

GRAPHIC DESIGN
CAPSTONE

veggiesaurus

Drive-Thru Restaurant
Branding



ANTONIA COOKE

Project Description

My Graphic Design Capstone project is aiming to create a brand identity with a set of deliverables that will help establish a fictional drive-thru restaurant that aims to change how healthy food is readily available to vegetarians and those who want a healthier lifestyle.

This subject was chosen because fast food chains are known for their quickness, consistency, convenience and is an alternative to home cooked meals on a lazy day and thus, is one of the contributors to the rise of obesity and poor health problems in the United States. What if a healthier alternative was just as easily accessible to people as fast food? Could it help people make healthier choices?



Research

Research says “that though consumers are arguably busier than ever before, the drive-thru is no longer as vital a service for many American families.” According to a report from The NPD Group, drive-thru volumes dropped by 128 million visits between May 2014 and May 2016 (compared to a 69 million boost to the number of delivery orders).

It is not the service times and food prices of the drive-thru restaurant that has brought the numbers down, but has more to do with food quality and nutrition. Consumers are becoming more health conscience and they want healthier options for themselves and for their children.



Target Audience

Veggiesaurus aims to bring healthier, organic, local and nutritional food to all audiences.

With the average household income being \$52,000, health and great food should be affordable for all.



Objective

The primary objective and goal is to position the brand not only as a “fast food” restaurant, but as a solution that will cater to the convenience and fast lifestyle of the average American consumer. This concept is serving nutritious alternatives and turning the drive thru’s unhealthy reputation into an entirely new meaning.



Single Minded Proposition

Transforming the Meaning of Fast Food



Substantiation

Because Nutrition Can Be Quick, Consistent, and Convenient.



Key Response

As a result of advertising, we want consumers to know that Veggiersaurus offers organic, nutritional and healthy food for their health conscience minds. By making healthy meals quick, consistent and convenient, we are changing the way fast food is perceived hopefully enrich healthy lifestyle of the American household.





Deliverables

The deliverables to support the branding:

Website

Magazine Ad

Standards Guide

Stationery

Packaging

Billboard Ad

Uniform

Web Banners

Menu

Signage

Logo

Giveaway (Key chain)



