

Process Book

SERENITY NORMAN

Menu | Typography 4 | Spring 2025

CREATIVE BRIEF

The project:

Redesign a restaurant menu determined by the laws of chance—based on the roll of dice and the chart below. Develop the brand into 2 additional support items + 1 from column 4. The project must be type dominant. Think creative. Think beyond the expected. Push the solution. This is the perfect project to showcase your creativity.

The process:

1. Research
2. Excessive sketching
3. Word mapping
4. Creative brief/design rationale
5. Type Pairings
6. Color combinations. Think smart.
7. Determine materials (paper or otherwise)
8. Brainstorm at least 10 support items in list format. Select the top 3 to build out.
9. Photo documentation (research styles and photograph accordingly)

Content:

1. 1 menu design
2. 3 support items
3. Process book thoroughly documenting the items above
4. Well documented photographs of your final piece (portfolio worthy) and incorporate into your process book

Things to consider:

- What colors represent the client and are appropriate to the concept
- What typefaces will offer you a variety of hierarchy possibilities AND represent the client appropriately.
- Don't just typeset content. Read, organize and determine the best way to show the information.
- Remember, paper and materials can be used to your benefit.
- What format is appropriate. Every decision you do should have reason and reflect back to the brand

Timeline:

5 weeks

RESEARCH

Serenity Norman | Menu | Typography 4 | Spring 2025

SUBJECT RESEARCH

Influences and ideas

For my research, I wanted to take a look at black-owned vegan cafes and restaurants. One of my inspirations for this project is a popular black food reviewer named Keith Lee, who goes around and trying food from different small, local restaurants and businesses who may need a boost to see if its their food, marketing, or both. I personally enjoy food, and my mom (another inspiration) prioritizes health, so I figured it would be nice to highlight healthy food spots locally and nationwide as well that also support my community and culture.

What am I looking for in a restaurant?

I am looking for a restaurant that represents the aspects that I have listed above while also following the project requirements. A place that is black-owned is preferred for me, but not required. This place also needs to hold potential for a rebrand, not being too established.

Possible Restaurants

Healthy Eatz (Atlanta) (Vegetarian)

Parlour Vegan Bakery (Florida)

Hue Cafe and Apothecary (Maryland)(Too established)

Slutty Vegan (...)

Tastes of Bri (Illinois)

Mo's Better Brews (Houston TX)

Comeco Cafe (Sydney Australia)

Blue Tree Cafe (Ft Lauderdale Florida)

Why Blue Tree Cafe?

After some extensive research, Blue Tree Cafe actually came to me! I happened to discover that a co-owner of the restaurant is an actress from a tv show I know, who runs the restaurant with her mother. Taking a look at their current branding and menu, I decided that it was actually the perfect place that holds a lot of potential for a good rebranding.

Who is Blue Tree Cafe?

From their website:

"Blue Tree Cafe was founded in 2007 by Chef Sharon Allen, a retired postal worker, who wanted to get back to her happy place. After graduating from the Culinary Program at Sheridan Technical College in South Florida, she was inspired to do pop ups for community events, music festivals and farmers markets. Not ready to slow down, Chef Sharon begin to look for a brick and mortar. She knew it was time to expand.

After searching for months, she found a space in the Historic Sistrunk area, a once thriving business and cultural hub for the African American residents in Fort Lauderdale, Florida. Wanting to bring that back, she called on her daughter, Nika King, a vegan influencer and mental health advocate. Together, they decided to remove the meat from the menu and dish up vegan soul food.

Blue Tree Cafe is here to create a safe space where people can consume and create healthy food. Our Motto is "whole food is soul food". "



SUBJECT RESEARCH

BROWARD COUNTY
Black Chamber of Commerce
"Fueling Our Own Economy"

OUR MEMBERS GIVE BACK



Sharron Allen
Blue Tree Cafe



BROWARD BLACK CHAMBER GRANT WINNERS

TRUIST 

THE BLUE TREE CAFE, LLC



CONGRATULATIONS SHARRON ALLEN, YOU WON!

BROWARD COUNTY
Black Chamber of Commerce

SUBJECT RESEARCH (DESIGN)



SUBJECT RESEARCH (FOOD)

VEGAN SOUL FOOD



MENU

Build your Blue Soul Bowl! \$15.99

*served with cornbread muffin

CHOOSE ONE

- BBQ or SPICY BBQ Bella mushrooms
- Cali Curry Chickpeas
- Crispy Cauli Wangs

*Choose sauce: BBQ, Ranch, Spicy BBQ, Ranch or Chipotle Mayo

CHOOSE TWO SIDES:

- Collard greens
- Candy yams
- Steamed cabbage
- Mac n cheese
- Blackeyed Peas
- Plantains
- Seasoned Fries
- Brown rice
- White Basmati rice

Cali-Curry Chickpeas \$13.99

Mild curry chickpeas, fresh spinach, red peppers served w/steamed cabbage & sweet plantains.

