

FINCH'S LANDING



Southern Comfort Food

BY CHRISTINA ANZALONE

ADVANCED GRAPHIC DESIGN 2

INSTRUCTOR: MEG CURTISS

DATE: 9/28/16

OUR COMPANY

Finch's Landing is a Southern Comfort Food restaurant located in the heart of downtown Savannah, GA. We believe in the Farm-to-table approach and source our ingredients locally.

Our customer-base consists of a variety of people, all with one thing in common—they want to eat a hearty meal! From busy, hard-working professionals, to sight-seers, even families visit our restaurant daily for meals with a down-home flavor.



Rustic, contemporary, and charming, we want to evoke a feeling of warmth and comfort, while still maintaining a sense of professionalism and class. Our customers expect quality ingredients and are willing to pay a little more for their dining experience without breaking the budget. They care about the environment, local sourcing, and most of all want to leave with full bellies.



MOOD:

Rustic, contemporary, and charming

PRICE RANGE:

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TARGET AUDIENCE:

21-55 year-olds, professionals, tourists, and families

GOALS:

- Maintain the Sunday afternoon church crowd
- Increase overall traffic, particularly during weekday lunch hours.
- Make the branding contemporary, yet still traditional with an at-home, comforting vibe.

SUNDAY CHURCH ATTENDEE



Betsy is a 51-year-old author who loves Jesus, reading, writing, and spending quality time with her family. She attends church every Sunday with her husband of 28 years and her children who visit often. After church they enjoy going out for brunch or lunch to satiate their appetites. Betsy wants her family to be happy and well-fed, so they like to order a lot of food. Her family was born and raised in the south, so they know good southern comfort food and crave it often. She is looking for a convenient, clean restaurant that is family-friendly and seasons their food well.

Name:	Betsy Thompson
Age:	51
Gender:	Female
Location:	Savannah, GA
Occupation:	Author
Salary:	\$40K/year
Education:	Bachelors
Marital Status:	Married
Kids:	3
Tech savviness:	Medium
Main Device:	laptop

MOTIVATIONS

- To have good quality-time with her family and make them happy.
- To be well-fed.
- To have nice experiences to write about.
- Her religion and morality.

LIKES

- Church
- Parks and gardens
- Fresh fruit and veggies
- To find a bargain
- Herbs and seasonings

FRUSTRATIONS

- Under-seasoned food.
- Large crowds and wait-times.
- Dirt and grime.
- Rude people who curse.

GOALS

- To have a nice family brunch after church.
- Fill belly with mashed potatoes and gravy.
- Find a restaurant that is close to church with a friendly, clean atmosphere.
- Acquire flavor sensations.

HOBBIES

- Gardening
- Reading
- Praying
- bowling

WEEKDAY BUSINESS MAN



Tim is a 23-year-old tech-support analyst who is new in town and is looking to meet new people and get to know the locals. He is originally from Alabama but moved for his job. His mother was a great cook who cooked southern comfort food often so it reminds him of her. Being away from home, he craves it often and finds the flavors comforting.

Name:	Tim Barnes
Age:	23
Gender:	Male
Location:	Savannah, GA
Occupation:	Tech-Support
Salary:	\$50K/year
Education:	Bachelors
Marital Status:	Single
Kids:	0
Tech savviness:	High
Main Device:	Android

MOTIVATIONS

- To have a convenient place to eat lunch or dinner during the week.
- To feel comforted.
- Impressing women.
- Networking/meeting people.

LIKES

- Movies
- Pot roast
- Dogs
- Cool gadgets
- Being out of the house

FRUSTRATIONS

- Not knowing many people yet.
- Skimpy portions.
- When menus don't have prices.
- Misses his mom, but doesn't want to admit it.

GOALS

- To find a nice restaurant that is close to work to go to with his work friends for lunch and to network after work.
- Find a restaurant that is classy, yet homey and friendly to possibly bring dates to.
- Find good southern food that reminds him of his momma.