Timeline: Website



Timeline: Magazine Ad



Timeline: Standards Guide



Timeline: Web Banners



Timeline: Packaging



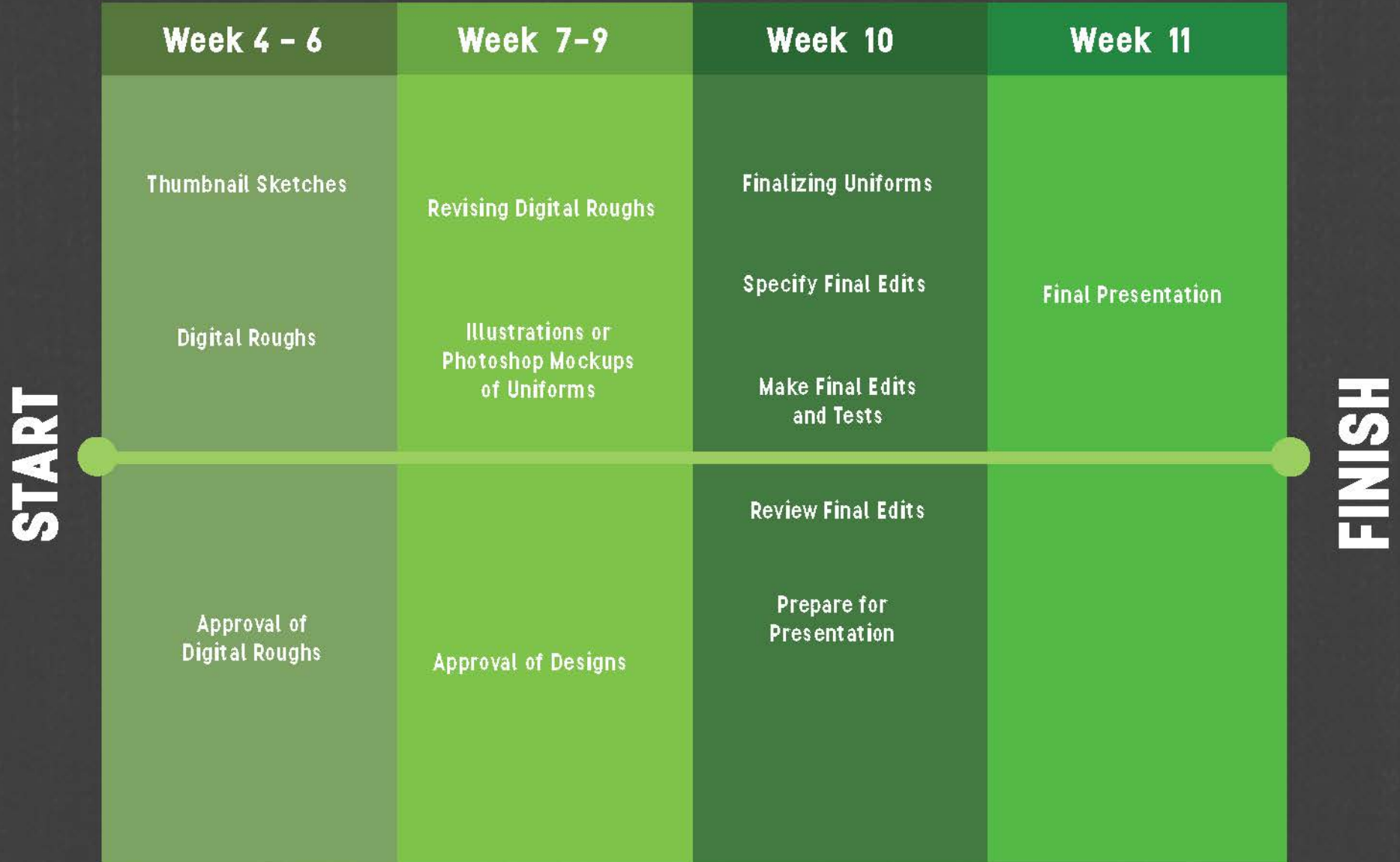
Timeline: Menu



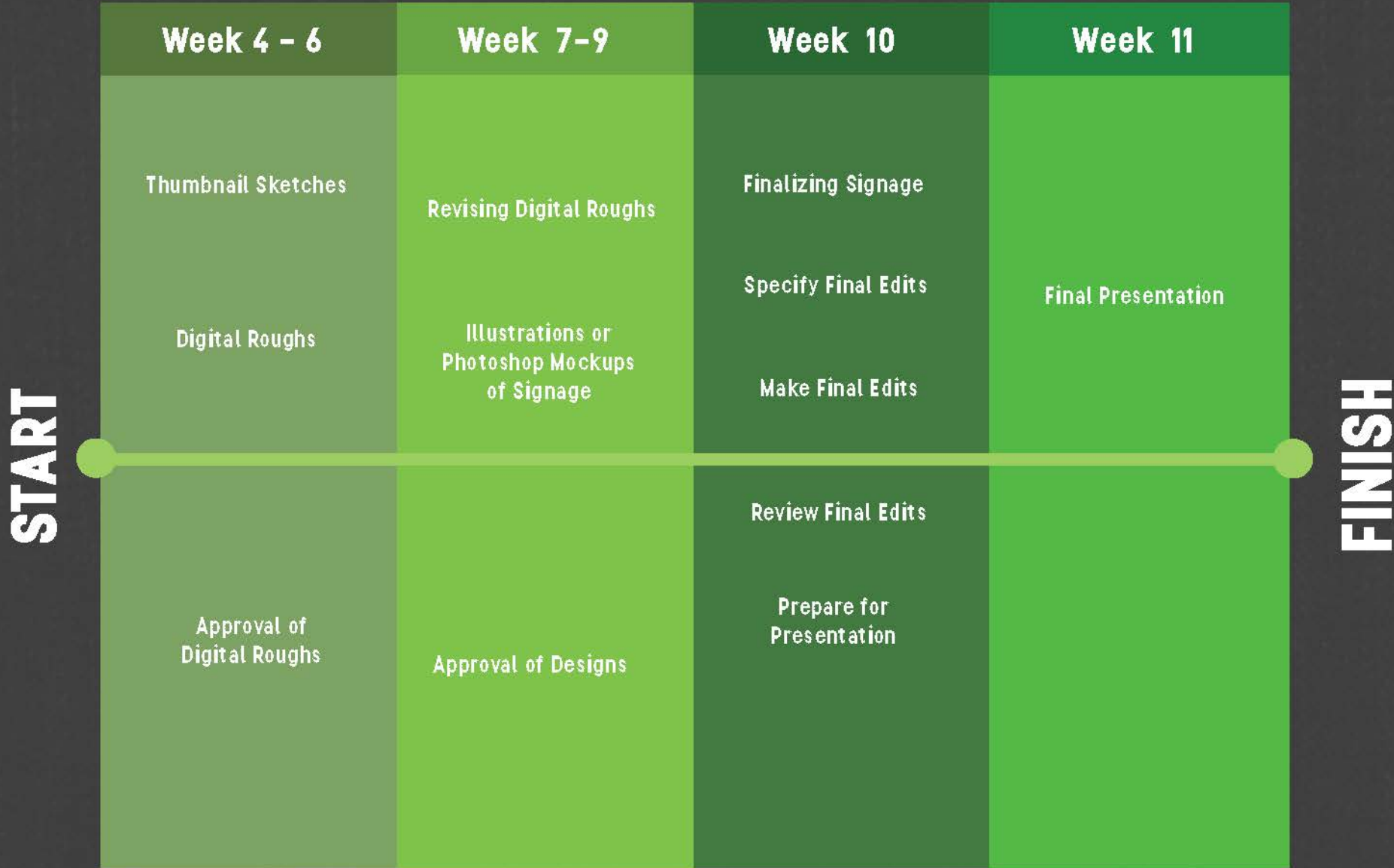
Timeline: Billboard Ad



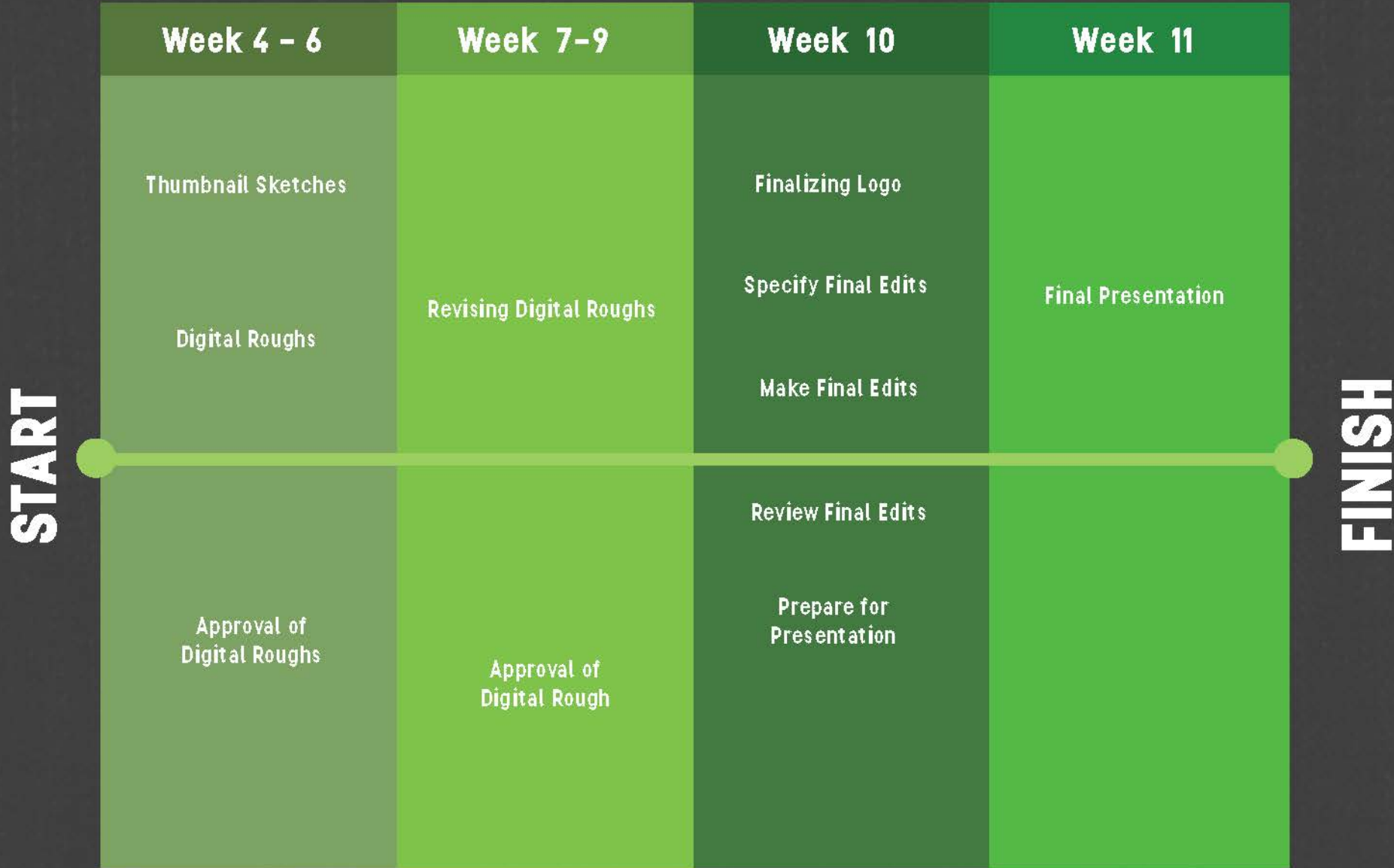
Timeline: Uniform



Timeline: Signage



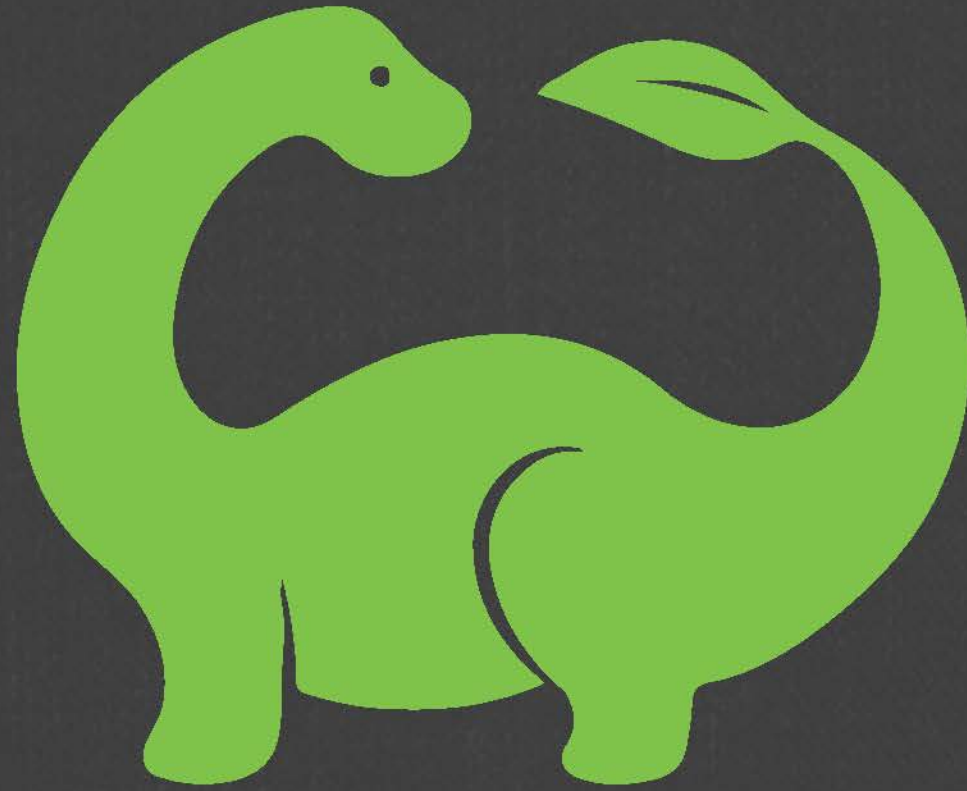
Timeline: Logo



Timeline: Stationery



Logo



veggiesaurus



Menu



(Front)



(Back)





veggiesaurus

M E N U



veggiesaurus

M E N U

Main Dishes



