there are three main strategies in design research:

Research design is a crucial aspect of conducting scientific studies, and it encompasses the overall plan and strategy for collecting, analyzing, and interpreting data. In the field of design, there are three commonly recognized strategies: Research for Design, Research through Design, and Research about Design. While they all involve investigating design-related topics, each strategy has distinct focuses and approaches. Let's explore them further:

Research for Design:

1. Research for Design (R4D) is an approach that emphasizes conducting research as part of the design process. The purpose is to gain valuable insights, knowledge, and data that will aid in creating or improving design solutions. Researchers who focus on this type of research aim to gain an understanding of user needs, preferences, behaviors and the wider context in which issues exist in order to design more user-focused designs that meet needs more efficiently than before.

2. Research for Design involves various key aspects and methodologies:

3. User Research: User research plays an integral part in understanding the needs, motivations and behaviors of target users. Various techniques such as surveys, interviews, observations and usability testing may be employed to collect direct user data - understanding preferences, pain points and goals helps designers craft solutions tailored precisely to these individuals' specific requirements and expectations.

4. Contextual Inquiry: Contextual inquiry involves observing users in their natural environments to gain an in-depth knowledge of their activities, challenges and interactions with existing products or systems. By immersing themselves into user

contexts, researchers can identify opportunities for improvement while creating solutions tailored specifically for contextual constraints and requirements.

5. Co-Design and Participatory Design: Co-design and participatory design methods involve actively engaging users, stakeholders, or experts in the design process through sessions, workshops, or iterative feedback loops. Researchers work closely with participants to gain an understanding of their perspectives, co-create solutions together with them, and incorporate their insights into the design process itself. This ensures a sense of ownership among intended users while guaranteeing that the final design reflects all their diverse needs and perspectives.

6. Usability Testing: Usability testing involves conducting controlled experiments with users to assess the usability and user experience of design prototypes or products, gathering feedback about how users interact with it. Researchers observe how users engage with it, collecting observations on areas for improvement as well as validating design decisions. Usability testing helps identify usability issues while improving interaction flows for an enhanced experience for all.

7. Data Analysis and Synthesis: Design research involves the systematic synthesis and analysis of both qualitative and quantitative data collected during the research process, to uncover patterns, trends, insights that inform design decisions. This process may utilize techniques like thematic analysis, affinity diagramming or statistical analysis depending on the nature of the information being analyzed.

Research for Design ensures the design process is grounded in evidence, user insights and an in-depth knowledge of the problem space. By employing these research methods, Research for Design allows designers to avoid assumptions and biases that might hinder successful designs, thus leading to more user-centric and effective designs. Ultimately, Research for Design bridges the gap between research and practice by helping designers produce solutions that address real user needs while offering meaningful experiences for real users.

Research through Design is a strategy that employs designing as an instrument of discovery or advancement of theoretical understanding. Instead of treating design as an aid for problem-solving, Research through Design views it as an inquiry and exploration activity - engaging researchers through iterative processes of artifact creation, reflection, and learning for more profound insight that contributes both practice and theory development.

1. Here are the key aspects and characteristics of Research through Design: In Research through Design, design is used as a central method of investigation. Researchers utilize design practice to examine research questions, question existing assumptions, explore new possibilities or test design hypotheses. By engaging directly in the design process they gain direct experiences that would otherwise not be accessible through traditional research methods.

2. Research through Design is an iterative and reflective process, consisting of cycles of creating, testing and refining design artifacts or prototypes to achieve different desired outcomes. Every iteration allows researchers to reflect upon outcomes while exploring alternative paths towards solving design problems; reflection also plays an essential role in uncovering underlying design rationale and contributing towards theoretical advancements.

3. Research through Design Generates Design Knowledge: By producing unique artifacts, Research through Design generates new knowledge that furthers the field of design. This can take the form of new principles or innovative techniques; alternative paradigms or theoretical frameworks; challenging existing conventions or pushing the limits of practice to generate insight or new contributions - leading to fresh perspectives.

4. Integration of Practice and Theory: Research through Design is a unique hybrid research method that bridges the divide between practice and theory by merging design practice with rigorous research methods. While conducting design activities, researchers draw upon theories, frameworks, and existing knowledge sources as guides in their exploration

process; at the same time, insights gleaned during this design process inform theoretical understanding and advance our collective knowledge base within disciplines.

5. Communication of Research Outcomes: Research through Design emphasizes the dissemination of its results via various means, such as exhibitions, prototypes, design artifacts or scholarly publications. These outcomes serve as evidence of both research process and knowledge gained through design practice; researchers aim to share insights, methodologies and design outcomes in order to influence other designers, researchers and practitioners alike.

Research through Design can be particularly effective in situations in which design problems are complex, ambiguous or lack clear solutions. By engaging with the design process as a form of research inquiry, researchers can explore new possibilities while challenging established norms, contributing to both design practice and theory development. It promotes innovation, creativity, critical thinking within design fields while encouraging continuous learning and exploration of what new opportunities might exist.

Research about Design:

Research about Design is an approach to understanding design as a cultural, social, historical and philosophical phenomenon. It involves investigating its wider implications and contexts surrounding practice and artifacts associated with design practice. As opposed to conducting research for or through design - which aim to inform or advance design processes - Research about Design seeks to expand the understanding of its effects and impact in society at large.

Here are the key features and characteristics of Research about Design:

1. Critical Examination: Research about Design involves critical examination of design practice, artifacts, principles, theories that underpin them as well as any social, cultural, or historical forces that might impact them. Aiming to challenge assumptions while

challenging norms while exploring social, cultural, or historical forces which influence design; such a critical approach helps shed light on its wider implications and meanings.

2. Contextual Analysis: Design research examines the contexts in which design operates. This may involve studying factors related to culture, society, politics, economy and technology that impact design decisions and practices. By understanding these environments researchers can better comprehend underlying values, power dynamics and sociocultural influences which determine design choices and results.

3. Design History and Theory: When studying design, researchers often look into its history and development over time, studying its theories and movements as well as any influential designers or schools involved and any theoretical frameworks underlying design practice. By investigating both historical and theoretical aspects of design they gain insights into its evolution and future development.

4. Research about Design explores the ethical considerations and societal effects of design. It probes questions regarding responsibility, sustainability, inclusivity and the consequences of decisions regarding individuals and communities whose designs they decide upon. Ultimately this research seeks to advance ethical design practices as well as raise awareness of any possible negative social, cultural or environmental ramifications from design choices made.

5. Discourse Analysis and Critique: Researching Design involves critically analyzing the narratives surrounding design. This involves investigating how it is represented, discussed, and interpreted across contexts like media, academia, or professional communities. Deconstructing such discourses allows researchers to uncover hidden biases or power dynamics and gain a more in-depth understanding of design's role within society.

6. Qualitative and Quantitative Studies: Research about Design employs both qualitative and quantitative methodologies in its examination, such as conducting surveys, interviews, case studies or ethnographic research to gather data and insights about design practices, perceptions or impacts. Such techniques allow researchers to understand subjective experiences as well as societal dimensions of design.

The outcomes of Research about Design can take various forms, such as scholarly articles, books, exhibitions, or critical essays. By deepening our understanding of design as a cultural, social, and historical phenomenon, this strategy contributes to the development of design theory, informs design education, and promotes critical thinking within the design community. It provides insights into the broader implications and responsibilities associated with design practice, fostering discussions and debates about the role of design in shaping our world (Frankel & Racine, 2010).

Research through Design was selected as a research strategy for this thesis, using design itself as an avenue of investigation. This strategy offers a unique and innovative method for conducting design-related research, leading to new knowledge generation through direct experience with design practices and providing hands-on practice opportunities. Adopting this method was motivated by my desire to explore practical aspects of design as a form of inquiry while exploring its capacity for creating meaningful solutions.

Research through Design (RtD) is distinguished by its iterative and reflective nature, where designing becomes the primary means of inquiry. Instead of treating design solely as a problem-solving tool, RtD sees design as an exploratory process which promotes continuous learning and discovery. By engaging in the design process, researchers are given the chance to experiment with various ideas, prototypes and interventions designed to tackle specific research problems with greater depth.

Research through Design was selected as a topic for my thesis for several reasons. First, its practical nature allows for active engagement in the design process and tangible outcomes to

emerge. By undertaking two practical projects to apply design principles, methods, and techniques to real-world problems - making research more engaging and impactful overall.

Research through Design provides an agile and adaptable framework to foster innovation and creativity, encouraging innovative design thinking by exploring alternative design possibilities, challenging existing assumptions, and proposing novel solutions. This meets its aim of pushing conventional thinking aside, contributing to advancement of design practice.

Research through Design places great emphasis on combining practice and theory, providing researchers with an opportunity to evaluate design processes critically through reflective analysis and critical evaluation of them, creating an opportunity to bridge between practical aspects of design and theoretical underpinnings and gain greater insights into relationships among design decisions, user experiences and theoretical frameworks - deepening both practical and theoretical understanding of design in equal measure.

Through two practical projects, the goal is to develop novel design solutions that address real-world problems while simultaneously building knowledge. This approach highlights the significant influence design research can have in creating a brighter future.

3. Literature Review

3.1. Definition of visual identity

Visual identity refers to the visual components of a brand's identity, including its logo, color palette, typography, and imagery. It is a crucial aspect of branding that helps establish and differentiate the brand's identity from its competitors. Visual identity is often the first point of contact between a brand and its customers, and it can have a lasting impact on the customer's perception of the brand.
Brand identity is what sets a brand apart from its competitors and helps to create a unique and recognizable image in the minds of consumers (Wheeler, 2003).

According to *Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands* by Kevin Budelmann (2010), brand identity is a term used to describe the visual and non-visual components that make up a brand, including its logo, color palette, typography, messaging, and overall personality. It is the way a brand presents itself to the world and how it is perceived by its target audience. Building a strong brand identity requires a solid understanding of the business strategy and the target audience, as well as a clear vision of the brand's values and personality. The process of building a brand identity involves a lot of research, strategy, and design work, and it is an ongoing process that evolves over time

Brand identity stimulates recognition, amplifies differentiation, and opens up big ideas and meaning to the public because it is palpable and appealing to the senses (you can see it, touch it, hold it, hear it, and watch it move) (Wheeler, 2003).

According to *Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands,* by Kevin Budelmann (2010), brand identity includes several elements that work together to create a cohesive and recognizable image for a brand. These elements are:

- Logo: A logo is a visual representation of a brand. It is often the most recognizable element of brand identity and should be designed to be simple, memorable, and versatile.

- Color palette: A color palette is a set of colors that are used consistently across all brand materials. The colors should be chosen carefully to reflect the brand's personality and values.

- Typography: Typography refers to fonts used in a brand's materials. The fonts should be chosen to be legible and consistent with the brand's personality.

- Imagery: Imagery includes photographs, illustrations, and other visual elements used in a brand's materials. The imagery should be chosen to be consistent with the brand's personality and values.
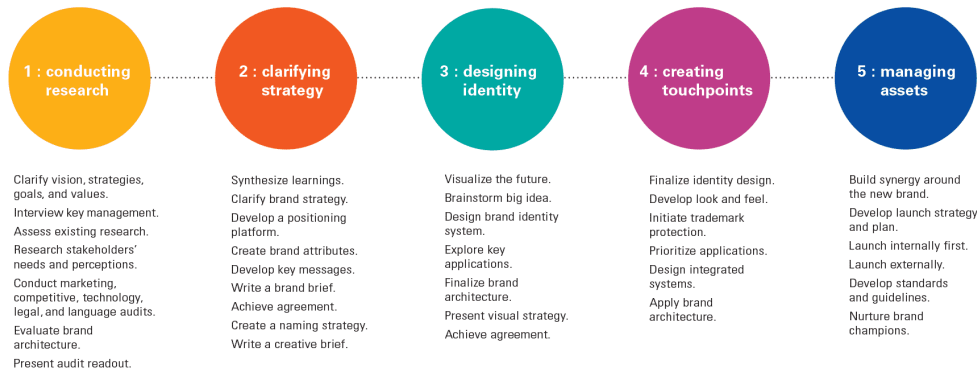
- Tone of voice: Tone of voice refers to the way a brand communicates with its audience. It includes the language used, the style of writing, and the overall personality of the brand's voice.

All of these elements work together to create a cohesive and recognizable brand identity. It is important to ensure that all elements are consistent across all materials and that they reflect the brand's personality and values.

Creating a brand identity is a process that involves several steps (Figure 1). The first step is conducting research. This involves understanding the target audience, the competition, and the market. The second step is clarifying the strategy. This involves defining the brand's positioning, personality, and values. Once the strategy is clear, the design team can begin creating the visual elements of the brand identity. This includes designing the logo, choosing the color palette, and selecting the typography. The brand identity should be designed to convey the brand's personality and align with the positioning strategy.

The next step is designing the brand touchpoints. This involves creating a unified visual language that works across all media. The touchpoints should convey the brand personality, differentiate the brand, and demonstrate an understanding of the target customer. The touchpoints can include everything from business cards to websites to packaging. Finally, the brand identity should be refined and developed. This involves producing real applications before finalizing standards, working on the highest-visibility applications first, and being obsessive about quality. By following these steps, a brand can create a strong and memorable identity that resonates with its target audience (Wheeler, 2003).

Branding Process

1 : conducting research	2 : clarifying strategy	3 : designing identity	4 : creating touchpoints	5 : managing assets
Clarify vision, strategies, goals, and values.	Synthesize learnings.	Visualize the future.	Finalize identity design.	Build synergy around the new brand.
Interview key management.	Clarify brand strategy.	Brainstorm big idea.	Develop look and feel.	Develop launch strategy and plan.
Assess existing research.	Develop a positioning platform.	Design brand identity system.	Initiate trademark protection.	Launch internally first.
Research stakeholders' needs and perceptions.	Create brand attributes.	Explore key applications.	Prioritize applications.	Launch externally.
Conduct marketing, competitive, technology, legal, and language audits.	Develop key messages.	Finalize brand architecture.	Design integrated systems.	Develop standards and guidelines.
Evaluate brand architecture.	Write a brand brief.	Present visual strategy.	Apply brand architecture.	Nurture brand champions.
Present audit readout.	Achieve agreement.	Achieve agreement.		
	Create a naming strategy.			
	Write a creative brief.			

© Alina Wheeler 2017, *Designing Brand Identity, An essential guide for the whole branding team.* 5th Edition. John Wiley & Sons.

Figure 1. Alina Wheeler 2017, Designing Brand Identity, An essential guide for the whole branding team. 5th edition. John&Sons

Graphic design plays a crucial role in branding by helping to create a visual identity for a brand that is easily recognizable and memorable to the target audience. The visual identity should be consistent across all communication channels, including advertising, packaging, print, websites, social media, apps, retail environments, and marketing materials (Slade-Brooking, 2016).

Visual identity plays a crucial role in branding and marketing. It can influence consumer behavior and make them more likely to buy a brand. A well-designed visual identity can communicate a brand's values, personality, and unique selling proposition, which can create an emotional connection with the consumer. This connection can lead to brand loyalty and repeat purchases. Additionally, a visually appealing and memorable visual identity can help a brand stand out in a crowded market and increase brand recognition (Heller & Ilic, 2012b).

Brand identity plays a crucial role in influencing the perception of a brand and, ultimately, the decision to buy it. A well-designed visual identity can communicate a brand's values, personality, and unique selling proposition in a way that resonates with its target audience. It can create an emotional connection with consumers, making them feel a sense of trust and loyalty toward the brand. This is because humans are visual creatures, and we tend to remember and recall visual information more easily than text or audio information. A strong visual identity can help a brand stand out from its competitors and create a lasting impression in the minds of consumers, leading to increased brand recognition and sales. Brand identity can also influence the perception of a brand's quality and credibility. A poorly designed visual identity can make a brand appear unprofessional, untrustworthy, and low-quality, leading consumers to avoid it. On the other hand, a well-designed visual identity can make a brand appear professional, trustworthy, and high-quality, leading consumers to perceive it as a premium brand worth investing in. This is because visual identity can communicate a brand's attention to detail, commitment to excellence, and overall brand image. Therefore, investing in a strong visual identity can be a smart business decision that can help a brand attract and retain customers, increase sales, and build a positive reputation in the market (Budelmann, 2010).