HOBBIES

- Ultimate frisbee
- Video games
- Dogs
- Electronics/computers
- Movies

INSPIRATION



INSPIRATION



Pub Fare

Greasy Biscuits 4
smoked sea salt butter

House-made Soft Pretzels 7
whole grain mustard, sausage-potter fondue

The South Bread 12
bruschetta fitness, BU slider
kim chee smoked chicken wings

The Tuna 16
crisp rock shrimp, clamato, avocado,
pickled jalapeño, cabbage slaw

Cape Cod Oysters 12
ginger sobos, tomato sobos, apple sobos,
chilled oyster cream

Salads

Florida Herbom Tomato Salad 15
house made dressing, smoked salmon, soft-boiled
mushrooms, cilantro, arugula

Fanner 12
kani, green, house smoked bacon, parmesan,
organic soft-boiled egg, brioche croissant,
caramel macaron

Garden 116
miser margarita's, tomatoes, avocado, pickled beets,
radish, goat cheese, pannaotta, herb vinaigrette

Starters

Veal Brochet 14 \$6
truffle, mushrooms, smoked apple, pearl onion, macie

Chickadee Farms Beef Tartare 16
soft-boiled egg, pickled tomatoes, champagne

Yellowfin Tuna Carpaccio 16 \$6
shaved fennel, quail egg, roasted chile's peppers, pea cream,
mascarpone aioli, paprika oil

Scallops 15 \$6
meyer lemon moose, celery leaves, basil, parmesan

House-made Charcuterie and Artisan Cheese 26
served with golden bread, pickled vegetables & goat cheese

- burger - black pepper burger
- livornese - country tomato
- steak de carbon crouton - mature cheddar, cow's milk, english
- Abiesse belgian - smoky blue, raw cow's milk, maple creamery, oil

Black Truffle Supplement 18 \$6

The Ravenous Pig

December 2013
Chef/Owners James & Julie Petralia
**as requested dishes substitution
price of 6 or more will incur a 20% gratuity charge

House-made Pastas

Lasagna 26 \$6
braised short ribs, oyster mushrooms,
celery root puree, rosemary

Black Truffle Penne 16 \$6
chicken confit, dumplings, carrots, baby turnips,
red wine sauce

Entrées

Cobb 27
roasted chicken, warm avocado cubes, smoked eggplant,
vans beech oyster mushrooms, house pickled ginger

Florida Granger 26
corn chowder, rock shrimp, veal scamper mushrooms,
crisp shallots, red pepper puree

Diamond Ranch Quail 26 \$6
brioche stuffed, pear glaze, dark chocolate braised duck,
wild rice, roasted cauliflower

Venturo 36 \$6
gin rabbit, root beer braised lamb, baby beets,
braised bone mushrooms, ash spiced, roasted life sis

Pork Potstovone 26
apple chutney compon, sausage bread pudding,
roasted potato puree, special paprika

Steak Frites 26
pan-seared marinated ribeye from the iron steak,
truffle fries, roasted garlic aioli

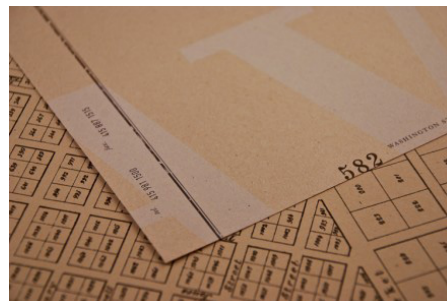
Pub Burger 14
meyer roasted Angus beef, caramelized onion,
housemade blue cheese, truffle fries