Lemon Fish \$10

Veggie Burger^{ve} \$5

Vegetarian Pad Thai^{ve} \$9

Special Dishes



Carrot & Black Bean
Crispy Tacos^{ve} \$5

Spicy Cilantro Shrimp \$10

Berry Parfait^{ve} \$4

*All our ingredients are locally organic grown, free of preservatives, food coloring and GMO free. Gluten free items available upon request.

Hot Drinks



Coffee \$3

Tea \$3

Hot Chocolate \$2

Cold Drinks



Smoothie \$5

Iced Tea \$3

Iced Coffee \$3

Thank You

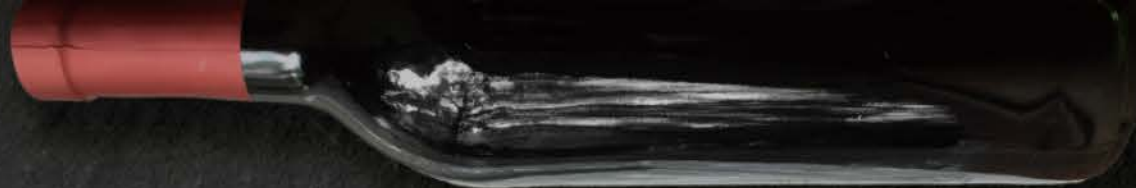
Dine In: 8:00AM - 10:00AM

Mon. - Sun.