A well-designed visual identity makes a brand more recognizable and memorable, which can lead to increased brand awareness and customer loyalty. It can also help a brand differentiate itself from its competitors and communicate its unique value proposition. Additionally, visual identity can create positive associations and emotions with a brand, which can influence a customer's decision to purchase that brand over others.

Designing a brand involves several key principles that are essential to creating a strong and effective brand identity. One of the most important principles is to understand the vision and context of the project. This involves gaining a deep understanding of the business strategy and the context in which the brand will be used. It is also important to conduct research and ideation techniques such as prototyping to generate a lot of ideas and test and refine them to arrive at a

great solution. Developing a good set of filters for editing ideas is also crucial to creating an effective graphic identity.

Another key principle in designing a brand is to consider the psychology of branding. Brand builders strive to create just the right connotation for the brand in the mind of its target audience. Success in this endeavor is a rare and precious commodity. Linking diverse brand initiatives for a cumulative psychological effect on target audiences is the work of building a brand identity. It starts and ends with what people think, or, more accurately, what a brand can inspire people to think (Budelmann, 2010).

Brand identity can have a significant impact on consumer behavior. A strong brand identity can create a sense of trust and loyalty in consumers, leading to repeat purchases and positive word-of-mouth advertising. This is because a well-crafted brand identity can help a company differentiate itself from competitors and stand out in a crowded market. It can also lead to increased brand recognition and customer engagement. On the other hand, a weak or inconsistent brand identity can lead to confusion and mistrust among consumers, ultimately resulting in lost sales and a damaged reputation. Moreover, brand identity can also influence the emotional connection that consumers have with a brand. A brand that is able to evoke positive emotions such as happiness, excitement, or trust can create a strong bond with its customers. This emotional connection can lead to increased customer loyalty and advocacy, as consumers are more likely recommend a brand that they feel a strong connection with. Conversely, a brand that evokes negative emotions such as frustration or disappointment can damage the relationship between the brand and its customers. Finally, identity can also affect the perceived value of a product or service. A well-established brand with a strong identity can command a premium price, as consumers are willing to pay more for a product or service that they perceive as being of higher quality or status. This is because a strong brand identity can create a sense of exclusivity and prestige, which can be appealing to consumers. On the other hand, a weak or inconsistent brand identity can lead to a perception of lower quality or value, which can result in lower sales and revenue (Slade-Brooking, 2016).

3.2. Traditional and contemporary approaches to brand identity

The history of corporate identity creation began around fifty years ago when discussions about graphic design found their way into corporate boardrooms. The idea of creating a unique, graphic representation of a company and what it stands for was new at that time (Budelmann, 2010).

Traditional approaches to visual identity design have evolved over time. In the second half of the 20th century, visual identity gained increased importance as the world entered the information age. Large governmental entities, multinational corporations, and multipart international events required complex design systems developed by graphic designers to manage information flow and visual identity. While accomplishing these pragmatic goals, design systems can also create resonance, helping express and define the very nature of the large organization or event. The identity of a large organization can be created or redefined by design. Designers have also become increasingly fascinated with the potential of computer-assisted design, not only as an efficient production tool but also as a potent catalyst for innovation. The unfolding strands of postmodern design became intertwined with electronic capabilities. The rapid development of electronic and computer technology began to change the processes and appearance of design during the 1980s and 1990s. Overnight express mail, fax machines, the Internet, electronic mail, global televisual communications such as the continuous Cable News Network (CNN), and direct-dial international long-distance telephone service all served to further shrink the human community into a "global village." This complex world of cultural and visual diversity has created an environment in which a global dialogue coexists with national visions, resulting in an explosive and pluralistic era for graphic design (Meggs & Purvis, 2016).

According to *A Century of Graphic Design* by Jeremy Aynsley (2001), traditional approaches to visual identity design have evolved over time. In the early 20th century, visual identity design was mainly focused on typography and the use of logos. In the 1950s and 1960s, designers began to experiment with more abstract and expressive forms of visual identity, such as the use of geometric shapes and bold colors. In the 1970s and 1980s, designers started to incorporate

photography and other forms of imagery into their visual identity work. Today, visual identity design continues to evolve, with designers exploring new technologies and techniques to create unique and memorable brand identities.

In recent years, there has been a shift towards minimalism and simplicity in brand identity. Many companies have opted for a clean, modern look with simple typography and a limited color palette. This approach is exemplified by brands such as Apple, Google, and Airbnb. Another trend in contemporary brand identity is the use of dynamic logos that can change and adapt to different contexts. This approach is exemplified by brands such as MTV, which has a logo that can be assembled, dismantled, melted, and shattered without losing its ability to establish identity. Overall, contemporary approaches to brand identity are focused on creating a strong visual identity that can effectively communicate the values and personality of a brand to its target audience (Meggs & Purvis, 2016).

Contemporary approaches to brand identity involve a more flexible and adaptable design system that can evolve with the brand over time. This approach is known as a "brand ecosystem" and involves creating a set of design elements that can be combined and recombined in different ways to create a cohesive visual identity. This allows for more creativity and experimentation in the design process, as well as the ability to adapt to changing market trends and consumer preferences. Additionally, contemporary brand identity design often incorporates digital and interactive elements, such as animations, videos, and social media graphics, to create a more engaging and immersive brand experience for consumers. This approach also emphasizes the importance of storytelling and creating a brand narrative that resonates with consumers on a deeper emotional level. Overall, contemporary brand identity design is more dynamic, flexible, and focused on creating a meaningful connection with consumers (Slade-Brooking, 2016b).

Contemporary approaches to brand identity involve integrating design, manufacturing, and branding with social trends to enhance people's lives. Companies like IKEA have successfully implemented this approach by creating products that are comfortable, casual, and adaptable to

individual tastes. They have also maintained a distinct regional identity while acknowledging global influences. Additionally, designers are challenged to disable the stylistic limitations of templates without forgoing the expanded access to the tools of communication (Armstrong, 2012).

When it comes to creating a brand identity, there are two main approaches: traditional and contemporary. The traditional approach focuses on creating a timeless and classic brand identity that will stand the test of time. This approach often involves using classic typography, simple color palettes, and traditional design elements. The goal is to create a brand identity that is easily recognizable and memorable while also conveying a sense of heritage and tradition. This approach is often used by established brands that have been around for a long time and want to maintain their brand equity. On the other hand, the contemporary approach focuses on creating a brand identity that is modern, fresh, and innovative. This approach often involves using bold typography, vibrant colors, and cutting-edge design elements. The goal is to create a brand identity that is eye-catching and memorable while also conveying a sense of innovation and forward-thinking. This approach is often used by new and emerging brands that want to stand out in a crowded marketplace and appeal to a younger, more tech-savvy audience.

Both approaches have their advantages and disadvantages. The traditional approach is often seen as more reliable and trustworthy, while the contemporary approach is often seen as more dynamic. Ultimately, the approach that a brand chooses will depend on its target audience, its brand values, and its overall marketing strategy (Slade-Brooking, 2016b).

According to *Graphic design theory* by Helen Armstrong (2012), traditional branding approaches typically involve creating a logo, tagline, and other visual elements that represent the brand. These elements are often designed to be timeless and enduring, and may be used for many years without significant changes. Contemporary branding approaches, on the other hand, tend to be more flexible and adaptable to changing trends and consumer preferences. They may involve creating a brand identity system that includes a variety of visual elements, such as color palettes,

typography, and imagery, that can be used in different ways to create a cohesive brand experience across multiple channels and touchpoints. The approach that is best for a particular brand will depend on a variety of factors, including the brand's goals, target audience, and competitive landscape.

Traditional and contemporary approaches to creating a brand identity differ in several ways. Traditional approaches tend to focus on creating a consistent visual identity, such as a logo, color scheme, and typography, that represents the company's values and mission. This approach is often more rigid and less flexible, as it is on established design principles and may not be as adaptable to changing market conditions and customer needs. In contrast, contemporary approaches tend to focus on creating a more holistic brand experience that includes not only identity but also the company's voice, personality, and customer experience. This approach is often more flexible and adaptable, as it allows for experimentation and innovation in design and messaging to better connect with customers and stay relevant in a changing marketplace. Both traditional and contemporary approaches have their advantages and disadvantages. Traditional approaches can provide a sense of stability and consistency that can help build trust and recognition with customers over time. However, they may also be seen as outdated or inflexible in a rapidly changing marketplace. Contemporary approaches, on the other hand, can provide a more dynamic and engaging brand experience that can better connect with customers and adapt to changing market conditions. However, they may also be seen as less established or less trustworthy than more traditional approaches. Ultimately, the choice between traditional and contemporary approaches will depend on a company's specific goals, values, and target audience (Meggs & Purvis, 2016).

According to *Brand Identity Essentials: 100 Principles for Designing Logos and Building Brands* by Kevin Budelmann (2010), modern approaches to creating a corporate identity focus on creating simple, bold, easily identifiable marks that possess a timeless quality. The goal is to create a mark that the client could live with for the next fifty years. On the other hand, outdated approaches to corporate identity may involve graphic embellishments that go out of fashion

quickly, making the brand look dated. When developing a graphic identity, it's important to consider the lifecycle of the mark and not let it paralyze decision-making or push toward solutions that may prove to be too conservative. Instead, organizations should plan for change and evolve their identity program over a defined period of time.

3.2.1.Brand identity and menu design in the restaurant industry

Brand identity encompasses the visual, verbal, and experiential elements that define a restaurant's unique identity and differentiate it from competitors. It represents the restaurant's values, mission, and personality, influencing customers' perceptions and shaping their experiences. Brand identity is a comprehensive concept that encompasses various elements, including logo design, colors, typography, imagery, and overall design aesthetic. These elements work in harmony to create a cohesive and memorable brand image. In the highly competitive restaurant industry, a strong brand identity builds customer loyalty, enhances brand recognition, and fosters an emotional connection with patrons (Wheeler, 2003).

A well-defined brand identity not only helps restaurants differentiate themselves from the competition but also creates a lasting impression on customers. One of the key elements that contribute to brand identity in the restaurant industry is menu design. Menu design goes beyond simply listing the available dishes; it serves as a powerful communication tool that conveys the restaurant's personality, values, and unique offerings (Heimann, 1998).

Menu design plays a critical role in reflecting and reinforcing a restaurant's brand identity. It serves as a visual representation of the restaurant's culinary style, ambiance, and overall concept. A well-designed menu not only helps customers navigate the offerings but also influences their dining experience and perception of the establishment. The menu's layout, typography, color palette, and imagery should align with the restaurant's brand identity, evoking the desired emotions and communicating the desired message. Whether it's a fine dining establishment aiming for an elegant and sophisticated feel or a casual eatery targeting a vibrant and

approachable atmosphere, the menu design should be consistent with the overall brand image (Heller, 2022).

To create an effective menu design that supports the restaurant's brand identity, several strategies can be employed. First and foremost, understanding the target audience and their preferences is essential. This knowledge allows restaurants to tailor the menu design to resonate with their intended customers. The use of visually appealing imagery can showcase the restaurant's dishes and create an appetite-inducing experience. Consistent branding elements, such as logo placement, font choices, and color schemes, should be incorporated into the menu design to maintain visual coherence with other brand touchpoints. Furthermore, thoughtful organization and hierarchy of menu items, along with descriptive and enticing descriptions, can guide customers' decision-making process and enhance their overall dining experience (Heimann, 2018).

4. Case Study 1: Brand Identity and Menu Design for Scoops

4.1. Background and context

This case study centers around Scoops, an ice cream shop catering specifically to young people and students. By exploring its brand identity and menu design, the goal is to demonstrate how effective graphic design can enhance both customer satisfaction and visual appeal in restaurants.

Scoops Ice Cream Shop has quickly gained the patronage of young people and students by strategically situating multiple branches near universities. Boasting high-quality ice cream made from fresh ingredients, Scoops stands out in an otherwise saturated dessert market, each scoop crafted by expert hands offers customers unique and tantalizing flavors that keep them coming back for more.

Scoops stands out from its competition by not only offering quality ice cream but also with its inviting atmosphere. This shop exudes fun and inviting vibes designed to attract its target audience of young people and students. Vibrant colors, playful decor, and an energetic environment create an inviting space where students and friends alike can gather to indulge their favorite frozen treats.

Scoops takes great pride in creating memorable experiences for its customers, with every visit aiming to leave lasting memories behind. No matter the special event or casual hangout, Scoops provides customers with the space they need to relax, unwind and indulge in delicious ice cream together with family or friends. By offering high-quality products in an inviting atmosphere with a focus on customer experience, Scoops has quickly become the go-to spot for ice cream enthusiasts in the area.

Scoops' food industry competition requires it to create a distinct visual identity in order to stand out from its peers. Graphic design plays an integral part in developing an appealing and cohesive brand image that resonates with Scoops' values, target audience and overall brand image.

Employing effective graphic design principles allows Scoops to build its visual brand and offer its customers memorable experiences.

One of the central elements of graphic design in building Scoops' brand identity is creating a captivating logo. This visual representation serves as the cornerstone of an entire design system and must reflect Scoops' fun, energetic and youthful spirit for maximum impact when communicating its unique brand personality to customers and creating lasting impressions.

Graphic design plays an invaluable role in elevating Scoops' brand identity through menu design. By employing thoughtful typographic, color scheme and layout choices to communicate their brand personality while simultaneously drawing customers' attention to delicious ice cream flavors offered. A well-designed menu not only captures customer attention, but it also reinforces Scoops' commitment to quality products.

Scoops relies on consistent graphic design elements in all its touchpoints to build and distinguish its brand identity, from signage to packaging to website and social media posts - so its customers have an enjoyable interaction experience and remain loyal customers. A consistent visual language ensures this occurs.

Scoops' use of graphic design helps it effectively convey its brand values, build an attractive visual identity and distinguish itself from competitors. Through strategic use of graphics design, Scoops can visually connect with its target audience on an emotional level and foster trust and increase sales.

Scoops' brand mission is to offer an unforgettable and delightful ice cream experience for young people and students, encouraging them to build lasting memories while indulging in its delicious treats. Beyond simply providing products, this experience captures fun, energy, and youthful spirit in an immersive manner.

Scoops' brand message centers on encouraging its customers to relax and enjoy high-quality ice cream with family and friends in an engaging and welcoming atmosphere. Scoops aims to be

more than an ice cream shop; rather, its aim is for its customers to create memorable moments of joyous connection that create cherished memories for years.

Scoops' brand values center around quality, freshness, fun and community. By emphasizing fresh and high-quality ingredients in its products, Scoops ensures each scoop of ice cream provides customers with a deliciously flavorful experience. Furthermore, Scoops understands the power of community by encouraging customers to come together, share experiences and create lasting memories with one another - qualities that distinguish their own experience from one another's.

Scoops strives to build strong emotional connections with its target audience through its brand mission and message. Evoking fun, energy, and youthful spirit allows customers to take part in an ice cream experience that goes beyond taste, becoming an oasis for young people and students looking for fun times while indulging in delectable treats.

Scoops' target audience primarily comprises young adults and students aged 18-24. This demographic seeks an enjoyable yet affordable space where they can share premium ice cream with friends and family, prioritizing experiences over material items and searching for unique ways to create memorable moments with those they care for.

Scoops' target audience is interested in more than just product offerings; they seek an experience that fits their values and aspirations. These individuals appreciate authenticity as well as brands that prioritize quality and freshness, while being willing to explore unique flavors - something which makes Scoops' diverse menu particularly alluring for them.

Scoops understands its target audience to ensure its brand messaging, marketing strategies and overall customer experience resonates with young people and students. This may involve engaging them through social media platforms, hosting events that foster social interaction between peers and offering special promotions or discounts that align with their budget-conscious mindset.