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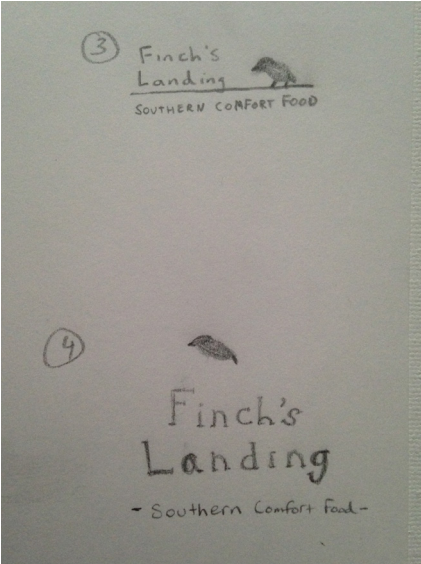
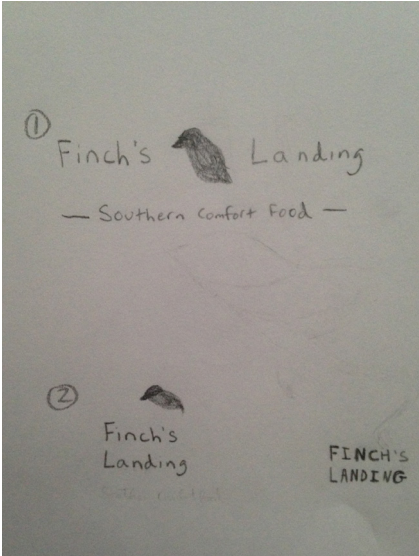


THE BLIND PIG

RESTAURANT & BAR



LOGO IDEAS



LOGO IDEAS

Finch's
Landing
Southern Comfort Food

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TYPOGRAPHY STUDIES

INITIAL SOLUTION:

HEADING

Subheading

Body copy Endestios rerum resto oditi con et, od quo vel maion natus impor reribus aut volorae optatesequia doluta aut aut velicim aionsequid ut volore, corepe rerecorrum ra sim quae quam quam diciisquia dioreptat aut esendes rerro exceriae que consequatia pratempe velist essit ra de vercitassit oditas ea aut qui quunt. que pliberum non nonsecab ipsape rat voluptaspidi blabor sita esed et, sunt Eprenis ut qui coratem dolorro molupta.

Heading: Bebas Neue

Weight: regular

Subheading: Archer

Weight: medium italic

Body Copy: Archer

Weight: Medium

FINAL SOLUTION:

HEADING

Subheading

Body copy Endestios rerum resto oditi con et, od quo vel maion natus impor reribus aut volorae optatesequia doluta aut aut velicim aionsequid ut volore, corepe rerecorrum ra sim quae quam quam diciisquia dioreptat aut esendes rerro exceriae que consequatia pratempe velist essit ra de vercitassit oditas ea aut qui quunt. que pliberum non nonsecab ipsape rat voluptaspidi blabor sita esed et, sunt Eprenis ut qui coratem dolorro molupta.

Heading: Bebas Neue

Weight: regular

Subheading: High Tower Text Italic

Weight: regular

Body Copy: High Tower Text

Weight: regular

LOGO PROGRESSION



The tracking, kerning, and leading was tweaked, along with the placement of the finch, who now sits proudly upon his landing of the letter G. Archer italic text was changed to High Tower for a more traditional element.

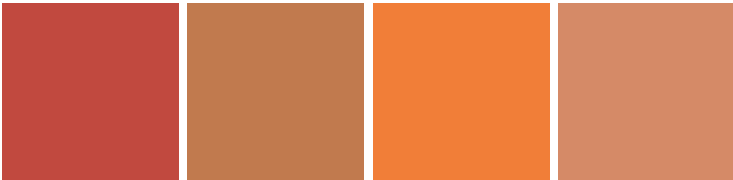


Color tests were conducted to see which combinations worked best when printed. It was determined that orange on a light background was best for the main logo.



COLOR STUDIES

Exploring warm, inviting color schemes, invocative of fall, harvests, and of course, comfort food.