Drive-Thru: 24 hours

(323) 379.4172

Vegetarian 



Stationery



2788 Adams St.
Los Angeles, CA 90008
Phone: (323) 379.4172
www.veggiesaurus.com

October 21, 2016

M. Calderon
Human Resources
1111 Tampa St. Suite 107
Los Angeles, CA 90008

Dear M. Calderon

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nec nibh arcu. Nullam leo elit, laoreet et mattis non, volutpat sit amet sem. Vivamus sodales, elit et hendrerit mollis, dolor orci ultrices felis, vel feugiat nulla lectus a tortor. Nunc a erat varius, bibendum libero eu, dignissim erat. Duis eget egestas ipsum, eget egestas arcu. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed et sem facilisis, faucibus tellus ut, euismod urna. Fusce venenatis vehicula sapien, vitae accumsan neque.

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Sincerely,



Antonia Cooke




(Letterhead)


(Envelope)



2788 Adams St. Los Angeles, CA 90008
Ph: (323) 379.4172 Fax: (323) 379.4272
Email: name@email.com
www.veggiesaurus.com



First N. Lastname
Manager



2788 Adams St.
Los Angeles, CA 90008
Ph: (323) 379.4172
Fax: (323) 379.4272
Email: name@email.com
www.veggiesaurus.com

(Business Card)





veggiesaurus

October 21, 2006

M. Calderon
Rincon Boulevard
1011 Tampa St, Suite 101
Los Angeles, CA 90006

Dear M. Calderon

Lorem ipsum dolor sit amet, consetetur elipiscing elit. Nam nec nibh nisl. Lorem et
metris nec, volutpat sit amet, consetetur elipiscing elit. Nam nec nibh nisl. Lorem et
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et sem faucibus, faucibus
Lorem ipsum dolor
maugis nulla feugiat a tortor
egit egestas ac eu. Vestibula
et sem faucibus, faucibus
egestas et. Donec non nisl.

Sincerely,
Antonia Cooke
Antonia Cooke

2766 Adams St,
Los Angeles, CA 90006
Phone: (323) 376-6772
www.veggiesaurus.com

veggiesaurus

2766 Adams St, Los Angeles, CA 90006
Ph: (323) 376-6772 Fax: (323) 376-6772
www.veggiesaurus.com





First N. Lastname
Manager

2788 Adams St.
Los Angeles, CA 90008
Ph: (323) 379-4172
Fax: (323) 379-4272
Email: name@email.com
www.veggiesaurus.com

Magazine Ad

EAT SOMETHING
GOOD 
WITHOUT FEELING
BAD



Fast Food Without The Transfat.

Food is fuel for your body. It has a direct impact on how you feel as well as on your overall health. We're passionate about providing wholesome, quality nutritious meals that aims to change how healthy food is readily available to you.

treat yourself well



EAT SOMETHING
GOOD
WITHOUT FEELING
BAD



Fast Food Without The Transfat.

Food is fuel for your body. It has a direct impact on how you feel as well as on your overall health. We're passionate about providing wholesome, quality nutritious meals that aims to change how healthy food is readily available to you.

treat yourself well


veggiesaurus
veggiesaurus.co

iPhone 6s and 6s Plus debut 3D Touch displays

APPLE REINVENTS THE MULTITOUCH DISPLAY FOR ITS NEW IPHONES
By Caitlin McGarry

Apple's new iPhones don't look a whole lot different from last year's models, but the iPhone 6s and 6s Plus have a next-generation multi-touch display that you use a touchscreen.

CEO Tim Cook said the iPhone 6 is the company's most successful iPhone ever. How to top that? Well, the 4.7in iPhone 6s and 5.5in 6s Plus will have 3D Touch displays that are similar to the Apple Watch's Force Touch. A press will now unlock shortcuts in the apps you use every day, like Messages, Mail, Instagram, and more.

When you lightly press on an app on your home screen, a short list of shortcuts will pop up. For instance, using Force Touch on the camera icon will pop up a selfie shortcut. Facebook is using the feature to allow you to check in to a

place or post a new status straight from your home screen.

Within an app, a light press will give you a preview of content you're trying to see without opening it, such as an email or a photo. You can also preview web links, an address in Maps, or a calendar view from a day and time without actually launching Safari, Maps or Calendar. This quick look feature will drastically reduce the time spent switching between apps, although iOS 9 also has a new app-switching feature that makes it simple to get back to the app you were in.

Apple calls these new gestures "peek and pop" and "quick actions".

A camera for the selfie generation

The iPhone's camera system is getting an overhaul that includes a 12Mp rear camera sensor, a 5Mp FaceTime camera, with Retina flash for low-light recording, support for 4K video-recording.

Schlier promised the new camera sensors won't degrade your photos' image quality.

One of the coolest new iPhone features is Live Photos, which some have compared to animated GIFs, but are really so much more.

When you take a photo with the 6s or 6s Plus, the iPhone camera will also capture the moments before and after that still image was taken. When you press on the photo, you'll be able to see those few seconds, which will make your images seem alive - more like cinemagraphs than GIFs. And, of course, you'll be able to use those Live Photos as your Apple Watch face with watchOS 2.



Both models are made of Apple's 7000 series aluminum alloy, the same stuff the Apple Watch is made of. The 6s and 6s Plus also have a stronger glass, and will come in Rose Gold, in addition to Silver, Gold, and Space Grey. They also feature Apple's new A9 chip, now embedded with Apple's M9 motion coprocessor.

Availability and price


Apple's new iPhones are available to preorder now, though they don't go on sale until September 25. Below is a list of UK prices.