4. 2. Design process and rationale

Scoops' brand identity and menu design was developed through an exhaustive and iterative process comprising multiple stages. At each step, each played an essential part in shaping its final form - aligning with Scoops' mission, values and target audience while at the same time being visually captivating to customers and enhancing their overall dining experience. The objective was to craft an appealing brand identity which resonated with customers to provide an exceptional dining experience for customers.

At the outset of the design process, the initial phase included intensive research and analysis. This involved researching current industry trends as well as competitor branding and menu designs; its findings informed subsequent design decisions as they provided the basis for creating both brand identities and menu designs.

The second stage of the design process focused on realizing the chosen concept.

As part of Scoops' initial concept, all design elements such as its logo, color palette, typography and menu layouts were developed with care to reflect its brand identity and message. Every aspect was chosen carefully so as to elicit emotions and perceptions relevant to Scoops' target audience and ensure its visual representation reaches them effectively.

Following execution of design, the final stage involved thorough evaluation and refinement. Each design solution was examined closely to assess its ability to convey Scoops' brand identity while improving overall experience.

Scoops' brand identity and menu design was carefully created through a systematic and meticulous design process, so as to capture its essence while creating an enjoyable customer experience. Adherence to an established process allowed for strategic decision-making while assuring design elements were not only visually appealing but were in line with Scoops' mission, values, and target audience.

4.2.1. Research

Scoops brand identity and menu design were determined through extensive market research with a specific emphasis on design to gain information about both industry preferences as well as consumer perceptions for optimal design decisions. This approach involved studying trends, visual aesthetics and consumer sentiment analysis to inform strategic design decisions.

Scoops conducted an exhaustive analysis on design trends within the ice cream industry, which included researching visual elements like color palettes, typography, graphic styles and layout trends of successful ice cream brands. By understanding the current design landscape, Scoops was able to identify opportunities to differentiate itself and build an unique visual identity in order to succeed in the marketplace.

In addition, a competitor analysis (Figure 2) was carried out in terms of design. This included studying the visual identity and menu design of competing ice cream shops to determine their strengths, weaknesses and design strategies. By evaluating design choices made by competitors, Scoops was able to gain inspiration and determine how to differentiate its own brand and menu design in order to create a memorable and visually appealing experience for customers.

NAME	POSITIONING	TYPOGRAPHY	LOGOTYPE	COLORS	IMAGES	FORMS	TONE OF VOICE
Unico	Handmade ice cream, Family traditions, Cakes and cookies, Delivery	Quicksand			Custom non professional pictures	Rounded, hand drawn	Casual, friendly
Groom	Sustainability Handmade Real flavors Authentic	Bodoni Seventytwo ITC Book			Ingredients pictures	Squares, geometric	Professional
Gelato Davvero	Natural ingredients Handmade Unique flavors	Arsinoe			Custom non professional pictures	Rounded, hand drawn	Personalized but professional

Figure 2. A competitor analysis for Scoops.

Research included an investigation of design elements that elicit specific emotions and communicate desired brand attributes, as well as understanding color psychology, typography choices and visual composition to ensure that Scoops' brand identity and menu design reflected desired brand image while effectively communicating values and missions of their company.

Scoops' market research with a design focus yielded invaluable insight into the ice cream industry, consumer preferences and competitors' effective design strategies. By studying design trends and evaluating competitors' visual identities as well as understanding their impact, Scoops was able to make informed design decisions that resonated with target audience demographics while simultaneously differentiating brand identity while creating visually captivating and memorable customer experiences.

4.2.2. Moodboard

The creation of the moodboard (Figure 3) for the Scoops brand involved a careful selection of visual elements that evoke the desired emotions, aesthetics, and overall essence of the brand. The mood board serves as a visual reference and inspiration for the design process, ensuring consistency and coherence in the brand's visual identity.

The first step in creating a moodboard is to collect a variety of visual materials that match the brand concept: photos, illustrations, color palettes, typography samples, textures, patterns. The goal was to collect images that capture the bright, youthful and adventurous spirit of Scoops.

Figure 3. Moodboard for Scoops.

The moodboard had to reflect Scoops' target audience - youth and students: dynamic images depicting the joy of eating ice cream, bold color schemes that represent all its flavors, as well as dynamic imagery to represent this experience.

A moodboard provides more than color - it provides graphic elements and typography samples that depict your brand's personality as well as infographics and visual cues that show its menu building system to showcase how interactive interaction with it is.

Scoops' moodboard captures the essence of its brand by conveying its energy, vibrancy, and fun vibe. Compiled from carefully chosen visual materials, it serves as an invaluable reference for designers when selecting materials for menus, signage, or promotional purposes to match its visual identity and generate the appropriate emotions from its target audience.

4.2.3. Concept

Scoops Ice Cream's primary design concept is to offer an engaging experience for its target audience of youth and students, and provide customers with the ability to personalize their ice cream via its menu building system. This interactive approach not only adds fun and adventure, but allows people to express themselves freely by customizing their creations with various preferences and imagination. As an ice cream brand offering customized creations is uniquely captivating experience. By giving customers this freedom of choice Scoops stands apart from competitors by offering truly distinctive gastronomy experiences for its consumers.

Scoops' visual identity relies heavily on bold colors and graphic elements to communicate its brand message and engage its target audience, such as young people and students, by engaging them through bright hues that convey energy and excitement. These vibrant hues can be found throughout its menu designs, signage and promotional materials to create a coherent brand image and visually engaging brand presence for its target market.

Scoops uses vibrant colors and graphic elements like tags to enhance its menu design and make it more user-friendly, such as clearly indicating flavor names of their ice cream offerings for

customers to select their preferred ingredients more easily. By visualizing each option available to customers regardless of language barriers or literacy levels such as children unable to yet read, this approach not only simplifies ordering but adds playful and visually attractive details into their design as well.

In addition, the tags used in menu design serve as effective branding elements. By combining the logo, colors and tags, Scoops reinforces the brand's identity and values. Customers associate bright colors and graphics with the unique experience provided by Scoops. These branding elements not only make the menu design more visually appealing, but also contribute to the overall brand recognition and recall.

The Scoops brand message revolves around the concept of "Create Your Taste". With a focus on a menu building system and the ability for customers to create their own personalized ice cream creations, Scoops emphasizes its commitment to providing a fun and interactive experience. The brand strives to position itself not only as a place to buy ice cream, but also as a place where customers can actively participate in the process of its creation. The Scoops brand concept matches the preferences of the target audience, offering a captivating and visually appealing experience. Through the use of bright colors, graphic lettering and a focus on personalization, Scoops stands out from its competitors and captures the attention of young people and students. By incorporating elements of adventure and fun into its visual identity and messaging, Scoops creates a brand impression that resonates with its target audience and sets itself apart in the competitive restaurant industry.

As a result, the design concept of Scoops revolves around improving the corporate identity and menu design of the ice cream restaurant. Using bright colors, graphic elements and a menu building system, Scoops aims to create user-friendly and visually appealing menus that are understandable to people of all ages and language backgrounds. The brand's commitment to personalization and quality ingredients is reinforced by its messaging and visual identity.

Overall, Scoops strives to create an unforgettable and unique gastronomic experience for its customers by establishing itself as a modern and attractive ice cream brand.

4.2.4. Logotype

The development of the Scoops logo involved careful consideration of its meaning and the brand's core idea. The logo design (Figure 4) is based on an ice cream and is composed of three distinctive parts: a cone, an ice cream scoop, and a topping. These elements play a vital role not only in the overall brand identity but also in the menu design, where customers can personalize their ice creams by selecting the type of cone, the flavor of the scoop, and the topping. This logo concept effectively captures the essence of the brand's slogan, "build your taste."
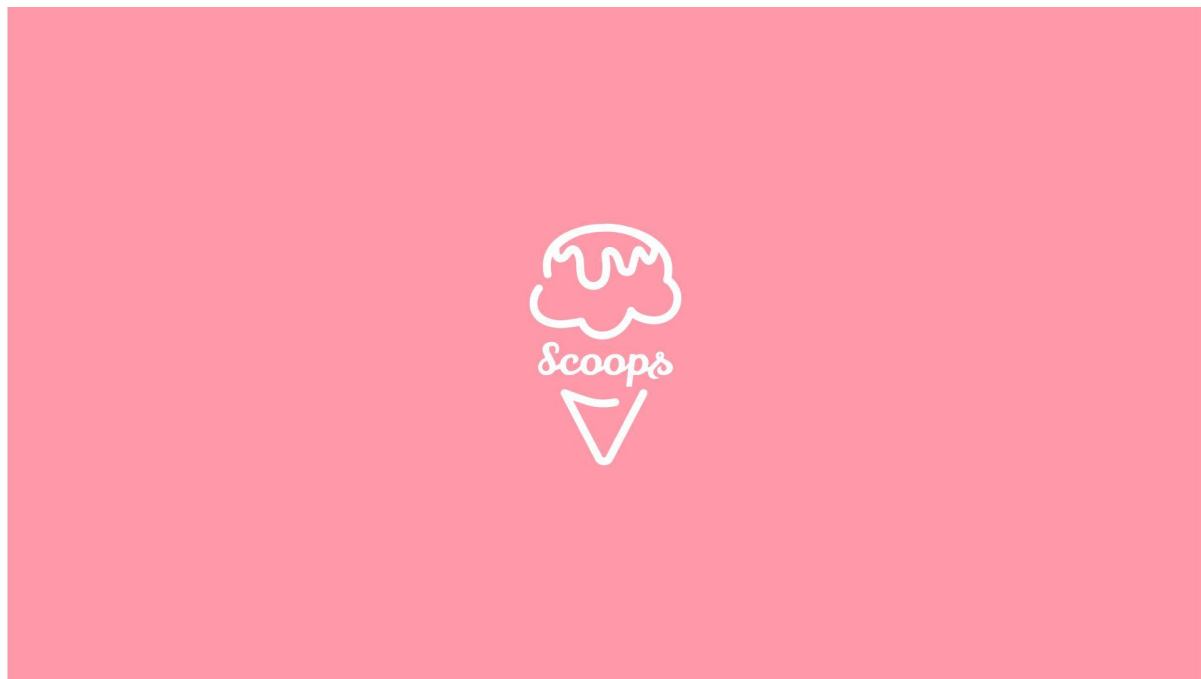

Figure 4. Logo for Scoops.

The logo's primary objective is to reflect the concept of customization and personalization that lies at the heart of the Scoops brand. By allowing customers to build their own ice cream creations, the logo symbolizes the brand's commitment to offering a unique and tailored

experience. Each element of the logo—the cone, the scoop, and the topping—represents a crucial aspect of this process.

The cone, as a fundamental part of the logo, represents the foundation upon which the ice cream creation is built. It signifies stability, support, and a solid starting point. The cone's shape and texture evoke a sense of traditional ice cream enjoyment, creating a familiar and nostalgic connection.

The ice cream scoop represents the customizable element of the brand experience. It symbolizes the wide variety of flavors and options available for customers to choose from. The scoop's shape and curvature allude to the idea of indulgence and enjoyment, emphasizing the pleasure that comes from creating one's own unique ice cream combination.

The topping, the final part of the logo, signifies the finishing touch and adds a burst of visual appeal. It represents the variety of delicious extras and garnishes that customers can select to personalize their ice cream creations further. The topping element adds excitement, creativity, and a sense of playfulness to the logo design.

Apart from its symbolic meaning, the logo's versatility is also key. To ensure optimal use on different media, the logo design is responsive and consists of two versions. The main logo is the full and most prominent image. The compact secondary logo (Figure 5) is a condensed version suitable for small spaces or applications where a more minimalist approach is needed. This icon logo is specifically designed for use as a favicon, avatar, or app icon, ensuring consistent brand visibility across digital platforms.

The logo's overall design reflects the brand's identity and values. Its clean lines, modern aesthetic, and visual coherence align with the youthful and contemporary nature of Scoops' target audience.

Figure 5. Logo variations for Scoops.

Through the thoughtful development of the logo, Scoops successfully conveys its "build your taste" concept visually. The logo's three-part composition effectively represents the customizable nature of the brand, allowing customers to personalize their ice cream experience. This visually engaging and conceptually meaningful logo plays a vital role in establishing Scoops' brand identity and creating a strong connection with its target audience.

In summary, The development of the Scoops logo involved incorporating symbolic elements that represent the brand's core concept of customization and personalization. The cone, ice cream scoop, and topping embody the foundational elements of building a unique ice cream creation. With responsive design and multiple variations, the logo ensures consistent brand representation across various platforms and applications. Through its meaningful design, the logo effectively communicates the brand's identity, values, and commitment to offering a delightful and personalized ice cream experience.

4.2.5. Typography

Typography plays a crucial role in establishing the visual identity of a brand, and for the corporate identity of Scoops, two distinct fonts have been carefully selected (Figure 6). The first font, Lily Script One, is a playful script typeface that adds a touch of whimsy and personality to the brand. Its fluid and handcrafted appearance reflects the joy and creativity associated with the ice cream experience. The elegant curves and playful strokes of Lily Script One convey a sense of fun and youthful energy, aligning perfectly with Scoops' target audience and overall brand image.
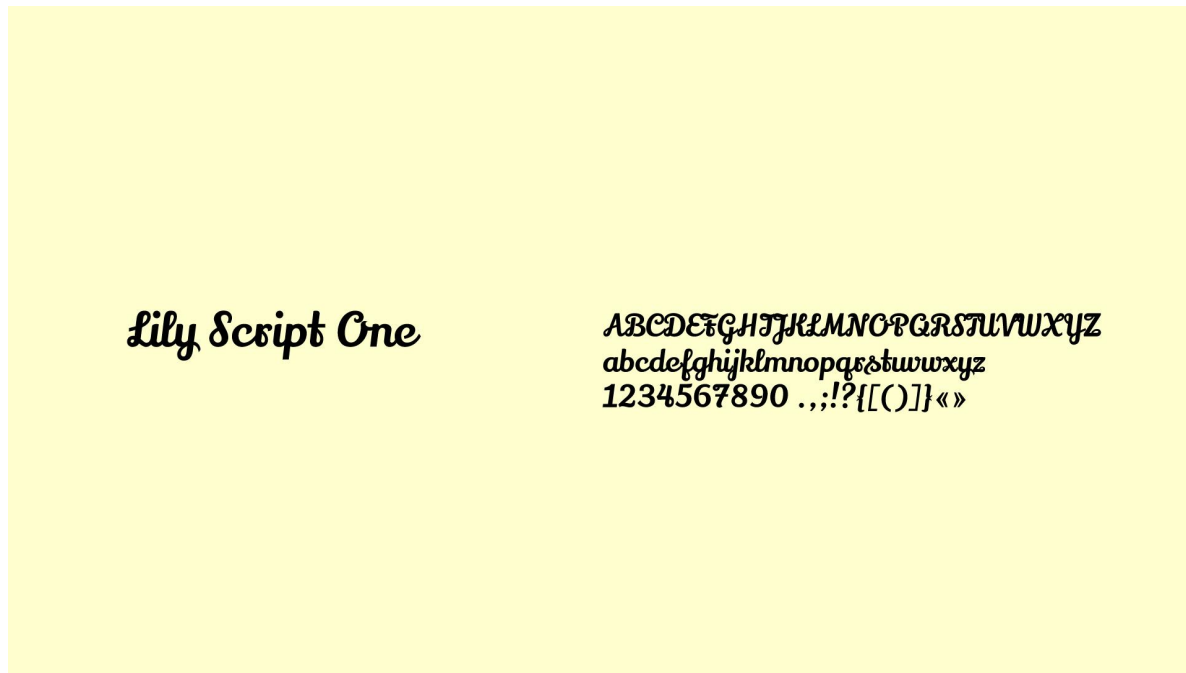
Figure 6. Typography for Scoops.

