

The Restaurant Challenge

Requirements / Team Responsibilities

Requirements	Responsible Party	Completed date
name	All Team Members	
color scheme	All Team Members	
font choices	All Team Members	
logo concepts	All Team Members	
logo - finalization		
logo guidelines		
menu		
uniforms/t-shirt		
marketing poster (11 x 17)		
takeout packaging		
storefront concept		
cohesive presentation (in InDesign)		
presenter/s		

The Restaurant Challenge

Requirements / Team Responsibilities

Logo: Must appear in color and black & white.

Logo guidelines: must include logo in both color & black & white, colors used with pms #s, font/s, and size restrictions.

Menu: to be in full color, completely formatted, no spelling errors, includes prices, descriptions, and themed to go with overall restaurant concept.

Uniforms/t-shirt: design & develop a uniform for your employees. Create a visual of an employee wearing the uniform to be included in the presentation.

Marketing poster: this is to introduce your new business. This would be hung around town, at the chamber of commerce, and locally to introduce your new restaurant. It should include the text "Coming soon", it needs to be 11 x 17 vertical, and it needs to be in full color and themed to match your overall concept.

Takeout packaging: this can include the bags and the containers, even drink cups. The theme should match the overall theme of your restaurant.

Storefront concept: should give us an idea of what your business would look like from the street. Is there a sign, awning, window graphic, etc? The theme should match your overall concept.

Cohesive presentation: everything should be contained in an InDesign document. Team members can save their documents as .pdf, or .jpg to be included in this document. One person should be in charge of it and its formatting. It should look professional, be organized, have consistent labels, and there should not be any spelling errors.

Presenters: you will present your overall idea to a panel that will decide who to ultimately fund. good luck!