16GB iPhone 6s: £539
64GB iPhone 6s: £599
128GB iPhone 6s: £699
16GB iPhone 6s Plus: £599
64GB iPhone 6s Plus: £699
128GB iPhone 6s Plus: £799

OCTOBER 2015 - MACWORLD 7

Billboard Ad



200 calories
never looked so good. 

treat yourself well





200 calories
never looked so good.



treat yourself well

Uniform



Web Banners



IT'S TIME TO TREAT
YOURSELF **WELL** 

[CLICK TO ORDER](#)




veggiesaurus
veggiesaurus.com



NO, IT WON'T GO
TO YOUR THIGHS 

[CLICK TO ORDER](#)



veggiesaurus
veggiesaurus.com



EAT SOMETHING
GOOD 
WITHOUT FEELING
BAD
(treat yourself well)

[CLICK TO ORDER](#)



veggiesaurus
veggiesaurus.com



- Antonia Cooke
- Edit Profile
- FAVORITES
- News Feed
- Messages
- Events 1
- Shops
- Saved 20+
- Buy and Sell Groups
- APPS
- Live Video
- Games 3
- On This Day
- Candy Crush Saga 3
- Photos
- Suggest Edits
- Games Feed 20+
- FRIENDS
- Close Friends
- Family
- The Art Institute of ...
- San Bernardino, C...
- Music Changing Lj...
- GROUPS
- We're hiring!!! 20+
- I Love San Bernardino 20+
- Discover Groups
- Create Group
- INTERESTS
- Following
- EVENTS
- Light The Season
- One Year Annivers...
- Subscribed Events
- Create Event
- PAGES
- Pages Feed 20+
- Like Pages
- Create Page

What's on your mind?

Photo / Video Photo Album More...

Custom Post

Chester Kongou Banchou Gainer 19 mins · 🌐

mannnn These steaks I made are bussin!! Shout out to my momma for teaching me how to cook....she said these girls dont cook and man she wasnt lying LOOOL

#NoFemaleButAChefCookBetterThanMe
#SteaksOnFleek
#LOL

Like Comment Share

👍 😂 6

Tricia Y Rivera Lol what time is dinner??
Like · Reply · Just now

Chester Kongou Banchou Gainer at Edgar O'Clock
LOOOOOOOOOOL
Like · Reply · Just now

Write a comment...

Cara Skinner, Raykeisha Hodge and 2 other friends like this.

Sprout Sponsored

Oh kids... LIKE us for a little parent comic relief.



6 events this week

TODAY'S GAMES

LAL NOP 5:00pm	HOU UTA 6:00pm
CLE MIL 5:00pm	LAC BKN 4:30pm

TRENDING

- Millennium Tower
21K people talking about this
- Idina Menzel
12K people talking about this
- Miss Minnesota USA
10K people talking about this
- See More

SPONSORED Create Ad

Packaging



Mason Jar Labels



(Front)



(Lid)



Mason Jar



Signage

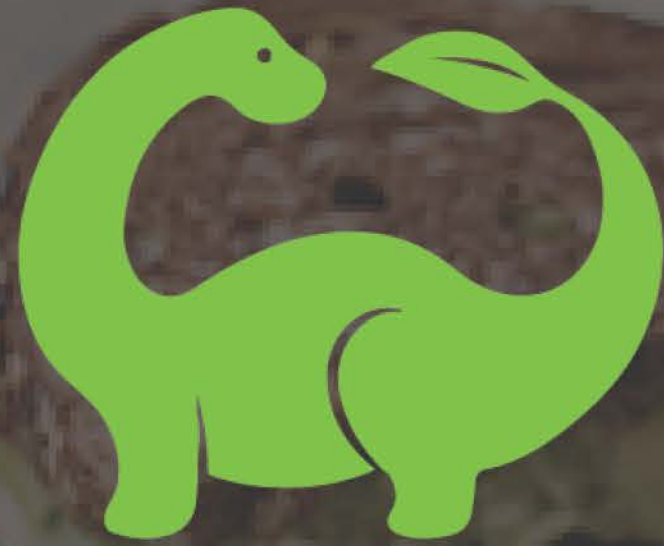


WELCOME

MENU

LOCATION

NEWS



veggiesaurus

TREAT YOURSELF WELL 

Connect





WELCOME

MENU

LOCATION

NEWS

ABOUT US

WELCOME!

We Are veggiesaurus

And we are transforming the meaning of fast food because we believe nutrition can be quick, consistent, convenient and delicious. Our goal is to change the way people view fast food by replacing it with food you can feel good about which can bring the best out of all of us. Our food is made with the freshest ingredients by people who care in a welcoming environment. Our ingredients are local as well as organic and non GMO.



MENU



Main Dishes



Drinks



Side Dishes



Pastries

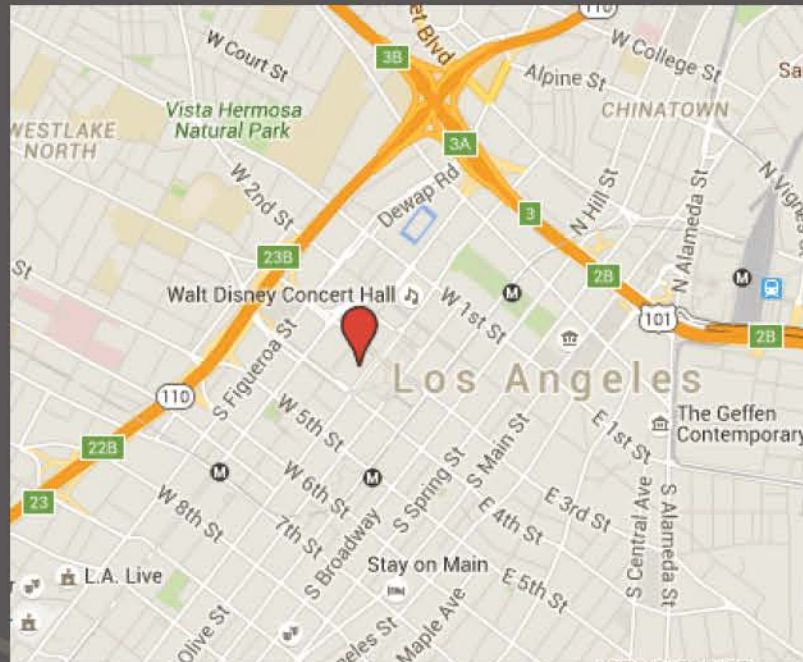
Navigate through
our entire menu! 🌿

*All our ingredients are locally organic grown, free of preservatives, food coloring and GMO free! Gluten free items available upon request.