Lily Script One, as the font choice for the logo and headlines, provides a unique and eye-catching visual element. Its calligraphic nature adds a sense of warmth and human touch, evoking a feeling of handmade authenticity. This font captures the essence of the brand's commitment to offering a personalized and indulgent ice cream experience.
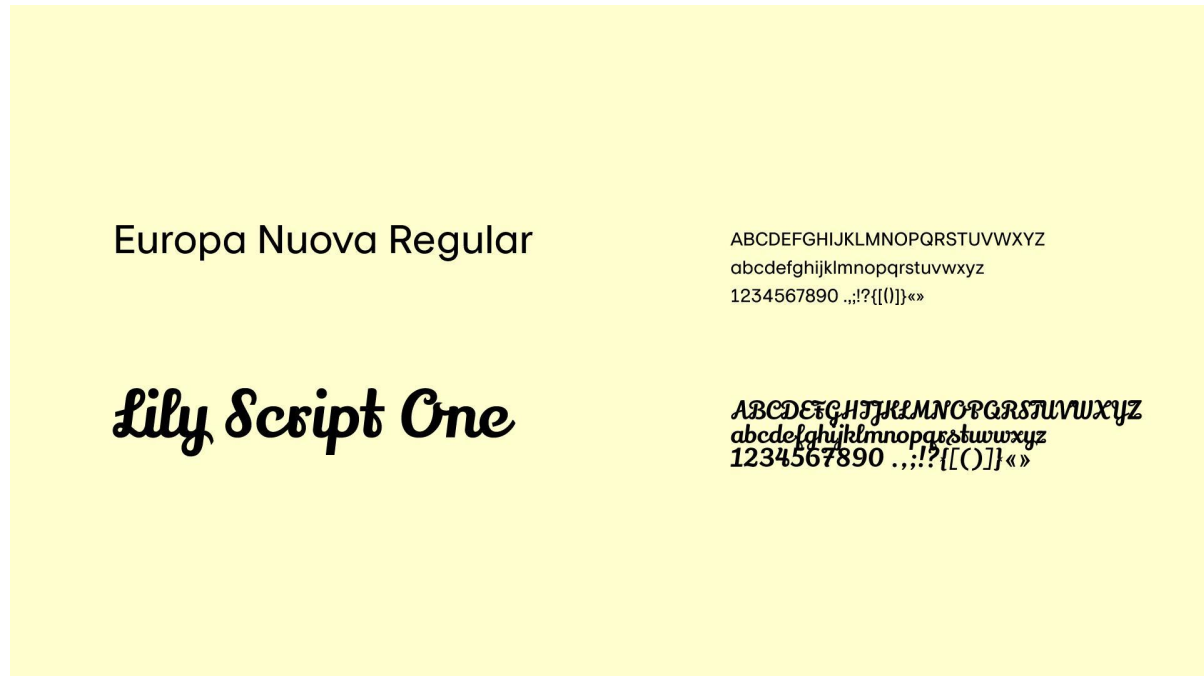
The second font chosen for Scoops' corporate identity is Europa Nuova Regular, a sans-serif typeface (Figure 7). Europa Nuova Regular offers a clean and modern aesthetic that complements the playful nature of Lily Script One. As a sans-serif font, it provides a sense of simplicity, clarity, and readability, making it ideal for body text and other longer-form content.

Figure 7. Typography for Scoops

Europa Nuova's geometric proportions and balanced letterforms create a sense of stability and professionalism, which are important qualities for delivering clear and concise information. The font's neutrality allows the content to take center stage, ensuring legibility and ease of reading.

The combination of Lily Script One and Europa Nuova Regular creates a harmonious and dynamic typographic pairing for Scoops' corporate identity (Figure 8). The contrasting styles of the two fonts balance each other, enhancing the visual appeal and readability of the brand's messaging.

Figure 8. Typography pairing for Scoops

Lily Script One's playful and expressive nature, when used for headlines and logo draws attention and conveys the brand's vibrant and fun-loving personality. It adds a sense of excitement and creates a memorable impression. Meanwhile, Europa Nuova Regular's clean and modern appearance in body text ensures clear communication and readability, enhancing the overall user experience.

The combination of script and sans-serif fonts reflects the multi-faceted nature of Scoops' brand identity. It captures the balance between creativity and professionalism, playfulness and reliability. This typographic combination speaks to the brand's ability to provide a personalized, joyful ice cream experience while maintaining a high standard of quality and service.

Moreover, the contrast between the two fonts helps establish a visual hierarchy within Scoops' communication materials. The logo and headlines, set in the playful Lily Script One, immediately draw attention and convey the brand's primary message. The body text, set in the clean and legible Europa Nuova Regular, ensures that essential information is easily digestible and understood.

By using Lily Script One for the logo and headlines, Scoops reinforces its unique identity and creates a distinct visual representation. The script font adds an element of creativity and imagination, capturing the attention of the target audience and evoking a sense of delight and anticipation.

In summary, the combination of Lily Script One and Europa Nuova Regular in Scoops' corporate identity ensures a visually appealing and cohesive typographic system. The playful and expressive nature of Lily Script One aligns with the brand's core values, while the clean and modern appearance of Europa Nuova Regular enhances legibility and professionalism. Together, these fonts communicate the brand's vibrant personality, personalized experience, and commitment to quality.

4.2.6. Color Palette.

The Scoops brand's color palette consists of four distinct colors: Bubblegum Pink, Deep Teal, Creamy Yellow, and Rosy Pink (Figure 9). Each color has been carefully chosen to convey specific meanings, evoke desired emotions, and align with the brand's overall concept and target audience.

HEX: #FFCBFF
RGB: 255/203/255
CMYK: 4/22/0/0

HEX: #007665
RGB: 0/118/101
CMYK: 88/32/65/16

HEX: #FFFFCE
RGB: 255/255/206
CMYK: 1/0/23/0

HEX: #FF99A9
RGB: 255/153/169
CMYK: 0/51/16/0

Figure 9. Color Palette for Scoops.

Bubblegum Pink (#FFCBFF) represents joy, sweetness, and playfulness. It captures the youthful and fun-loving spirit of Scoops, creating a sense of delight and excitement among the target audience. This color elicits positive emotions and evokes a sense of nostalgia associated with the pleasure of enjoying delicious ice cream treats.

Deep Teal (#007665) embodies freshness, depth, and a sense of adventure. This color conveys a feeling of exploration and discovery, inviting customers to embark on a delightful ice cream experience. Deep Teal adds a touch of sophistication and modernity to the brand, appealing to young people and students seeking unique and memorable experiences.

Creamy Yellow (#FFFFCE) represents warmth, happiness, and the deliciousness of creamy ice cream. This color exudes a sense of comfort and creates a welcoming and inviting atmosphere. Creamy Yellow evokes feelings of satisfaction and contentment, aligning with Scoops' commitment to providing a pleasurable and indulgent ice cream experience.

Rosy Pink (#FF99A9) symbolizes creativity, passion, and individuality. This color attracts customers who appreciate personalized and unique ice cream creations. Rosy Pink evokes emotions of self-expression and stands out as a vibrant and eye-catching hue within the competitive landscape.

The chosen color combinations within the Scoops brand's palette have been carefully designed to reinforce the main idea and appeal to the target audience (Figure 10). The combination of Bubblegum Pink and Creamy Yellow creates a harmonious and appetizing blend that represents the deliciousness and joy of Scoops' ice cream offerings.

The pairing of Deep Teal and Rosy Pink brings together a sense of adventure and individuality. This combination reflects the brand's commitment to providing an exciting and customizable ice cream experience, appealing to the target audience of young people and students who seek unique and memorable moments.

Figure 10. Logo on background.

The colors selected for the Scoops brand not only resonate with the target audience but also help the brand stand out from the competition. The vibrant and distinctive hues differentiate Scoops from other ice cream establishments, creating a strong visual identity that is easily recognizable and memorable.

It is worth noting that the colors have been carefully selected in both RGB (Red Green Blue) and CMYK (Cyan Magenta Yellow Key) color spaces. This ensures consistent and accurate representation across various digital and print platforms, maintaining the integrity of the brand's visual identity.

In summary, the thoughtfully chosen color palette of Bubblegum Pink, Deep Teal, Creamy Yellow, and Rosy Pink plays a significant role in conveying the desired emotions and meanings of the Scoops brand. These colors, both individually and in combination, create an engaging and visually appealing experience for the target audience, distinguishing Scoops from competitors and reinforcing the brand's unique positioning in the market.

4.2.7. Graphic Elements

The graphic elements chosen for the Scoops ice cream brand are tags, rectangular shapes with rounded corners, which serve as a visually appealing and practical way to register different ice cream flavors (Figure 11). The decision to use tags was based on their suitability for the target audience and their ability to establish a cohesive visual system across various platforms, including packaging, website, and social media.

Tags have been selected as graphic elements because they align perfectly with the brand's main idea of "Build your taste." The concept of building one's own taste is reflected in the customizable nature of the ice cream menu, where customers can mix and match flavors, cones, and toppings. The tags, with their distinct shapes and clear labeling, facilitate this process by visually representing the available options.

Figure 11. Pattern for Scoops.

The use of tags in the menu design creates a visual language that allows customers to easily understand and navigate the different taste variations of ice cream, cones, and toppings. Each tag serves as a visual cue, providing a clear representation of a specific element in the ice cream creation process. This approach enhances the user experience, making it simple and enjoyable for customers to build their unique taste combinations.

Beyond the menu, tags play a significant role in the overall brand identity of Scoops. They can be incorporated into packaging designs, where they communicate the specific flavor profiles contained within. This consistent visual representation across various touchpoints, from the menu to packaging, establishes a cohesive and recognizable brand presence (Figure 12).

Figure 12. Identity usage.

Tags, with their distinct shape and rounded corners, add a playful and inviting touch to the visual language of Scoops. The rounded corners soften the overall appearance of the tags, creating a friendly and approachable aesthetic that resonates with the target audience of young people and students. The graphic elements convey a sense of joy and excitement, enhancing the overall brand experience.

In addition to tags, emoticons have been developed to further enhance the communication of taste within the brand. These expressive icons visually represent different ice cream flavors and toppings, adding a fun and engaging element to the brand's visual language. The use of emoticons helps to create an emotional connection with customers, allowing them to associate specific tastes with visual cues.

By combining tags and emoticons, Scoops creates a comprehensive and intuitive visual system that simplifies the menu navigation process. Customers can quickly identify their preferred flavors, cones, and toppings by visually recognizing the corresponding tags and emoticons. This

visual language not only facilitates decision-making but also adds an element of delight and creativity to the ice cream selection experience.

The use of tags and emoticons in the brand's graphics extends beyond the physical menu. They can be effectively utilized on the website, social media platforms, and other digital channels. Consistently integrating these graphic elements across various online touchpoints strengthens the brand's visual identity and ensures a seamless and enjoyable user experience across different mediums (Figure 13).

The visual language created by tags and emoticons reinforces the brand's unique positioning and differentiates Scoops from its competitors. The combination of playful tags and expressive emoticons communicates the brand's commitment to providing a personalized and enjoyable ice cream experience. This visual system sets Scoops apart, capturing the attention and interest of the target audience.
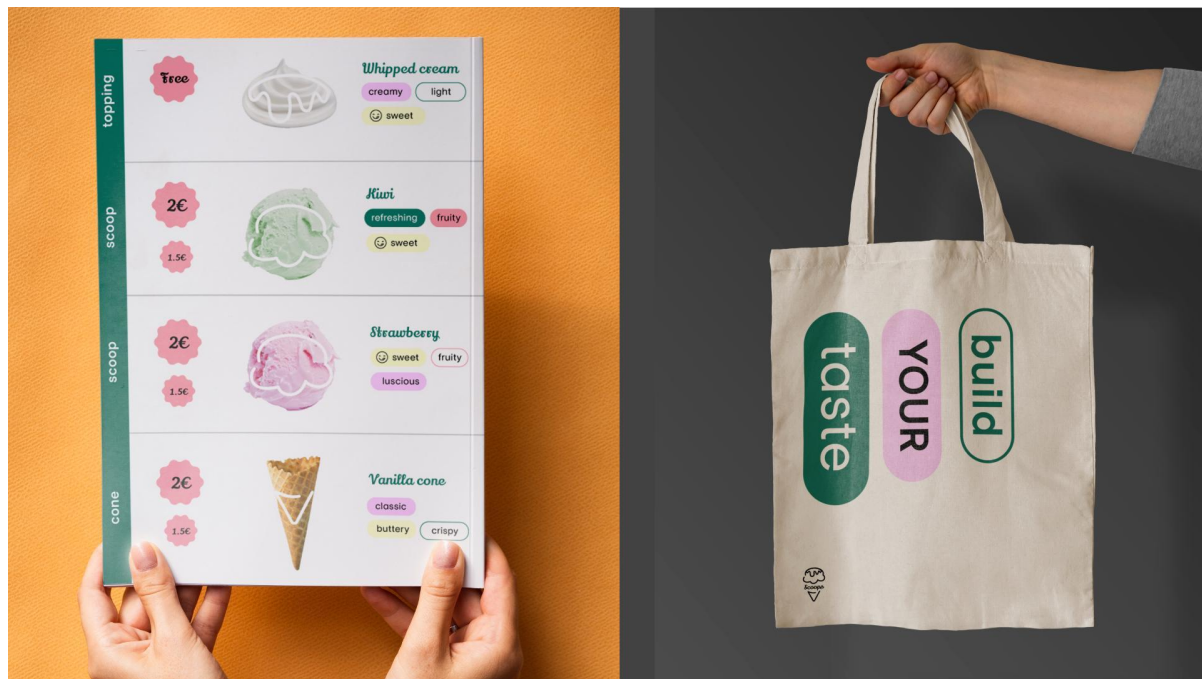

Figure 13. Scoops Visual Language

In summary, the use of tags and emoticons in the ice cream brand graphics of Scoops serves multiple purposes. They build a visual system that simplifies menu navigation and conveys the brand's main idea of "Build your taste." The tags and emoticons are not only suitable for the target audience but also create a cohesive and distinctive visual language across various platforms, reinforcing the brand's identity and enhancing the overall customer experience.

4.2.8. Menu development

The menu development for Scoops' ice cream brand introduces an exciting and innovative concept: the constructor menu (Figure 14). This concept empowers customers to become the creators of their own ice cream delights by selecting their preferred ingredients from a menu located on metal rings.

Figure 14. Menu for Scoops

The four-part menu building system has been meticulously designed to offer customers an interactive and user-friendly experience. The intuitive design allows customers to easily rotate

the metal rings, enabling them to choose their desired ingredients and craft their own personalized ice cream cone or sundae.

One of the standout features of this menu development is the incorporation of graphic elements, particularly tags. These tags play a crucial role in enhancing the customer experience. Each tag represents a specific flavor of the ice cream pieces, making it convenient for customers to select their preferred ingredients with ease.

Beyond their functional purpose, the tags in the menu system also serve as effective branding elements. By visually representing different flavors, the tags reinforce the brand's identity and values. They contribute to the overall visual appeal of the menu, creating a cohesive and recognizable brand presence.

An additional advantage of the menu development is its environmental friendliness. The reusable nature of the menu aligns with Scoops' commitment to sustainability. By using a menu that can be utilized repeatedly, the brand reduces paper waste, making a positive contribution to the environment.

The constructor menu concept reflects Scoops' dedication to providing a unique and personalized ice cream experience. By granting customers the freedom to choose their preferred ingredients, the menu development encourages creativity and allows each customer to build their perfect taste.

The interactive nature of the menu building system elevates the overall customer experience. As customers rotate the metal rings and explore the available options, they actively engage with the menu, fostering a sense of excitement and involvement in the creation process.

The menu development ensures a seamless and user-friendly interface. The intuitive design and clear organization of ingredients make it easy for customers to navigate through the menu. This accessibility enhances customer satisfaction and promotes a positive interaction with the brand.

