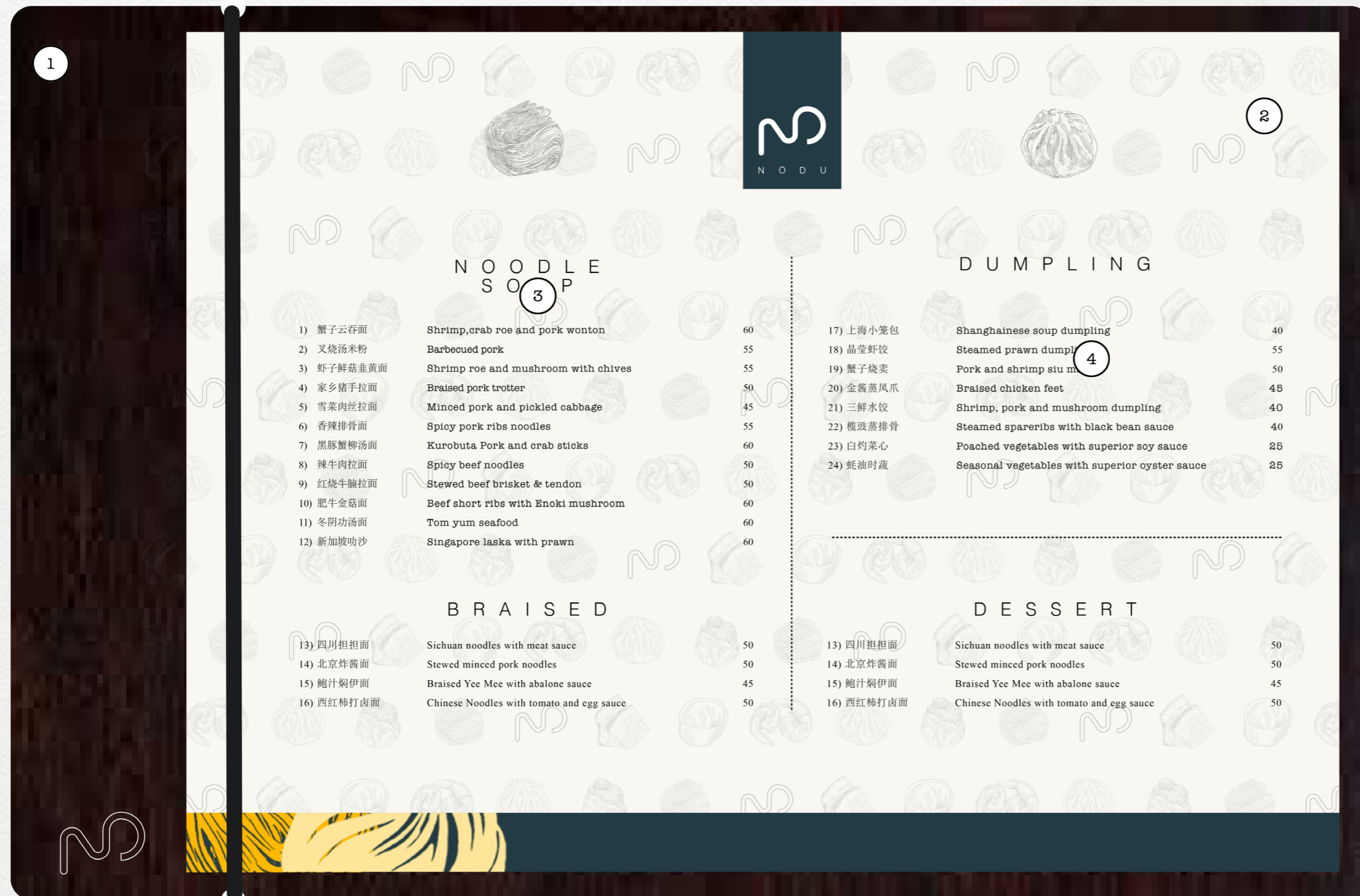


Branding Menu

The Menu cover design is inspired by the traditional Asian craft of bookbinding. By using a handcrafted stick that is secured with an indigenous rope material helps to emphasize the Asian character of the brand. The cover graphic is a minimalistic monochrome design with a tab page that pops out on the side to allow for easy page navigation.

1. DARK TIMBER MENU HOLDER
2. MENU PAPER OFF WHITE WITH COLOR THICKNESS 250 GRAM OR ABOVE
3. HEADLINE TYPEFACE HELVETICA NEUE LIGHT
4. BODY TYPEFACE AMERICAN TYPEWRITER (OR OTHER TYPEWRITER FONT FAMILY)
5. GRAPHICS FOR BACKGROUND PATTERN



210 mm

300 mm

5