LOCATION

PLEASE VISIT US! 🌿

Our Location



Contact Us!

Ph: (323) 379.4172

Email: veggiesaurus@gmail.com

Fax: (323) 379.4272

WE CATER!

[Click for more info!](#)

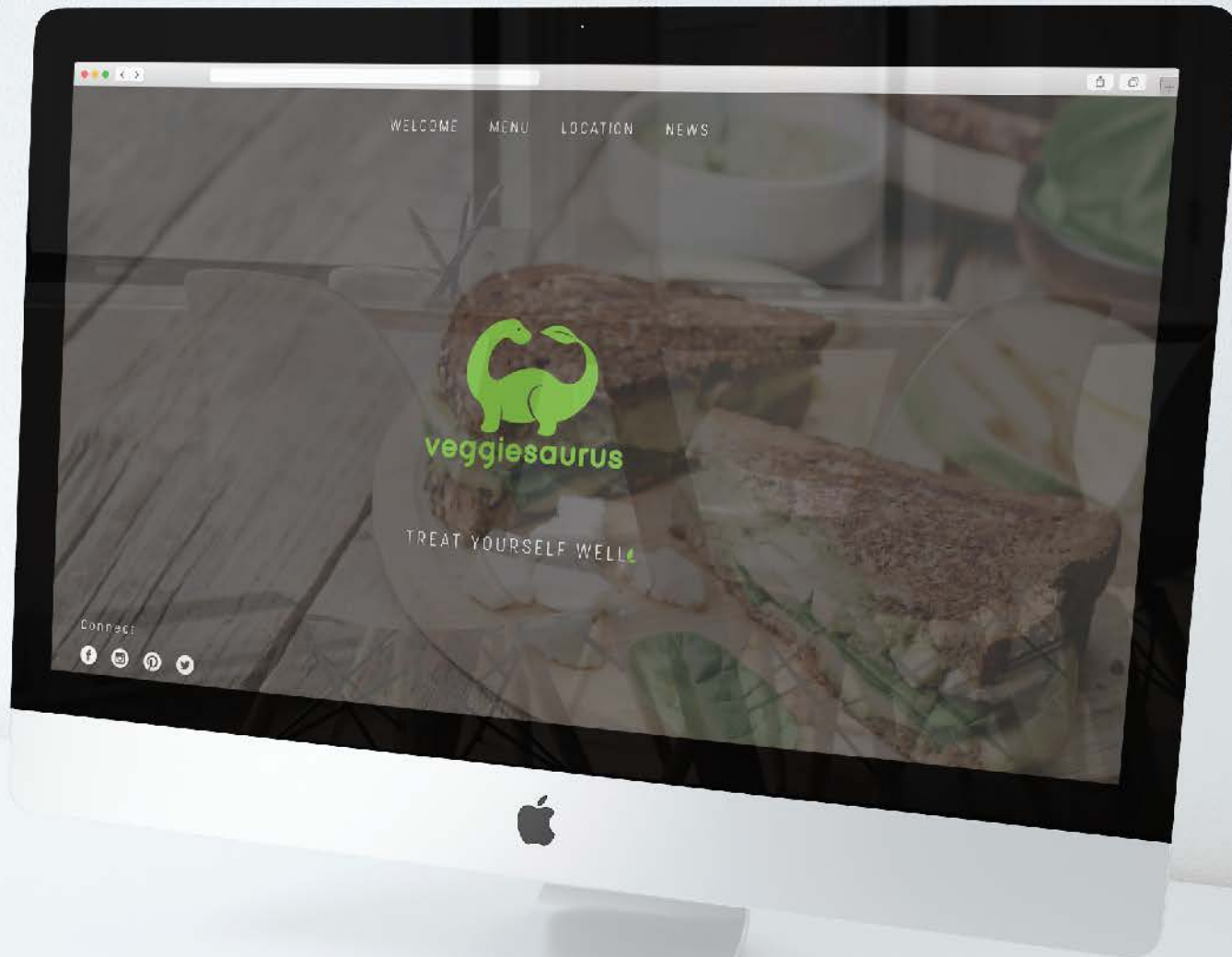
Daily Hours

Dine In: 8:00AM - 10:00AM

Mon. - Sun.

Drive-Thru: 24 hours







WELCOME

MENU

LOCATION

NEWS


veggiesaurus

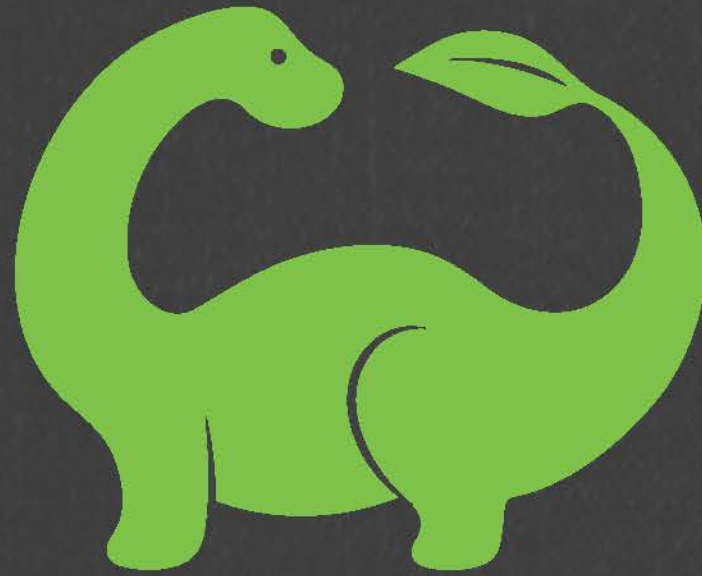
TREAT YOURSELF WELL

Connect



Key Chain (Giveaway)





veggiesaurus

STANDARDS GUIDE

Table of Contents

3. Brand Essence

4. Logo

5. Spacing

6. Minimum Size

7. Logo Color Variations

8. Logo Misuse

9. Logo Placement

10. Color Palette

11. Typography

12. Tagline



Brand Essence

The veggiesaurus brand promise directly addresses the customer's desire for fast, convenient and nutritious meals for themselves and their families. The veggiesaurus brand promises every customer: fast, reliable service with a smile and fresh produce in every meal.