The constructor menu concept appeals to a wide range of customers, including young people and students who appreciate the opportunity to customize their ice cream creations. The interactive and personalized nature of the menu resonates with the target audience, catering to their preferences and fostering brand loyalty.

In summary, the menu development for Scoops' ice cream brand introduces a captivating constructor menu concept. Through an interactive and reusable menu building system, customers have the freedom to create their own ice cream masterpieces. The use of graphic elements like tags enhances the experience, while the environmentally friendly aspect aligns with the brand's values. The menu development offers a memorable and enjoyable ice cream adventure for customers of all ages.

4.2.9. Mockups

In order to bring the developed corporate identity of Scoops' ice cream brand to life, a careful selection of mockups was employed to visualize the brand across various key items that are commonly associated with an ice cream brand. These mockups served as valuable tools to showcase the brand's identity in a realistic and tangible manner.

One of the essential aspects of visualizing the corporate identity was through packaging mockups. These mockups allowed the brand to envision how the logo, typography, and color palette would be seamlessly integrated onto ice cream containers, cups, and other packaging materials. By utilizing these mockups, the brand could ensure a cohesive and visually appealing representation of its identity on the products themselves.

Another crucial element in visualizing the corporate identity was through business card mockups (Figure 15). These mockups provided a platform to showcase the brand's logo, typography, and color scheme in a professional and memorable way. By incorporating the brand elements into the design of the business cards, the mockups helped to establish a strong and consistent brand presence.

Figure 15. Business cards mockup.

Mockups for merchandise played an integral role in visualizing the corporate identity beyond traditional mediums. Items such as t-shirts, hats, and tote bags were utilized to showcase how the brand's visual elements could be extended onto branded merchandise. These mockups allowed the brand to explore the possibilities of creating a cohesive and recognizable identity that can be worn and carried by brand enthusiasts.

To complete the visualization of the corporate identity, mockups of menus were utilized to demonstrate how the brand's visual elements would be applied to this essential item. The mockups showcased the logo, typography, color palette, and graphical elements within the menu design, presenting a cohesive and visually appealing representation of the brand. These mockups helped the brand envision how the menu would contribute to the overall brand experience and align with the established corporate identity.

Mockups provided an invaluable tool for visualizing the developed corporate identity of Scoops' ice cream brand. By utilizing mockups for packaging, business cards, merchandise, menus, and other relevant items, the brand was able to showcase its visual elements in a realistic and tangible

manner, ensuring a consistent and compelling representation of the brand across various touchpoints.

4.2.9. Brandbook

The brand book for the corporate identity of Scoops' ice cream brand is a comprehensive guide that outlines the key elements of the brand's visual identity. The brand book provides guidelines for logo usage, including size, placement, and clear space requirements, ensuring consistent and impactful representation across all brand touchpoints.

Typography plays a vital role in establishing the brand's identity, and the brand book dedicates a section to this essential element. It outlines the selected typefaces, emphasizing their specific usage for headlines, body text, and other communication materials. The guidelines ensure consistency in font styles, sizes, and spacing, allowing for a cohesive and recognizable brand voice.

The color palette section of the brand book delves into the selection and usage of colors that embody the brand's identity. It describes the meanings and psychological associations of each color, highlighting their impact on the brand's overall perception. The guidelines specify color codes in RGB and CMYK formats, ensuring accurate representation across different media.

Graphic elements play a significant role in enhancing the brand's visual language and creating a cohesive brand experience. The brand book provides a comprehensive overview of the chosen graphic elements, such as tags and emoticons, and their intended usage. It includes guidelines for their placement, proportions, and interaction with other visual elements, ensuring consistency and effective communication.

Mockups are essential tools for visualizing the developed corporate identity, and the brand book devotes a section to showcase their usage. It highlights the selected mockups for packaging, business cards, merchandise, menus, and other items commonly associated with an ice cream

brand. The guidelines demonstrate how the brand's visual elements can be seamlessly integrated into these mockups, ensuring a consistent and impactful brand representation.

The brand book emphasizes the importance of maintaining consistency in the usage of visual elements across different platforms and media. It provides clear guidelines on how to apply the logo, typography, color palette, and graphic elements in various contexts, including print materials, digital platforms, and social media channels. These guidelines ensure that the brand's identity remains intact and recognizable regardless of the medium used.

In summary, the brand book for Scoops' ice cream brand provides a comprehensive guide to maintaining the brand's visual identity. By covering sections on the logo, typography, color palette, graphic elements, and mockups, the brand book serves as a valuable resource for ensuring consistency and effective brand communication. It establishes guidelines that help maintain a cohesive and impactful visual presence, allowing the brand to stand out and create a memorable experience for its target audience.

4.3 Results and outcomes

The corporate identity development for the ice cream brand has resulted in a captivating and cohesive visual representation that effectively communicates the brand's values, uniqueness, and target audience appeal. Through a comprehensive design process, the brand now possesses a distinct identity that sets it apart from competitors and establishes a strong brand presence in the market.

The logo design stands as the cornerstone of the ice cream brand's corporate identity. It features a visually appealing and instantly recognizable logo that embodies the essence of the brand. The logo successfully conveys the brand's message of "build your taste" by incorporating the elements of a cone, ice cream scoop, and topping, representing the customizable nature of the brand's offerings.

Typography plays a crucial role in conveying the brand's personality and establishing a consistent visual language. The selected font, Lily Script One, is playful and engaging, reflecting the brand's target audience of young people and students. It adds a sense of fun and adventure to the overall brand identity, enhancing its appeal and establishing a memorable presence.

The color palette for Scoops is vibrant and appealing, capturing the attention of the target audience. The chosen colors, including a vivid pink, a refreshing teal, a creamy yellow, and a playful pink, evoke feelings of joy, excitement, and indulgence. These colors have been carefully selected to align with the brand's message and target audience preferences.

The graphic elements, such as the tags and emoticons, play a vital role in enhancing the brand's visual language and creating a unique brand experience. The tags serve as visual indicators of the different flavors and ingredients, making it easier for customers to navigate and customize their ice cream creations. The emoticons add a playful touch and help convey the taste and experience of each ice cream variant.

The menu development has been a key aspect of the corporate identity, allowing customers to create their own ice cream combinations through an interactive and user-friendly menu building system. The mockups have effectively showcased the brand identity across various items, including packaging, business cards, merchandise, and menus, offering a realistic and tangible representation of the brand experience.

The brand book serves as a comprehensive guide, outlining the guidelines and specifications for logo usage, typography, color palette, graphic elements, and mockups. It ensures consistency and coherence in the brand's visual representation across different touchpoints, reinforcing the brand's identity and creating a unified brand experience.

The corporate identity development for the ice cream brand has successfully positioned it as a modern and engaging brand for young people and students. The visual elements and design

choices align with the brand's target audience preferences, effectively capturing their attention and fostering a sense of connection and relatability.

The developed corporate identity has enabled the ice cream brand to differentiate itself from competitors and establish a unique brand presence in the market. The cohesive visual representation, along with the brand's focus on personalization and quality ingredients, sets it apart and attracts customers seeking a fun and customizable ice cream experience.

In conclusion, the corporate identity development for the ice cream brand has resulted in a visually captivating, cohesive, and engaging brand image. The logo, typography, color palette, graphic elements, menu development, and mockups all contribute to creating a strong brand identity that effectively communicates the brand's values and appeals to the target audience.

5. Case Study 2: Brand Identity for Restaurant 2

5.1. Background and context

The second chosen case study for this thesis is Greens&Grains, a family-run restaurant that offers a unique dining experience with a focus on fresh and healthy meals. The restaurant caters to a diverse target audience, including young people, office workers, and families with children. By delving into the development of corporate identity and menu design for Greens&Grains, this thesis seeks to understand how graphic design can effectively convey the brand's values and enhance the overall dining experience.

Greens&Grains is dedicated to promoting a sustainable and environmentally friendly approach to food. The company's main mission revolves around providing customers with fresh and healthy meals while making it convenient for them to choose smart and nutritious options. This mission aligns with the current trend of conscious eating and encourages customers to adopt a healthier lifestyle.

The brand values that Greens&Grains aims to convey through its visual identity are health, fun, good mood, and family. By incorporating these values into the graphic design elements, the

brand seeks to evoke positive emotions and associations with joy, happiness, summer, and fresh vegetables. The visual style of the brand plays a crucial role in creating a friendly and inviting atmosphere for both adults and children.

The restaurant believes in sourcing the freshest ingredients, promoting eco-friendly practices, and collaborating with local suppliers to create a positive impact on both customers and the environment. Through graphic design, these values can be effectively communicated to the target audience, fostering a sense of trust and loyalty.

The target audience of Greens&Grains consists of young adults under the age of 35 and office workers seeking convenient and healthy meal options. Additionally, families with children who prioritize healthy eating habits form a significant portion of the target market. The restaurant aims to create a welcoming environment that caters to the dietary needs of all individuals, ensuring a memorable dining experience for each customer.

In today's visually-driven society, effective graphic design has become a powerful tool for restaurants to differentiate themselves from competitors. By investing in a cohesive and visually appealing brand identity, restaurants can establish a unique position in the market and create a lasting impression on customers. Menu design, in particular, plays a critical role in enticing customers to explore the offerings and make informed choices.

This thesis recognizes the significance of graphic design in shaping the brand identity of a restaurant and influencing customer perceptions. By conducting a case study on Greens&Grains, the research aims to provide practical insights into the design strategies employed to enhance the overall dining experience. The findings of this study will contribute to the existing body of knowledge on the role of graphic design in the food industry.

Previous research has demonstrated the positive impact of visual aesthetics on consumer behavior and decision-making. By examining the specific context of Greens&Grains, this thesis

aims to explore how graphic design elements can be tailored to effectively communicate the brand values and attract the target audience.

The outcomes of this thesis will be beneficial for both practitioners and academics in the field of graphic design and branding. Restaurant owners and designers can gain valuable insights into the strategies employed by Greens&Grains to enhance their own brand identity and menu designs. Furthermore, the research will contribute to the theoretical understanding of the role of graphic design in the food industry.

5.2. Design process and rationale

The process of developing corporate identity and menu design for Greens&Grains included several stages of research, execution and refinement. The first stage of the design process included a comprehensive study and analysis. Through an extensive review of existing literature, industry trends and competitor analysis, valuable information was gathered to inform design decisions. Based on the results of the study, a concept was chosen for the design process.

The second stage was devoted to the implementation of the chosen concept. Visual elements such as color palettes, typography, and images have been carefully selected to reflect the brand's values and desired message of health, fun, wellness, and family. A coherent and visually appealing corporate identity was developed. The execution stage included the design processes, including the moodboard, sketches, renderings, and mockups.

After the project was developed, the third stage of refinement began. The goal was to look at any potential areas of improvement and make sure the design was in line with the brand's vision and goals.

The final design was carefully considered and adjustments were made to ensure consistency across the various brand touchpoints, including restaurant signage, website and social media platforms.

Through careful research and analysis, the chosen concept was realized with attention to detail and effective elements that accurately conveyed the brand's values.

5.2.1. Research

Before starting to develop a corporate identity for the Greens & Grains restaurant, thorough research was carried out in order to obtain valuable information about the restaurant industry and the preferences of the target audience. The study was conducted through a combination of design trend analysis, competitor analysis, and literature review. These methods provided a comprehensive understanding of the subject matter and helped guide design decisions throughout the project.

Analysis of design trends played a big role in the research process. By examining the use of color palettes, typography, visual elements, and overall design aesthetics, valuable information was gained on current food industry design practices and preferences.

Competitor analysis was another key research method (Figure 16). Several competing restaurants in the same target market as Greens&Grains were identified and studied. The analysis included examining their brand identity, menu design, and visual communication strategies. This research has provided valuable benchmarks for understanding the competitive landscape and identifying opportunities for differentiation and improvement.
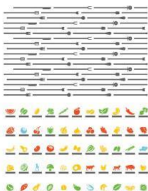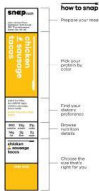
NAME	POSITIONING	TYPOGRAPHY	LOGOTYPE	COLORS	IMAGES	FORMS	TONE OF VOICE
Honest greens	Organic food Ethical Sourcing Sustainability Dog friendly	Avenir Next	honest greens		Custom photos, color and black and white	Squares, hand drawn note arrows	Casual, friendly, equal conversation
Simple Health Kitchen	Low calorie food Health care Fresh products Simple food Fat-free	Aquilone	SIMPLE		Food pictures	Rounded shapes	Professional, serious
Snap Kitchen	Take-away chain Fresh locally Healthy food Dietary lifestyle Gluten-free	Galano Grotesque	snap kitchen		Patterns, icons	Geometric	Personalized but professional

Figure 16. Competitor analysis for Greens&Grains.

A literature review was conducted to establish the theoretical basis for the study. Existing books were studied to gather information about the role of graphic design in branding and menu design for restaurants. This literature review provided information on best practices, theoretical concepts and case studies in the field of graphic design, enriching the study with established theories and points of view.

The combination of design trend analysis, competitor analysis, and literature review allowed for a comprehensive examination of the research topic.

These research methods provided a comprehensive understanding of the subject matter and provided input to the design process, allowing the development of design strategies that effectively improved Greens&Grains brand identity and menu design.

5.2.2. Moodboard

Early in the design process, a comprehensive moodboard was created to guide and inspire the development of the corporate identity and menu design for Greens & Grains (Figure 17). The moodboard served as a visual reference, capturing the essence of the desired atmosphere and emotion associated with the brand. It presented a collection of images, color palettes, typography samples and illustrations reflecting the concepts of health, fun, and good mood.

Figure 17. Moodboard for Greens&Grains.

The mood board included a variety of images depicting fresh vegetables, colorful salads, and happy people. These visuals have been carefully chosen to evoke positive emotions and associations with joy, happiness, summer and fresh produce. Presenting a coherent visual story, the moodboard provided a clear direction for branding and menu design that would resonate with the target audience.

A key aspect of the moodboard was to explore color palettes that would effectively communicate brand values. The colors chosen were bright and vibrant, including shades of green to symbolize freshness and health, as well as complementary warm hues that evoke warmth and positivity.

The typography swatches were also an integral part of the moodboard. The selected fonts were chosen to strike a balance between legibility and personality, reflecting the friendly and approachable nature of the brand.

Illustrations played a significant role in the mood board, emphasizing the uniqueness of Greens & Grains and its family atmosphere. Illustrations of vegetables, dishes, and people interacting with food were included to underscore the brand's commitment to fresh ingredients and an enjoyable dining experience. These illustrations not only added visual interest, but also reinforced the brand's values of health, happiness, and a sense of community.

In conclusion, the moodboard for Greens & Grains served as a visual reference and inspiration for the corporate identity and menu design. With a collection of carefully selected images, color palettes, typography samples, and illustrations, the moodboard conveyed the desired atmosphere, emotions and brand values. This formed the basis for creating cohesive and visually appealing visuals that effectively communicated the essence of Greens & Grains to their target audience.

5.2.3. Concept

The concept behind Greens & Grains revolves around creating a healthy food restaurant that caters to young people under 35, office workers, and families with children. The primary objective of the concept is to visually communicate a friendly atmosphere and promote the idea

of healthy eating. The brand aims to evoke positive emotions and associations with good health, happiness, and fresh vegetables.

At the core of the brand concept are the utilization of imagery that showcases ready-made meals, individuals expressing positive emotions, and an array of colorful vegetables. By incorporating these elements into the visual style, the restaurant emphasizes its commitment to providing nutritious and appealing food options. Illustrations of vegetables and dishes are also integrated into the brand's visual style, accentuating the restaurant's uniqueness and fostering a warm and welcoming family atmosphere.

The overall vision of Greens & Grains is to establish a visually appealing and interactive brand that embodies the values of healthy eating and a friendly atmosphere. Bright colors are employed to capture attention and create a vibrant visual identity. The prominent use of vegetable imagery further reinforces the brand's commitment to fresh and wholesome ingredients. Additionally, the inclusion of positive imagery helps to create a down-to-earth and welcoming ambiance within the restaurant.

