

YOUR COMPLETE RESTAURANT START UP PACKAGE

OVERVIEW

The ultimate package for a new restaurant or an established restaurant looking for a new look. Includes comprehensive logo design and recognizable branding identity.

Once brand is established it will be implemented in a comprehensive and original menu design and on an eye catching, professional website. Also included are 3 additional branding materials that can be used for your social media platforms or in printed materials.

This package is the full suite to get your restaurant's brand developed, established and launched.

FINAL DELIVERABLES

- Comprehensive Logo Design
- Full Brand Identity Guide and Package
- Comprehensive Menu Design
- Professional Website Design & Development

POST PROJECT

I will be there once you start using all your deliverables as well as when you start using your new site. If questions, concerns or issues come up, I'm only an email or phone call away. I want to be sure that everything we create for your restaurant functions exactly as you need it to!

TURNAROUND TIME

1 month

PAYMENT DETAILS

Complete package starting at: \$3500

**EMAIL ME AT MEGANJURVISDESIGN@GMAIL.COM TO
DISCUSS YOUR CUSTOM PROJECT PRICING!**

SEE FOLLOWING PAGES FOR DETAILS

THE DETAILS

COMPREHENSIVE LOGO DESIGN

OVERVIEW

With this package, I will take your ideas, no matter how vague, and turn them into a unique, eye-catching, professional logo that will accurately represent your restaurant. And to ensure maximum versatility across all platforms, a secondary logo and brand mark will be included.

RESEARCH

- You will receive a short logo prep sheet to help me better understand your vision for your restaurant and brand and how the logo will be primarily used.
- If necessary, we'll discuss the answers (through email, phone or Skype).
- I will research your market, competitors and peers.

DESIGN & DEVELOPMENT

You will receive 3 preliminary designs for review. Based on your feedback I will make 1 comprehensive design that you will receive to review. After I receive your feedback, I will create the final design as well as a secondary logo and brand mark, prepare the files and deliver the following in all necessary digital and print formats:

DELIVERABLES

- 1 full-color primary logo
- 1 single-color primary logo
- 1 full-color secondary logo
- 1 single-color secondary logo
- 1 full-color brand mark

THE DETAILS

BRAND IDENTITY PACKAGE

OVERVIEW

This branding package develops and locks down your brand. I will take your vision for your restaurant, no matter how vague, and turn it into a comprehensive brand identity. The included guide will ensure future brand consistency across all platforms, media and materials. While the included deliverables will give you the cohesive presence necessary to share a professional and memorable experience with your target market.

RESEARCH

You will receive a brand identity prep sheet to help me better understand your vision for your restaurant and brand. Once the prep sheet is returned to me, we'll discuss the answers (through email, phone or Skype). I will research your market, competitors and peers.

DESIGN & DEVELOPMENT

Based on the answers to your brand identity prep sheet, I will compile and deliver to you a preliminary branding package. You will review the package and give me your feedback. Based on your feedback, I will then compile your comprehensive guide which will include the following:

- Moodboard with overview of brand
- Logo and brand graphics usage guidelines
- Font family and usage guidelines
- Color scheme and usage guidelines
- Mockup of branded materials to show brand in-action

DELIVERABLES

- Branding guide in a digital pdf format
- 3 additional signature branding graphics. These will be used throughout the restaurant's identity (i.e. website, interior signage, menus, merchandise, etc.) to reinforce the brand identity system.
- Facebook cover and profile image
- Twitter cover and profile image
- Two-sided business card (up to 5 people)

*This package is completely customizable. Contact me to discuss additional branded items you are interested in including.

THE DETAILS

CUSTOM MENU DESIGN

OVERVIEW

A menu is a key component to a restaurant and should be a direct representation of the brand. I will work with you to design a menu that is original, functional and on-brand.

RESEARCH

- Collection of all content (copy and images) from you.
- Verification of menu size, layout and printing requirements.

DESIGN & DEVELOPMENT

Using the branding guide and signature branding elements, I will design a menu and deliver you a preliminary draft. The menu will go through review cycles until you are 100% satisfied.

DELIVERABLES

- 1 pdf of menu prepped for printing

POST PROJECT

I will be available for support and to answer printer's questions during the menu printing process.

THE DETAILS

WEBSITE DESIGN & DEVELOPMENT

OVERVIEW

You want an online presence and a place to share events and info, but you don't want to break the bank getting your website up. This package is meant for you! For minimal cost you will get a functioning and complete site that will be easy to update and edit. And the process will be straightforward & efficient!

DESIGN & DEVELOPMENT

SET-UP

You sign-up for Wix, choose your subscription and make me an admin (don't worry I can help you through this if necessary). I take it from there!

PHONE CALL

We schedule a 1-hour phone call where I collect all necessary content and info and verify exactly what you want included on your site. Additional info, such as menu and images is due the following day.

DESIGN & DEVELOPMENT

Using your branding guide I design your site on Wix including all content we discussed. I will copywrite and edit where necessary so that your site is 100% complete and ready for review (on desktop and mobile) by the end of this step. To keep the cost reasonable and the process smooth, design will be straightforward and simple, but professional, clean and user-friendly.

REVIEW & TURN OVER

You will view your fully functioning site and let me know of any changes. I will make these changes and turn the site over to you, ready to publish and go live, along with directions on how to edit the menu and add events to your calendar. At this point the site is yours and you will be responsible for all maintenance. But don't worry, I'll be only an email away if you have any initial questions about working in Wix!

DELIVERABLES

Fully functioning and responsive (works on mobile!) website with the following:

- 1 home page with logo, image, about section, interactive google map section and footer with facebook feed (if applicable), linked contact and social media info and hours
- 1 menu page with complete menu (if supplied to me in time requested) that is easily editable for future changes
- 1 events page with event highlights and interactive calendar (you are responsible for entering calendar events)
- 1 about page with header image, your story and additional images if necessary