The veggiesaurus brand is:

Reliable

We understand the busy lifestyle of the average American family. We cater to that lifestyle by providing fast and reliable service to our customers.

Fresh

Getting the best nutrition and ingredients from the earth to your plate is our top priority. We are well informed about our produce and ingredients. This helps to better assist our customers. Our produce is never coated with preservatives or food coloring.

Friendly

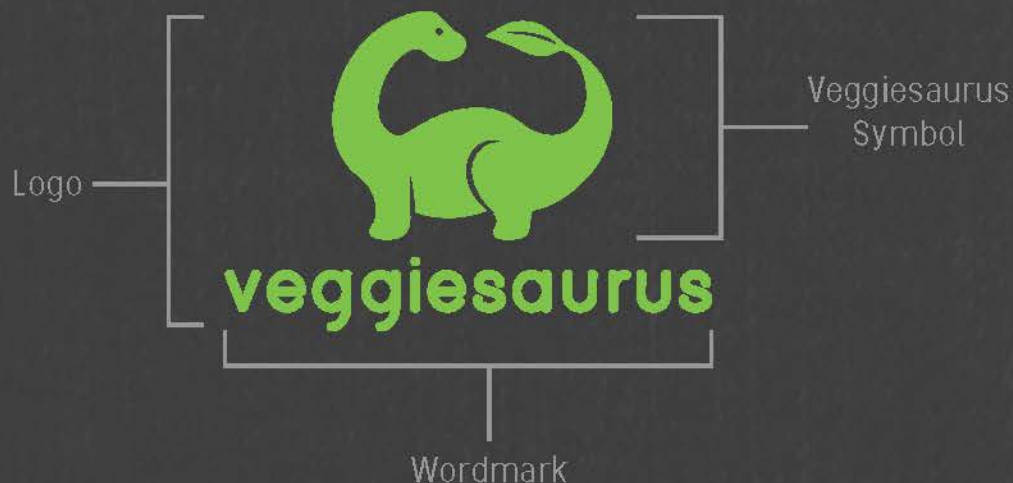
Our staff must be helpful, friendly and approachable. This is an important aspect to the identity of the brand. A smile will be the first trait our customers will see.



Logo

The veggiesaurus logo consists of two elements – the veggiesaurus symbol and the veggiesaurus wordmark. In the preferred version, the logo appears in “veggiesaurus Green”. In alternate versions, the logo is reversed out of the badge in “veggiesaurus Green”. The veggiesaurus logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand’s power.

Preferred Logo (Vertical)



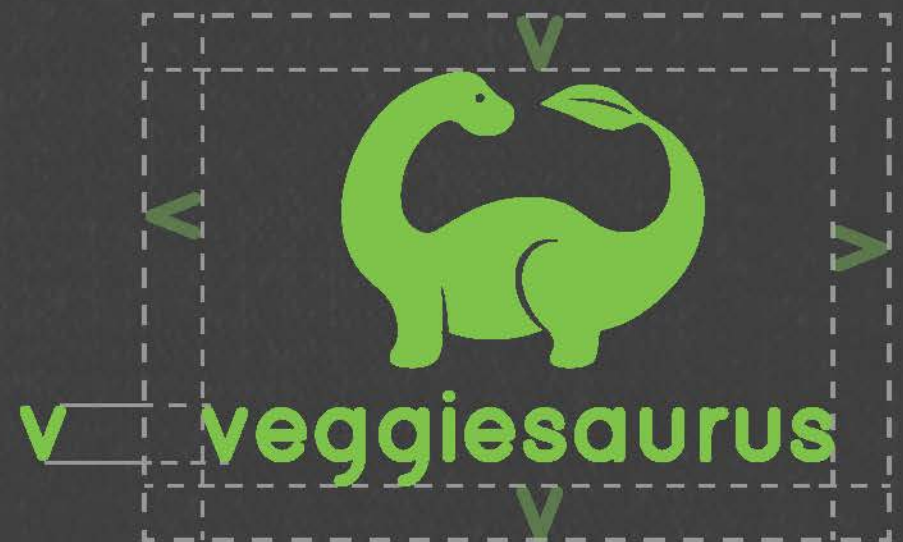
Alternate Horizontal Logo



Spacing

To preserve the veggiesaurus logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the veggiesaurus logo and the alternate horizontal logo is defined as the height of the "v" in the wordmark. The minimum clear space for the alternate vertical logo is twice the height of "v."

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



Minimum Size

The veggiesaurus logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the width of the veggiesaurus wordmark, which should not be reproduced in a size smaller than 1” in width for the preferred logo, 1.25” in width for the alternate horizontal logo, and 1” in width for the alternate vertical logo, as illustrated.



Logo Color Variations

The veggiesaurus logo should be reproduced in color whenever possible. For specific color values to use when reproducing the logo (spot or PANTONE®, 4-color process, RGB), refer to the Color Palette section. White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements.



Spot logo, 4-color logo, RGB logo – for use on white backgrounds or where there is sufficient contrast between the logo and the background for reproduction.

If color reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white out of a color background.

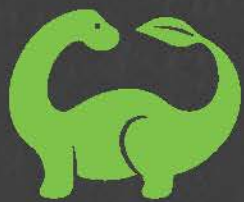


Full-reverse logo – for use when full-color reproduction is not an option or viable solution on dark or black backgrounds.



Logo Misuse

Incorrect use of the veggiesaurus logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the veggiesaurus logo. To ensure accurate, consistent reproduction of the veggiesaurus logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available.



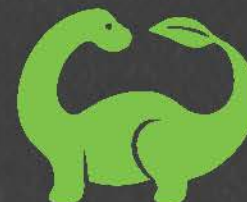
veggiesaurus

Don't typeset the wordmark.