Through its concept, Greens & Grains aims to convey the importance of proper nutrition while simultaneously fostering a sense of community and enjoyment around food. The brand seeks to establish itself as a go-to destination for individuals and families seeking healthy meal options that are both delicious and visually appealing. By combining visual elements that evoke a sense of health, happiness, and freshness, Greens & Grains effectively communicates its core values to its target audience.

The concept of Greens & Grains aligns with the growing demand for healthier dining options in today's society. It recognizes the diverse dietary preferences and needs of its target audience, providing a range of choices that accommodate different tastes and lifestyles. By integrating magnetic elements into the menu design, the brand offers a unique and interactive approach that sets it apart from traditional restaurants, making it an attractive choice for individuals seeking a memorable and engaging dining experience.

In summary, the concept of Greens & Grains revolves around visually conveying a friendly atmosphere and promoting healthy eating. Through the utilization of imagery depicting ready-made meals, positive emotions, and a variety of vegetables, the brand creates an inviting and unique visual style. The non-standard menu, featuring magnetic components that allow customers to create their own salads, enhances the interactive and enjoyable nature of the brand. With its emphasis on proper nutrition, vibrant colors, and a welcoming ambiance, Greens & Grains positions itself as a prominent destination for individuals seeking healthy and enjoyable dining experiences.

5.2.4. Logotype

The Greens & Grains logo is mostly type based, using the playful and friendly serif Larken (Figure 18). The choice of this typeface is in line with the brand's desire to convey a welcoming and approachable vibe. The clean lines and simplicity of the font create a sense of modernity and elegance while maintaining a playful and carefree tone.

Figure 18. Logotype

The main version of the logo uses the Greens & Grains brand name in Larken font. This version is ideal for larger applications such as signage, website headers, and promotional material. Its adaptability allows it to stand out in a variety of contexts, drawing attention and building brand awareness.

To ensure versatility and adaptability to different environments, a more compact version of the logo was created (Figure 19). This condensed version allows the logo to be used effectively in small spaces such as mobile phone screens, packaging, or printed materials where space is limited. The compact logo retains the essence and legibility of the main version while offering flexibility in various applications.

Figure 19. Compact version of logotype

In addition to the two versions of the font-based logo, an icon was developed to provide a recognizable and memorable brand visual element (Figure 20). The icon embodies the essence of Greens & Grains, combining elements of fresh produce such as leaves and grains in a playful and

stylized manner. This icon can be used, for example, as an application icon or for an avatar in social networks.

Figure 20. Icon

The simplicity of the font-based logo is in line with the brand's focus on promoting healthy eating in an accessible way. By avoiding complex graphics or complicated symbols, the logo resonates with its target audience by communicating that healthy eating can be simple, understandable and enjoyable. The clean and modern logo design also conveys a sense of professionalism and reliability, reassuring customers of the brand's commitment to quality.

The font-based Greens & Grains logo captures the essence of the brand's message in an elegant and simple manner. Playful and friendly, the Larken serif typeface conveys the brand's welcoming vibe, while the logo's adaptability allows it to be used effectively in a variety of applications. With its simplicity and versatility, the logo complements the overall visual identity of Greens & Grains, reinforcing the brand's commitment to promoting healthy and affordable nutrition.

5.2.5. Typography

Typography plays a critical role in the visual identity of Greens & Grains. The brand uses two different typefaces to create a coherent and harmonious typographic system (Figure 21). The headlines and logo use a serif typeface that complements the playful and friendly nature of the brand. The selected serif font adds elegance and sophistication to the overall design.

Larken (Headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,;!?{[()]}«»

Figure 21. Typography for Greens&Grains.

The serif font chosen for the headlines and logo is carefully chosen to match the visual identity of the brand (Figure 22). It demonstrates qualities such as legibility, versatility and individuality. The serif typeface used at Greens & Grains conveys a sense of tradition and naturalness while maintaining a modern look. This adds a touch of warmth and invites customers to interact with the brand.
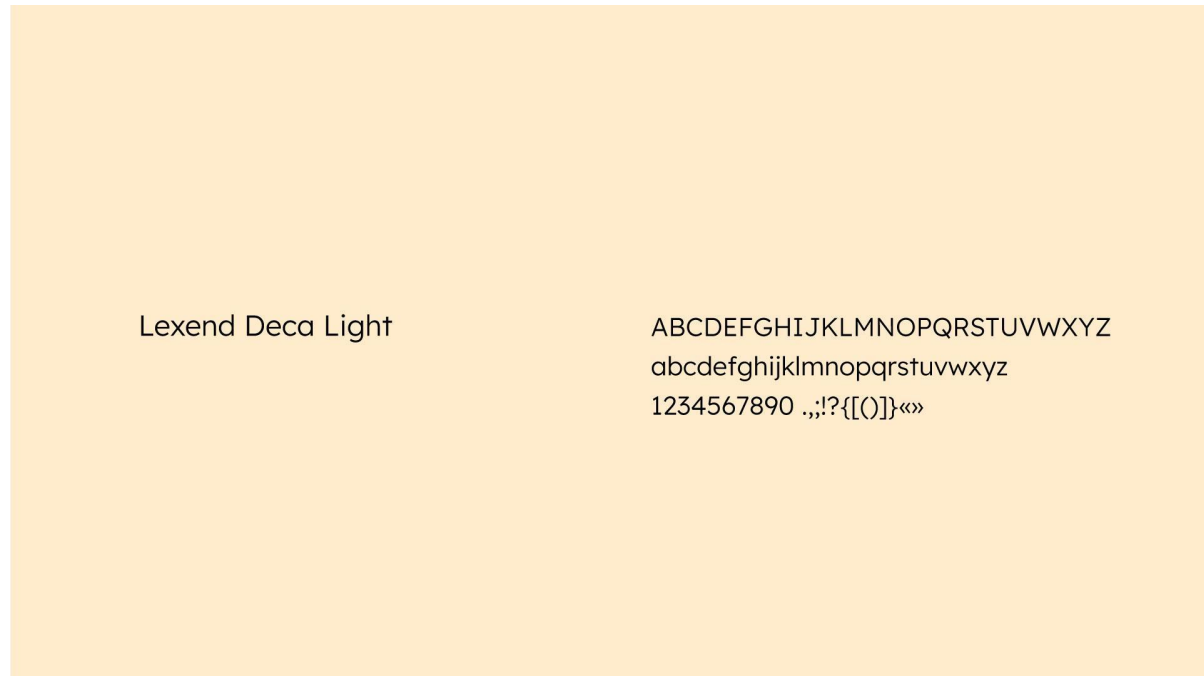
Lexend Deca Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:!?{[()]}«»

Figure 22.Typography for Greens&Grains.

Unlike the serif typeface used for the headlines and logo, the body text of Greens & Grains is set in a sans-serif typeface called Lexend Deca. This font was chosen for its clean and modern look and feel, providing excellent readability for long text passages. The geometric shapes and balanced proportions of Lexend Deca create a harmonious visual rhythm throughout the body text.

The choice of Lexend Deca as the body text sans-serif reflects the brand's commitment to accessibility and simplicity. This font provides great readability on both print and digital platforms, making it suitable for a variety of applications such as menus, website content, and promotional materials. Its simplicity and clarity allow the text to take center stage without detracting from the overall message.

The combination of a serif font for headings and a logo and a sans-serif font for body text creates an additional typographic system for Greens & Grains. The contrast between the two fonts adds visual interest and hierarchy to brand communication materials. Serif fonts add a touch of

elegance and emphasis to important headings and branding, while sans-serif fonts provide legibility for long text passages.

The choice of typography for Greens & Grains effectively contributes to the brand's visual identity and communications. The combination of these typefaces creates a coherent typographic system that reinforces the brand's values and enhances the overall aesthetic appeal of Greens & Grains.

5.2.6. Color Palette

The color palette of Greens & Grains is carefully chosen to evoke a sense of freshness, vibrancy, and positivity (Figure 23). The primary colors of the brand consist of #F6CD53, #40885A, #FFF9D9, and #134C36. These colors work harmoniously to reflect the brand's values and create a visually appealing and inviting atmosphere.

HEX: #F6CD53
RGB: 246/205/83
CMYK: 3/18/78/0

HEX: #40885A
RGB: 64/136/90
CMYK: 77/25/79/9

HEX: #FFF9D9
RGB: 255/249/217
CMYK: 0/1/17/0

HEX: #134C36
RGB: 19/76/54
CMYK: 87/43/80/45

Figure 23. Color Palette.

The primary color #F6CD53, a warm and sunny shade of yellow, symbolizes energy and happiness. It captures the essence of the brand's focus on promoting a positive and joyful dining

experience. This color is prominently used throughout the brand's visual elements to convey warmth and enthusiasm.

The color #40885A, a rich and earthy green, represents the freshness and healthiness of the brand's offerings. It reflects the importance of using fresh ingredients and sustainable practices. This color is often used to depict vegetables and natural elements in illustrations, reinforcing the brand's commitment to promoting healthy eating habits.

The color #FFF9D9, a soft and creamy off-white shade, adds a touch of sophistication and elegance to the brand's visual identity. It creates a clean and refreshing background that allows other colors to stand out.

The color #134C36, a deep and rich shade of green, complements the primary color palette. It adds depth and contrast, creating a sense of balance and visual interest. This color is often used as an accent color for headings, buttons, and other elements that require emphasis.

In addition to the primary colors, Greens & Grains incorporates a set of additional colors for illustrations (Figure 24). These colors include #FDD9CD, #F58B7E, #A56C46, #0248AD, and #D52029. These hues provide variety and flexibility when depicting food, people, and other elements in the brand's illustrations. They add a playful and dynamic dimension to the overall visual identity, further enhancing the brand's friendly and engaging character.
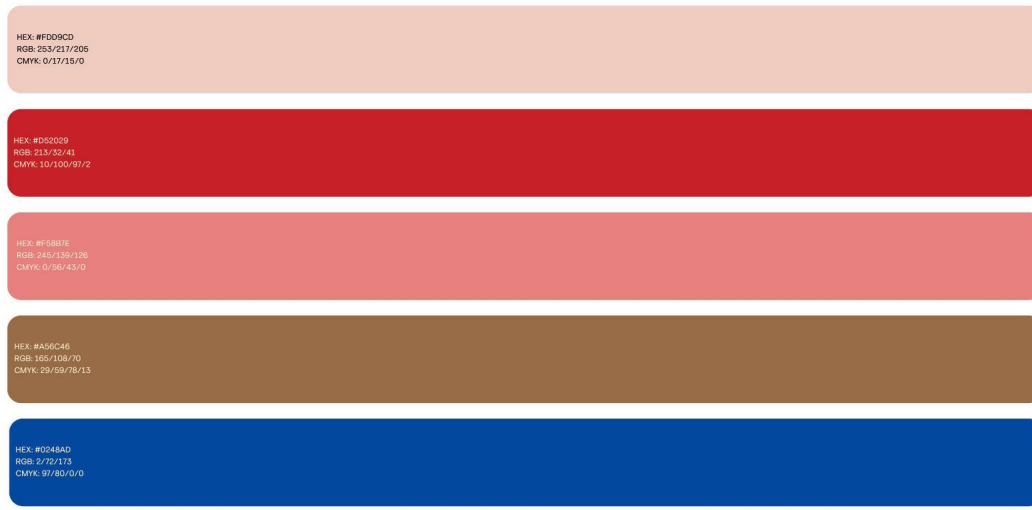
Figure 24. Additional color palette

The carefully selected color palette of Greens & Grains effectively communicates the brand's values of freshness, vibrancy, and positivity. The primary colors of #F6CD53, #40885A, #FFF9D9, and #134C36, along with the additional colors for illustrations, create a visually appealing and cohesive visual identity. These colors work together harmoniously to evoke the desired emotions, capture the brand's essence, and reinforce its commitment to promoting a healthy and joyful dining experience.

5.2.7. Illustrations

Illustrations play an important role in the visual identity of Greens & Grains. Specially designed illustrations of vegetables, seeds, lettuce, and utensils were created to reflect the family atmosphere of the brand and differentiate it from the competition (Figure 25). The illustrations are done in a naive and jagged style, which adds playfulness and authenticity to the overall brand aesthetic.

Figure 25. Graphic elements

One of the key uses for illustrations is menu design. By including illustrations of vegetables and utensils, the menu becomes visually appealing and informative. Customers can easily identify and select their desired ingredients when creating their own salads as the illustrations clearly represent the options available.

However, illustrations are not limited to just menus; they can also be used in various materials. For example, they can be placed on posters and banners promoting a healthy and family environment in a restaurant. The playful and distinctive style of the illustrations helps to grab

attention and create an unforgettable impression (Figure 26).

Figure 26. Illustrations usage.

In addition, illustrations can be used on the restaurant website and social networks. They can be included in blog posts, recipe sections, or visually appealing infographics, offering visitors a visually appealing experience. The illustrations serve as a unique visual element that sets Greens & Grains apart from the competition and reinforces the brand's identity (Figure 27).

The illustrations reinforce the brand's focus on fresh ingredients and healthy eating, creating a pleasant atmosphere for customers.

Figure 27. Illustrations usage.

In addition, illustrations can be extended to promotional materials such as flyers, brochures, and advertisements. Including illustrations of vegetables and utensils, these materials become visually captivating and reinforce the core message of the brand. The playful and naive style of the illustrations resonates with the target audience, creating a sense of connection and trust.

5.2.8. Images

Photographs play a pivotal role in shaping the corporate identity of Greens & Grains. They serve as powerful visual assets that capture the essence of the brand and convey its key messages. The carefully selected images depict happy individuals, fresh vegetables, and people engaging with and enjoying their meals. These images play a significant role in evoking positive emotions and reinforcing the brand's values (Figure 28).

Figure 28. Images. (Sourse: Adobe Stock)

One of the primary objectives of the photographs is to showcase the brand's commitment to promoting a healthy lifestyle and a positive dining experience. By featuring happy people and fresh vegetables, the images highlight the joy and satisfaction that come from choosing nutritious meals. They serve as aspirational visuals that resonate with the target audience and inspire them to make healthier choices.

A crucial aspect of the photographs is their ability to enable potential customers to recognize themselves in the imagery. By featuring diverse individuals who represent the brand's target audience, the images create a sense of relatability and inclusivity. This approach ensures that customers can envision themselves enjoying the restaurant's offerings and feeling a sense of belonging in the Greens & Grains community.

The images go beyond merely showcasing the food; they capture the overall experience and atmosphere of Greens & Grains. The photographs portray not only the delicious meals but also the friendly ambiance and welcoming environment of the restaurant. These images help

prospective customers envision themselves immersed in a positive, vibrant, and family-oriented dining experience.

The strategic selection of images that resonate with the target audience is instrumental in forging an emotional connection between potential customers and the brand. By presenting relatable and aspirational visuals, Greens & Grains aims to build trust and loyalty among its target audience. The photographs serve as powerful tools for communicating the brand's values and creating a lasting impression in the minds of customers.

5.2.9. Menu development

The menu development process for Greens & Grains focused on creating a unique and interactive experience that aligns with the brand's core concept. A distinctive feature of the restaurant is its non-standard menu, which offers customers the choice between ordering a ready-made meal or creating their own personalized salad. This approach empowers customers to tailor their dining experience to their preferences and reinforces the brand's commitment to promoting healthy eating habits.

To further enhance the interactive nature of the menu, each ingredient is visually depicted through illustrations. These illustrations showcase the variety of ingredients available and help customers make informed decisions when customizing their salads. The use of vibrant and enticing visuals adds to the overall appeal of the menu and entices customers to explore the available options.

The menu development process aimed to make the ordering experience at Greens & Grains fun and exciting for customers of all ages. The interactive and visually appealing menu design not only enhances the customer experience but also reinforces the brand's identity as a family-friendly establishment. The ability to create personalized salads and engage with the menu in a unique way creates a memorable dining experience for families and individuals alike.