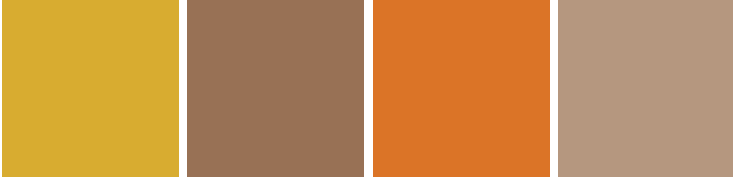
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#DAAC2E #C17A4F #F27E38 #D48A67



#DAAC2E #977155 #D97427 #9E4735



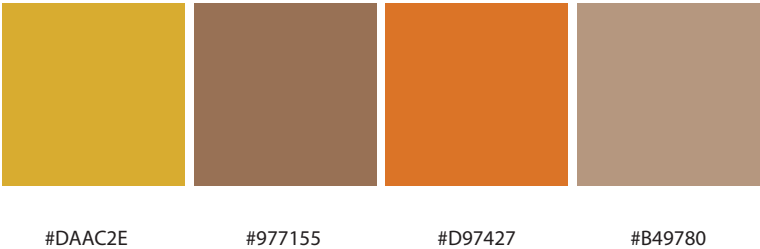
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FINAL BRANDING ELEMENTS

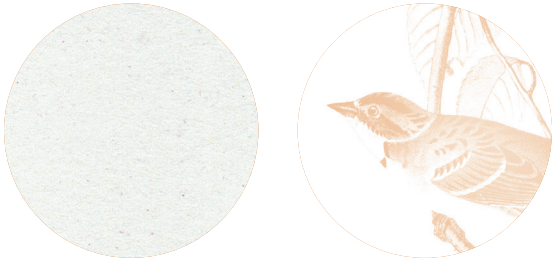
final logo:



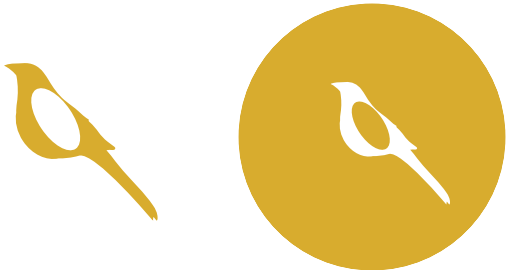
final color scheme:



textural and variety elements:



logo marks:



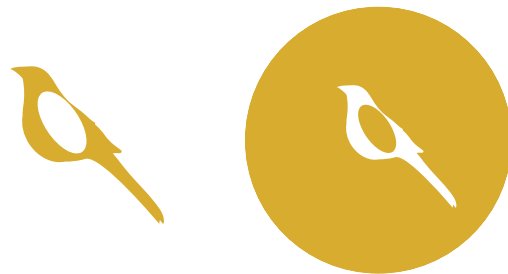
LOGO USAGE

final logo:



Use on all major marketing items such as business cards, menus, storefronts, envelopes, utility vehicles. Use on larger, non-disposable branding items such as aprons, shirts, and hats.

logo marks:



Use on smaller and disposable branding items such as paper napkin rings, coasters, buttons, and pins. Can be used in addition to the main logo on larger branding items, such as on a shirt or apron pocket.

FINAL SOLUTION

POSTER



FINCH'S LANDING
Southern Comfort Food

FINCH'S LANDING
200 W. BROAD ST.
MEMPHIS, TN 38102
901-525-0044
11AM - 10PM
10AM - 7PM

SIZZLING JONES
SOUTHERN COMFORT
FINCH'S LANDING
SOUTHERN COMFORT FOOD

FINCH'S LANDING
Southern Comfort Food

All our meals are made fresh to order. Please let your server know if you have any food allergies.