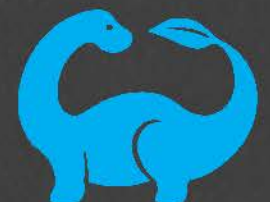
veggiesaurus

Don't use a pattern within the logo.



veggiesaurus
drive-thru

Don't combine the logo with other text.



veggiesaurus

No unauthorized color changes.



veggiesaurus

No size changes.



veggiesaurus

Don't stretch the
logo disproportionately.

veggiesaurus



Don't rearrange
elements of logo.

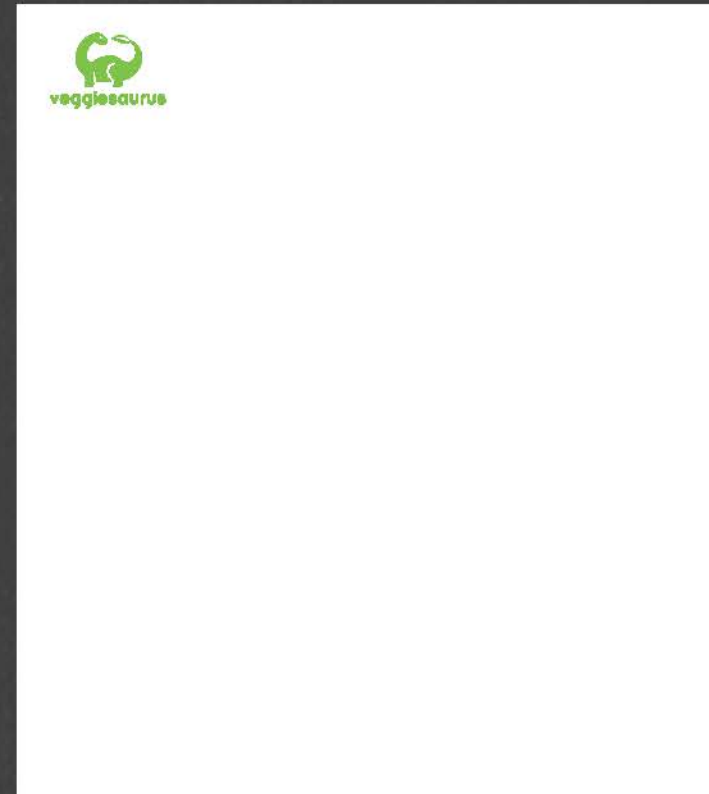
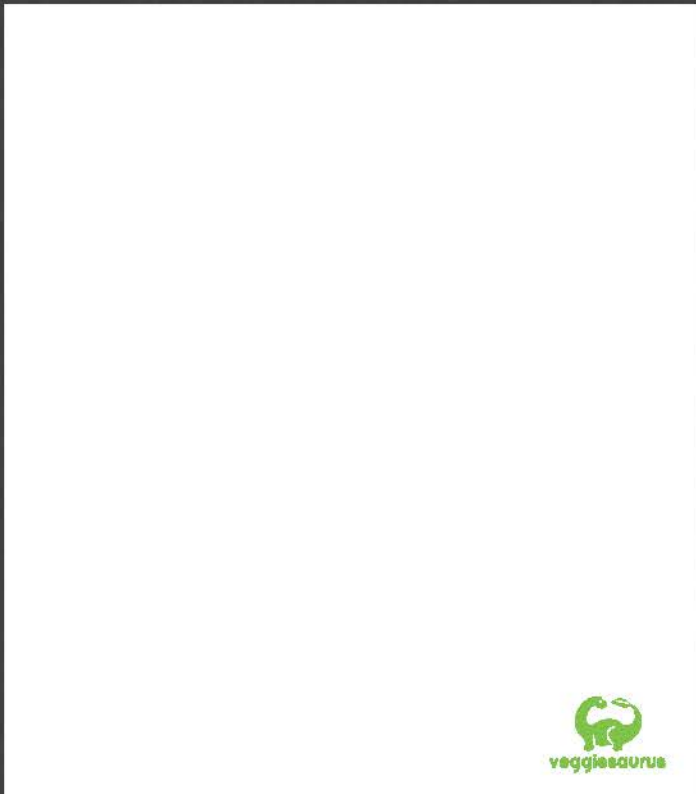


No excluding elements.



Logo Placement

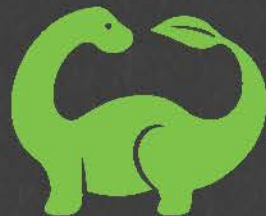
Whenever possible, the veggiesaurus logo should appear in the lower right-hand corner, in full color, on a white background. Consistent placement in this location on communications materials helps build awareness of the veggiesaurus brand.



Color Palette

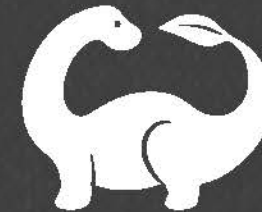
This primary veggiesaurus color palette consists of “veggiesaurus Green” and white. These colors are equivalent to the PANTONE color values cited in the table, the standards for which may be found in the current edition of the PANTONE Color Formula Guide. For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications (PowerPoint®, video, broadcast, web sites, intranets, extranets), refer to the RGB/HEX values specified.

Green



PANTONE	360C
CMYK (Print)	55, 0, 95, 0
RGB	128, 195, 74
Hex (Web)	80C34A

White



PANTONE	---
CMYK (Print)	0000
RGB	255, 255, 255
Hex (Web)	FFFFFF



Typography

To help provide a consistent, unified look in the veggiesaurus brand's use of typography, the Stellar typeface should be used on all communications for veggiesaurus products and services. The thick and thin quality of Stellar's sans serif characters is simple yet distinctive and supports the clean and sophisticated attitude of the veggiesaurus brand. The font ROUNG is the only to be used as the wordmark of the logo.

In the case of Word documents or PowerPoint presentations, the Arial font may be used if the Stellar font is unavailable.

Stellar Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Stellar Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Stellar Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Stellar Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

ROUNG

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!



Tagline

TREAT YOURSELF WELL