It promotes a sense of exploration, encourages healthy choices, and fosters a positive and inclusive atmosphere within the restaurant.

5.2.10. Mockups

To effectively visualize the developed corporate identity of Greens & Grains, a series of mockups were carefully selected. These mockups served as valuable tools in showcasing how the brand's visual elements and design concepts can be applied to various items commonly used in a salad restaurant. By presenting the corporate identity in real-world contexts, the mockups helped bring the brand to life and provided a tangible representation of its visual identity.

One key area where the mockups were utilized was in packaging design. Mockups of salad containers, takeout bags, and other packaging materials were employed to demonstrate how the brand's logo, typography, and color palette could be seamlessly integrated into these essential items (Figure 29). These mockups showcased how the brand's identity could be consistently

represented across different packaging elements, reinforcing brand recognition and creating a cohesive customer experience.

Figure 29. Salad box mockup

Another essential aspect of the mockups was their application in business cards. The mockups allowed for the visualization of the brand's logo, typography, and color palette in a compact format (Figure 30). By incorporating these elements into business card mockups, the corporate identity was effectively communicated and enabled individuals to carry a tangible representation of the brand with them. The mockups ensured that the brand's visual identity was consistently conveyed across different touchpoints, fostering brand recognition and professionalism.

Figure 30. Business cards mockup.

Furthermore, mockups were utilized to visualize the brand's presence on digital platforms
(Figure 31). Examples include social media mockups that demonstrated how the brand's visual
identity could be translated seamlessly into the digital realm, ensuring consistency across online
platforms. By presenting the corporate identity in digital mockups, the brand's values, and design
concepts were effectively communicated to a wider audience.

Figure 31. Phone mockup.

In addition to packaging, business cards, and digital platforms, the mockups were also applied to other items commonly found in a salad restaurant. This could include mockups of signage, menu boards, uniforms, and tableware. By visualizing these elements in mockups, the brand's visual identity was extended to the physical environment of the restaurant, creating a cohesive and immersive experience for customers. These mockups allowed for the exploration of various design possibilities and ensured that the brand's identity was consistently represented throughout the customer journey.

By presenting the corporate identity in realistic contexts, the mockups provided a tangible representation of the brand's visual identity and ensured consistency across various touchpoints.

5.2.11. Brandbook

The brandbook serves as a comprehensive guide for maintaining the integrity and consistency of the developed corporate identity for Greens & Grains. It outlines the key elements that make up the brand's visual identity and provides clear guidelines for its application. The brandbook

ensures that all stakeholders involved in brand implementation, including designers, marketers, and employees, have a thorough understanding of how to effectively represent the brand.

The first section of the brandbook focuses on the logo. It provides guidelines on the correct usage, placement, and variations of the logo. This section includes specifications for the logo's sizing, color variations, and clear space requirements. By establishing these guidelines, the brandbook ensures that the logo is consistently represented across different platforms and materials, reinforcing brand recognition and professionalism.

The typography section of the brandbook details the fonts selected for the corporate identity. By establishing consistent typography guidelines, the brandbook ensures that all written materials, both online and offline, maintain a cohesive and visually appealing look. It also emphasizes the importance of legibility and readability to effectively communicate the brand's messages.

The color palette section of the brandbook outlines the primary and additional colors selected for the brand. It provides color codes, such as hex values, RGB, or CMYK, for easy reference. This section also includes examples of color combinations to guide designers in creating visually appealing and on-brand designs.

The graphic elements section of the brandbook focuses on the illustrations and other visual elements that are part of the brand's identity. It provides guidelines for the style, usage, and placement of these elements. This section emphasizes the importance of maintaining the brand's naive and uneven illustration style to evoke a friendly and unique atmosphere. Guidelines for the application of other graphic elements, such as images, are also provided to ensure visual consistency.

The mockups section of the brandbook showcases various applications of the corporate identity in real-world contexts. It includes examples of mockups for packaging, business cards, signage, and other brand materials. These mockups serve as visual references and provide guidance on how to apply the brand's visual elements to create a cohesive and engaging customer experience.

The mockups section helps maintain consistency across different touchpoints and reinforces the brand's identity.

The brandbook serves as a comprehensive guide for maintaining the integrity and consistency of the developed corporate identity for Greens & Grains.

5.3. Results and Outcomes

The development of the visual identity for Greens & Grains has resulted in a cohesive and engaging brand presence that effectively communicates the restaurant's core values and appeals to its target audience. Through meticulous research, and analysis, a unique and visually appealing brand identity has been crafted, reflecting the brand's mission of promoting health, sustainability, and community.

The developed visual identity successfully conveys the brand's friendly and healthy atmosphere. The playful and vibrant color palette, combined with illustrations of vegetables, seeds, lettuce leaves, and utensils, adds a sense of naivety and uniqueness to the brand. These elements work together to evoke positive emotions, joy, and a sense of freshness and emphasize Greens & Grains' commitment to providing nutritious meals.

The logo, with its playful and friendly typeface, serves as a strong visual representation of the brand. It effectively conveys the restaurant's values of health and good mood while ensuring recognizability and brand recall. The adaptive nature of the logo allows for its versatile use across different applications, including signage, packaging, business cards, and digital platforms.

The typography selected for the brand strikes a balance between playfulness and professionalism. The serif font used for headings and the Larken logo adds a touch of elegance and sophistication, while the sans-serif font for the body text of Lexend Deca enhances readability and maintains a modern and approachable feel. The careful consideration of typography ensures clear and consistent communication across various brand materials.

The color palette plays a vital role in the visual identity, effectively evoking the desired emotions and associations. The primary colors, including #F6CD53, #40885A, #FFF9D9, and #134C36, reflect the brand's values of freshness, health, and positivity. The additional colors, such as #FDD9CD, #F58B7E, #A56C46, #0248AD, and #D52029, add depth and versatility to the brand's visual representation, allowing for creative flexibility in illustrations and other visual elements.

The incorporation of illustrations throughout the brand's materials, including menus, packaging, and digital platforms, further enhances the visual identity. The illustrations of vegetables, seeds, lettuce leaves, and utensils, in their naive and uneven style, emphasize the family-friendly atmosphere and set Greens & Grains apart from competitors. The illustrations provide visual cues for customers, guiding them through the ordering process and enhancing the overall dining experience.

Overall, the developed visual identity for Greens & Grains has resulted in a compelling and cohesive brand presence. The combination of the logo, typography, color palette, graphic elements, and illustrations work harmoniously to convey the brand's values, promote a friendly and healthy atmosphere, and engage the target audience. The visual identity provides a solid foundation for brand recognition, differentiates Greens & Grains in the market, and reinforces its mission to offer fresh and nutritious meals in a welcoming environment.

6. Conclusion

6.1. Summary of the main findings and results

During the course of this thesis, two practical projects were undertaken to explore the role of graphic design in enhancing the brand identity and menu designs of restaurants. The projects focused on developing the corporate identity and menu design for two distinct types of restaurants: Scoops and Greens & Grains. This section will provide a summary of the main findings and results from each project.

The goal of the Scoops Ice Cream project was to create a visually appealing brand identity and menu design for a youth-oriented ice cream parlor. Extensive research has been conducted, including design trend analysis, competitor analysis, and literature review. The resulting visual identity included a playful and colorful logo design that reflected the core message of the brand - Build Your Taste. The design of the menu was focused on variability and the ability to choose the taste and create your own unique ice cream.

The Greens & Grains project aimed to develop a brand identity and menu design for a family-friendly salad restaurant that catered to young adults, office workers, and families with children. Research methods such as analyzing design trends, competitor analysis, and literature review were utilized. The visual identity for Greens & Grains centered around promoting health, sustainability, and community. The playful and vibrant color palette, along with illustrations of vegetables and interactive elements in the menu design, contributed to creating a friendly and engaging brand experience.

In both projects, the findings revealed that a well-crafted visual identity and menu design can significantly enhance a restaurant's brand image and customer experience. The use of appropriate typography, colors, illustrations, and graphic elements played a crucial role in conveying the intended messages and evoking desired emotions. The research and analysis conducted provided valuable insights into industry trends, customer preferences, and competitors' strategies, allowing for informed design decisions.

The practical outcomes of the projects were successful in achieving their respective goals. The developed visual identities for Scoops Ice Cream and Greens & Grains Salad effectively communicated the brand values, evoked positive emotions, and appealed to their target audiences. The menu designs for both restaurants were designed to be engaging and user-friendly, guiding customers through the ordering process and enhancing their overall dining experience.

Overall, this thesis work demonstrated the significance of graphic design in enhancing brand identity and menu designs for restaurants. The projects highlighted the importance of thorough research and analysis, creative ideation, and careful execution in creating a visually cohesive and appealing brand presence. By understanding the target audience, industry trends, and competitors' strategies, the developed visual identities and menu designs were able to stand out and create a memorable and positive brand experience for customers.

The findings from this thesis contribute to the field of graphic design and provide practical insights for restaurant owners, designers, and marketers. The principles and strategies employed in the projects can serve as a foundation for future restaurant branding and menu design endeavors. As the restaurant industry continues to evolve, it is essential for businesses to leverage the power of graphic design to differentiate themselves, engage their target audience, and create a lasting impression in the minds of customers.

In conclusion, by understanding the target audience, conducting thorough research, and implementing creative design strategies, restaurants can effectively communicate their brand values, evoke emotions, and engage customers in a competitive market.

6.2. Implications for the field of graphic design and branding

The findings and outcomes of this thesis have significant implications for the field of graphic design and branding, particularly in the context of the restaurant industry. By examining the role of graphic design in enhancing the brand identity and menu designs of restaurants, valuable insights have been gained into the importance of visual communication, brand consistency, and customer engagement.

One of the key implications is the emphasis on thorough research and analysis as a foundation for effective graphic design and branding. The projects conducted in this thesis demonstrated the significance of understanding industry trends, customer preferences, and competitors' strategies in creating impactful visual identities and menu designs.

Another implication is the value of creative ideation and strategic execution in developing a compelling brand identity. By carefully considering typography, color palettes, illustrations, and graphic elements, designers can effectively communicate the brand's values, evoke desired emotions, and differentiate the restaurant in a competitive market.

The findings highlight the importance of enhancing the customer experience through visual design. A well-crafted brand identity and menu design can not only attract customers but also guide them through the ordering process, evoke positive emotions, and create a memorable dining experience.

Graphic design and branding play a crucial role in differentiating restaurants from their competitors. Through the use of unique visual elements, creative concepts, and innovative design strategies, restaurants can stand out in a saturated market and gain a competitive advantage.

The field of graphic design and branding is constantly evolving, and it is essential for designers and marketers to stay updated with the latest trends and adapt their strategies accordingly. This thesis work highlights the importance of staying current with design trends and embracing adaptability to effectively meet the evolving needs and preferences of customers.

The visual identity and menu designs of a restaurant significantly influence consumer perception. A well-designed and visually appealing brand can create a positive impression, evoke trust, and attract a loyal customer base. Conversely, poor design choices can convey a negative image and hinder customer engagement.

The projects undertaken in this thesis demonstrate the importance of an integrated approach to design. By aligning the visual identity with the brand's values, target audience, and overall marketing strategy, designers can create a cohesive and impactful brand experience that resonates with customers.

The field of graphic design and branding offers ample opportunities for collaboration and innovation. The projects in this thesis explored various creative possibilities, including

illustrations, interactive elements, and adaptive logos. This highlights the potential for designers to collaborate with other professionals and leverage emerging technologies to create unique and engaging brand experiences.

The implications of this thesis provide practical guidance for designers and marketers in the restaurant industry. By incorporating the principles and strategies identified in this research, professionals can create visually compelling and effective brand identities and menu designs that resonate with their target audience and contribute to business success.

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8.   Appendices (visual identity projects)

8.1 Project 1

Scoops

Brandbook

What is Scoops?

Scoops is an ice cream shop that caters to young people and students, with several locations situated near universities. The brand focuses on offering high-quality ice cream made from fresh ingredients, unique flavors, and a fun and inviting atmosphere.

Main Mission of the Company:
Scoops' mission is to provide a memorable and enjoyable ice cream experience to young people and students, encouraging them to create lasting memories with friends and family while enjoying their delicious treats.

Message the Brand Should Convey:
The Scoops brand should convey a sense of fun, energy, and youthful spirit. It should represent a place where customers can come to relax and have a good time, enjoying high-quality ice cream with friends.

Brand Values:
Scoops' brand values should include quality, freshness, fun, and community. The brand should prioritize using fresh, high-quality ingredients in its products and creating a fun and inviting atmosphere for customers. Additionally, Scoops should focus on building a strong sense of community around its brand, encouraging customers to create lasting memories with friends and family.

Target Audience of the Brand:
The target audience for Scoops is young people and students, primarily between the ages of 18-24. These individuals are looking for a fun and affordable place to enjoy high-quality ice cream with friends and family. They value experiences over material possessions and are always looking for new and exciting ways to make memories with loved ones.

Concept

Scoops is a modern ice cream brand whose main target audience is young people and students.

The Scoops brand concept is to create a unique and engaging experience for customers through a menu building system that allows them to create their own customized ice creams. The brand's visual identity and message will focus on vibrant colors, graphic elements, and a sense of adventure and fun, attracting a target audience of young people and students.

The brand's visual identity will focus on bright and vibrant colors that appeal to the target audience of youth and students. In addition, graphical elements such as labels will be used to indicate the flavor of the ice cream pieces to make it easier for customers to choose their preferred ingredients. These tags will also serve as an effective branding element, helping to reinforce the brand's identity and values.

The brand's messaging will be centered around the concept of "build your taste" by creating your own personalized ice cream creations using a menu building system. This message will highlight the brand's commitment to providing consumers with a fun and interactive experience, as well as its commitment to using fresh and high quality ingredients.

Logotype

The Scoops logo is intended to reflect the fun and interactive nature of the brand's menu building system, as well as appeal to a target audience of youth and students.

The logo features an ice cream cone with a scoop of ice cream on top, rendered in a playful and stylized form. The logo is made up of separate parts that fit together to create an overall shape. This reinforces the concept of customization and personalization that is at the heart of the Scoops brand.

The brand name separates the cone and the scoop of ice cream. This not only adds visual interest to the logo, but also enhances the idea of customization and personalization by highlighting the individual elements that make up each ice cream.

Logotype variations

Logo with background

Typography

Lily Script One (Logo font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,;!?{[()]}«»

Lily Script One, is a playful script typeface that adds a touch of whimsy and personality to the brand. Its fluid and handcrafted appearance reflects the joy and creativity associated with the ice cream experience. The elegant curves and playful strokes of Lily Script One convey a sense of fun and youthful energy, aligning perfectly with Scoops' target audience and overall brand image.

Europa Nuova Regular (Body Text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,;!?{[()]}«»

Europa Nuova's geometric proportions and balanced letterforms create a sense of stability and professionalism, which are important qualities for delivering clear and concise information. The font's neutrality allows the content to take center stage, ensuring legibility and ease of reading.

Colors

The color palette consists of four distinct colors: Bubblegum Pink, Deep Teal, Creamy Yellow, and Rosy Pink. Each color has been carefully chosen to convey specific meanings, evoke desired emotions, and align with the brand's overall concept and target audience.

Bubblegum Pink (#FFCBFF) represents joy, sweetness, and playfulness.
Deep Teal (#007665) embodies freshness, depth, and a sense of adventure.
Deep Teal adds a touch of sophistication and modernity to the brand, appealing to young people and students seeking unique and memorable experiences.
Creamy Yellow (#FFFFCE) represents warmth, happiness, and the deliciousness of creamy ice cream.

HEX: #FFCBFF
RGB: 255/203/255
CMYK: 4/22/0/0

HEX: #007665
RGB: 0/118/101
CMYK: 88/32/65/16

HEX: #FFFFCE
RGB: 255/255/206
CMYK: 1/0/23/0

HEX: #FF99A9
RGB: 255/153/169
CMYK: 0/51/16/0

Patterns

The graphic elements chosen pattern are tags, rectangular shapes with rounded corners, which serve as a visually appealing and practical way to register different ice cream flavors.