APPETIZERS	
Finches Cheese & Biscuits Chips	4.99
Deviled Eggs	3.99
Fresh Green Tomatoes	4.99
Chicken & Biscuits	6.99

SALADS	
(Choice of dressing, Ranch, Blue Cheese, French, Thousand Island, or Caesar)	
Chicken Salad (fried or grilled)	7.99
Shrimp Salad (fried or grilled)	7.99
Chicken Salad	6.99

SIDES		
All sides are \$3.99 each.		
Potato Salad	Green Beans	Corn
Carrot & Veggies	Mac & Cheese	Cabbage
Collard Greens	Corn Bread	Dressing
Marbled Potatoes	Green Beans	Fresh Okra

BEVERAGES	
Soft Drinks 4.99 each	
Pepsi	Mountain Dew
Old Fashioned	Scotch Whisky
Old Fashioned	Orange Crush

DESSERTS	
Fresh your mind off right with one of our delectable desserts!	
Red Velvet Cake	3.99
Bread Pudding	3.99
Rumour Pudding	3.99
Fresh Cakes	3.99
Cherry Pie	3.99
Chocolate Cake	3.99
Ice Cream Sundae	3.99

SOUTHERN TRADITIONS	
Our southern traditional meals will make you think of wonderful dinner as Big Mama's house. All items served with 1 side of your choice.	
Okra Fritters	6.99
Traditional Pork Chop	8.99
Chicken & Biscuits	6.99
Meat & Macaroni	6.99
Chicken Pot Pie	8.99
Liver and Onions	7.99
Hamburger Steak	8.99
Turkey Wings	8.99

CHICKEN PLATES	
All Chicken plates are served with 8 pieces and your choice of side.	
White Barbecue Chicken	11.99
White Fried Baked Chicken	9.99
Dark Barbecue Chicken	9.99
Dark Fried Baked Chicken	9.99



EMPLOYEE BUSINESS CARD CLOSE-UP



RESTAURANT BUSINESS CARD



BUSINESS CARDS, MENU, AND COASTER



MENU CLOSE-UP



All our meals are made fresh to order. Please let your server know if you have any food allergies.

APPETIZERS

Pimento Cheese & Baguette Chips	4.99
Deviled Eggs	3.99
Fried Green Tomatoes	4.99
Chicken & Biscuits	6.99

SALADS

(Choice of dressing: Ranch, Blue Cheese, French, Thousand Island, or Caesar)

Chicken Salad (fried or grilled)	7.99
Shrimp Sald (fried or grilled)	7.99
Garden Salad	6.99

SIDES

All sides are 2.25 each.

Potato Salad	Lima Beans	Corn
Candied Yams	Mac & Cheese	Cabbage
Collard Greens	Corn Bread	Dressing
Mashed Potatoes	Green Beans	Fried Okra

BEVERAGES

Soft Drinks 1.99 each

Pepsi	Mountain Dew
Diet Pepsi	Sierra Mist
Dr. Pepper	Orange Crush

Handmade drinks 2.89 each

Lemonade
Iced Tea (sweet or unsweet)

220 W CONGRESS ST. SAVANNAH, GA 31401

912-256-8554

MON-FRI 11AM-11PM

SAT & SUN 10AM-11PM

SOUTHERN TRADITIONS

Our southern traditional meals will make you think of wonderful dinner at big Mama's house. All dinners served with 3 sides of your choice.

Ox Tails	12.99
Smothered Pork Chop	9.99
Chicken & Biscuits	6.99
Mama's Meatloaf	10.99
Chicken Pot Pie	8.99
Liver and Onions	7.99
Hamburger Steak	8.99
Turkey Wings	9.99

CHICKEN PLATES

All Chicken dishes are served with 8 pieces and your choice of 1 side.

White Barbecue Chicken	11.49
White Fried/Baked Chicken	9.99
Dark Barbecue Chicken	10.49
Dark Fried/Baked Chicken	8.99

DESSERTS

Finish your meal off right with one of our decadent desserts!

Red Velvet Cake	3.99
Bread Pudding	2.99
Banana Pudding	3.99
Peach Cobbler	3.99
Cherry Pie	3.99
Chocolate Cake	2.99
Ice Cream Sundae	3.99

TAKE-AWAY BAGS



NAPKIN RING



APRON



STOREFRONT WINDOW





R.T.

Whman's Pinewood Finch.

Male.

Pinckneya pubescens.



THANK YOU FOR YOUR TIME!