The concept of building one's own taste is reflected in the customizable nature of the ice cream menu, where customers can mix and match flavors, cones, and toppings. The tags, with their distinct shapes and clear labeling, facilitate this process by visually representing the available options.

Menu idea

The constructor menu concept allows customers to create their own ice cream by selecting their preferred ingredients from a menu located on metal rings.

The four-part menu building system is designed to be interactive and easy to use, giving customers the freedom to create their own personalized ice cream creations. By rotating the metal rings, customers can select their desired ingredients and create their own unique ice cream cone or ice cream sundae.

The use of graphic elements such as tags is another innovative feature of this concept. These tags will be used to identify the different flavors of the ice cream pieces, making it easier for customers to select their preferred ingredients. The tags will also serve as an effective branding element, helping to reinforce the brand's identity and values.
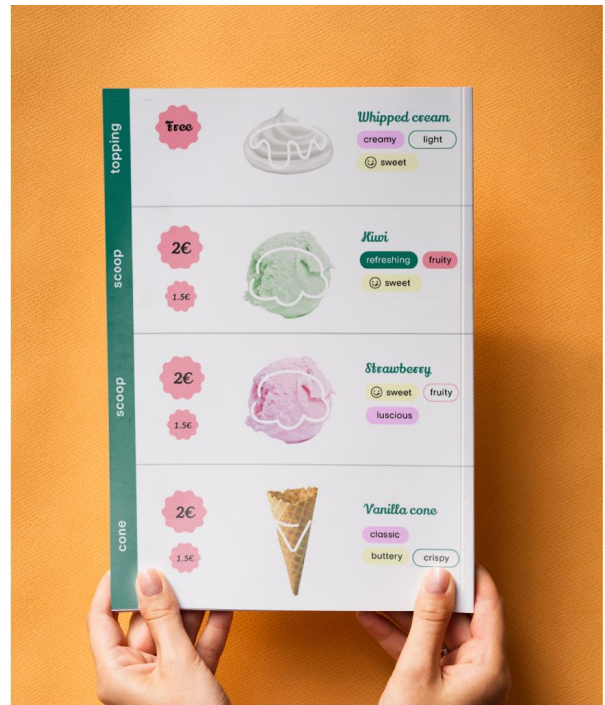
Mockups
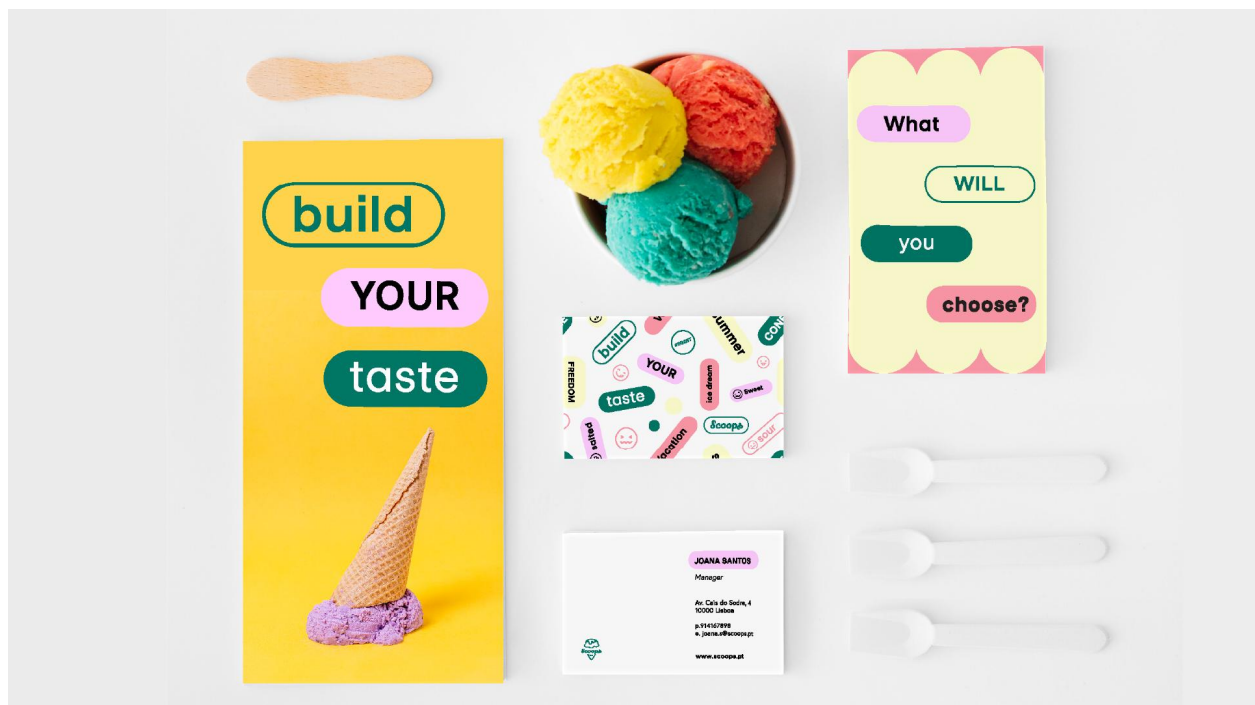
Thank you!

VALERIA KOKURINA

Greens&Grains

Brandbook

What is Greens&Grains?

Greens&Grains is a family-run restaurant that offers both ready-to-eat meals and the ability to create your own salad with a variety of ingredients. It is intended for young people, office workers and families with children. The goal is to create a friendly and healthy atmosphere for adults and children with the help of corporate identity at average prices.

Main Mission of the Company:
The core mission at Greens&Grains is to offer customers fresh and healthy meals while promoting a sustainable and environmentally friendly approach to food. Greens&Grains wants to make it easy for everyone to choose smart meals that are delicious and feel good.

Message the Brand Should Convey:
The visual style should reflect the brand values: health, fun, good mood, family. We want the brand to evoke positive emotions and be associated with joy, happiness, summer and fresh vegetables.

Brand Values:
At Greens&Grains, we prioritize health, sustainability, and community. We believe that by sourcing the freshest ingredients, promoting eco-friendly practices, and working with local suppliers, we can create a positive impact on both our customers and the environment.

Target Audience of the Brand:
Our target audience includes young adults under 35 y.o. and office workers looking for healthy and convenient meal options, as well as families with children who value healthy eating habits. We want to create a welcoming environment that caters to everyone's dietary needs.

Concept

Greens & Grains is a healthy food restaurant for young people under 35, office workers and families with children. The main concept of the restaurant is to visually convey a friendly atmosphere and the idea of healthy eating. The brand concept is based on the use of images of ready meals, people with positive emotions and various vegetables in the visual style. In addition, illustrations of vegetables and dishes are used in the brand's visual style to emphasize the uniqueness of the restaurant and its family atmosphere.

The non-standard menu emphasizes the main idea of the brand - customers can order both a ready-made dish and prepare a salad from the provided ingredients on their own. All menus are magnetic and customers can create their own salads using magnetic fruits and vegetables. Each ingredient is visually depicted in illustrations, creating an interactive and fun experience for customers.

Overall, Greens&Grains vision is to create a visually appealing and interactive brand that emphasizes healthy eating and a friendly atmosphere. Using bright colors, images of vegetables and positive imagery, the brand reflects a down-to-earth and welcoming atmosphere, while emphasizing the importance of proper nutrition.

Logotype

The brand's logo for Greens & Grains is a font-based logo. The chosen font, Larken, is friendly in appearance, which effectively portrays the main concept of the brand. The brand's visual style incorporates a significant number of illustrations. Therefore, opting for a simplistic font-based logo was a strategic decision to provide a balanced visual identity, while maintaining a certain level of consistency between all brand assets. The logo is designed to reflect the brand's message of healthy and friendly eating in an elegant and straightforward manner.

Overall, the simple typography logo appeals to the brand's target audience and reinforces the idea that good nutrition can be accessible for everyone.

greens&grains

Logotype variations

PRIMARY LOGO

greens&grains

SECONDARY LOGO

greens &grains

SUBMARK

g&g

Logo with background

greens &grains

greens &grains

greens &grains

greens &grains

Typography

Larken (Headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,;!?{[()]}«»

Lexend Deca Light (Body Text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,;!?{[()]}«»

The Larken font is used for headings and the logo. The choice of this typeface is in line with the brand's desire to convey a welcoming and approachable vibe. The clean lines and simplicity of the font create a sense of modernity and elegance while maintaining a playful and carefree tone.

The body text of Greens & Grains is set in a sans-serif typeface called Lexend Deca. This font was chosen for its clean and modern look and feel, providing excellent readability for long text passages. The geometric shapes and balanced proportions of Lexend Deca create a harmonious visual rhythm throughout the body text.

Colors

This color palette should represents the main identity of Crains&Greens, and be use in most of the occasions.The color palette is carefully chosen to evoke a sense of freshness, vibrancy, and positivity.

HEX: #F6CD53
RGB: 246/205/83
CMYK: 3/18/78/0

HEX: #40885A
RGB: 64/136/90
CMYK: 77/25/79/9

HEX: #FFF9D9
RGB: 255/249/217
CMYK: 0/1/17/0

HEX: #134C36
RGB: 19/76/54
CMYK: 87/43/80/45

SUPPLEMENTAL COLORS

These are colors that can be use for seasonal purposes to supplement the key colors, to mix into visual content creation or to sprinkle into packaging or print media. Various vibe can be created depending on the combinations of them.

HEX: #FDD9CD
RGB: 253/217/205
CMYK: 0/17/15/0

HEX: #F58B7E
RGB: 245/139/126
CMYK: 0/56/43/0

HEX: #A56C46
RGB: 165/108/70
CMYK: 29/59/78/13

HEX: #0248AD
RGB: 2/72/173
CMYK: 97/80/0/0

HEX: #D52029
RGB: 213/32/41
CMYK: 10/100/97/2

Illustrations

Illustrations play an important role in the visual identity of Greens & Grains. Specially designed illustrations of vegetables, seeds, lettuce and utensils were created to reflect the family atmosphere of the brand and differentiate it from the competition.
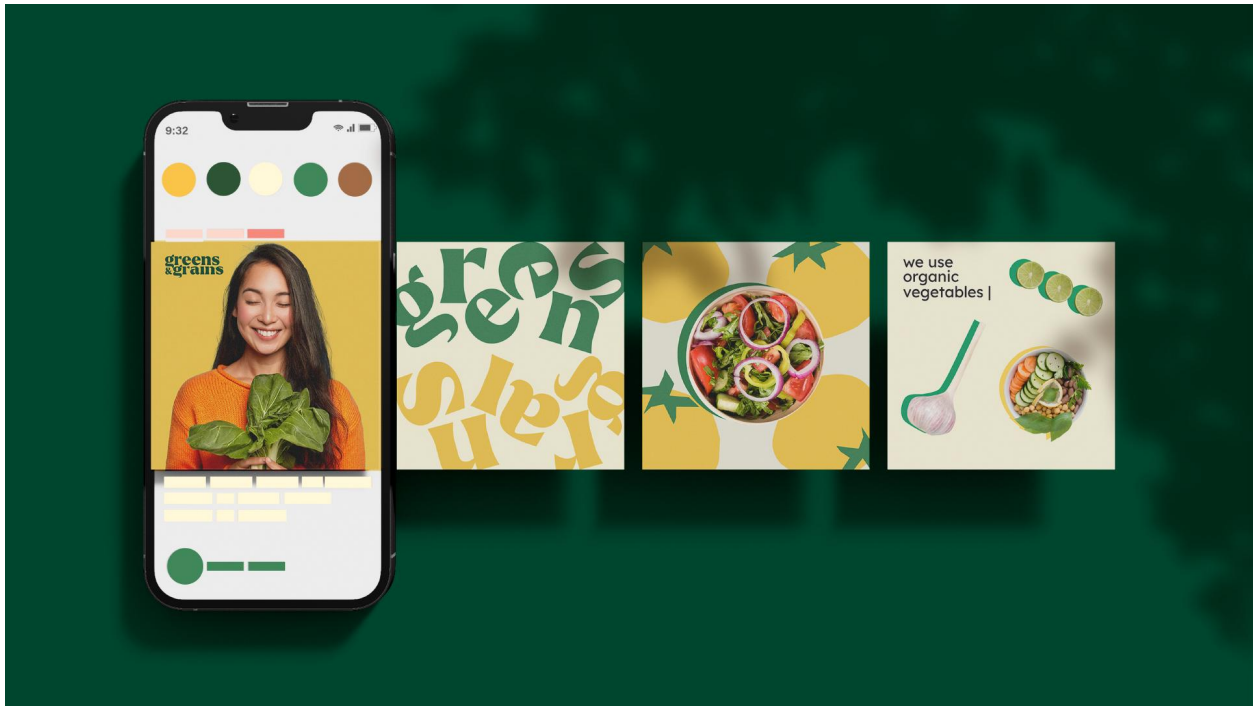
The illustrations are done in a naive and jagged style, which adds playfulness and authenticity to the overall brand aesthetic.
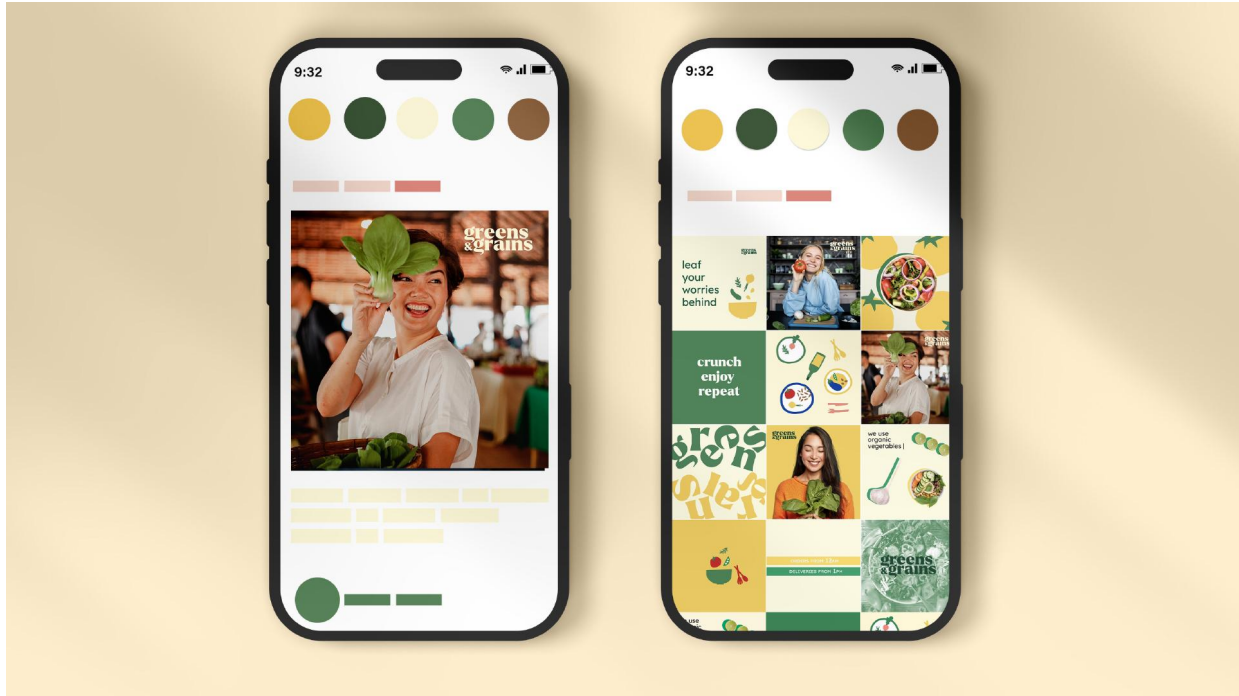

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Mockups

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Thank you!

VALERIA KOKURINA