Choose Rice: Brown or White basmati Rice

Dessert

Mini Sweet Potato pie 6.99

- Traditional

**prices may vary on delivery apps

Crabless Balls Lunch \$15.99

Three crabless balls made heart of palms, chickpeas, seaweed and spices. Served with a side.

*Choose sauce: BBQ, Ranch, Spicy BBQ or Chipotle Mayo

Rasta Pasta \$16.99

Penne pasta, mushrooms, onions, bell peppers, coconut milk, cashew cream and jerk seasonings topped with Parmesan cheese & green onions

made fresh to order

Chef's Chili \$8.99

*served with cornbread muffin
Homemade chili made with lentils kidney beans, corn, onion and tomato.

A La Carte Sides \$4.99

- Candy Yams
- Collard Greens
- Mac n Cheese
- Steamed Cabbage
- Plantains
- Blackeyed Peas

Add Ons

- One cornbread \$1.50
- Side of Crispy Cauli-Wangs \$5.00
- Seasoned Fries \$3.99
- Crabless Balls \$4.00/each

Drinks

- Hibiscus and Ginger 3.99
- Just water (can) 2.00
- Just water (carton) 3.00

DESIGN EXPLORATIONS

Serenity Norman | Menu | Typography 4 | Spring 2025

TYPOGRAPHIC EXPLORATIONS

Menu Font Options (this is Degular)

Jimbo
Blue Tree Cafe

Rooney
Blue Tree Cafe

Roca
Blue Tree Cafe

Swing King (no.)

Graphite (on thin ice) (no.)
Blue Tree Cafe

Marigny
Blue Tree Cafe

Omnes as text type
Collard Greens, Candied yams, mac n cheese

Oswald
Blue Tree Cafe

This is the font that they use on their website and for their original menu. I feel like this font doesn't quite match their brand, and wanted to choose fonts that are more cohesive. Something that is more casual yet classy that fits the (redesigned) brand and the vibe they show on social media.

Kepler
Blue Tree Cafe

The serif font used for their logo.



Oswald in action (top), Kepler used in full logo (bottom)



COLOR EXPLORATIONS



The colors used on website and for their logo



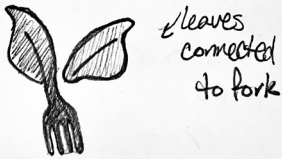
The color used for their branding and marketing

Since one of my menu dice-rolls was to use only one color along with black (and the white/color of paper), I could only choose one of these colors to work with. I chose the lighter blue because I feel like it's more casual and lighthearted and fits the vibe of their cafe better. It's also more cohesive with their social media marketing.

INITIAL NOTES AND SKETCHES

Project 2 - Menu | color: blue

- Blue Tree Cafe
- Main point: Logo
- Tagline: Whole Food Is Soul Food
- Ideas: Menu redesign
 - Full clothing redesign
 - Aprons
 - Shirts
 - Hats & visors
 - 3D object
 - Coasters
 - Physical tree
- Want to work with pattern



leaves connected to fork

Word Bank

- Cool
- Chill
- Casual
- Fun
- Soulful
- Green
- Welcoming
- Community
- Vibrant

Step 1 - Menu design

- Fonts?
- A classy serif for headlines/titles
- Simple sans serif for text type
 - Jimbo (serif)
 - Rooney (serif)
 - Roca (serif) ← tilted "e"
 - Swing King (hand)
 - Graphite (hand)
 - Marigny (sans)

INITIAL NOTES AND SKETCHES

Blue Tree Cafe
Local Soul Food

MENU

Build your Blue Soul Bowl **\$15.99**
*served with cornbread muffin

CHOOSE ONE

- BBQ or SPICY BBQ Bella mushrooms
- Cali Curry Chickpeas
- Crispy Cauli Wangs

*Choose sauce: BBQ, Ranch, Spicy BBQ, Ranch or Chipotle Mayo

CHOOSE TWO SIDES:

- Collard greens
- Candy yams
- Steamed cabbage
- Mac n cheese
- Blackeyed Peas
- Plantains
- Seasoned Fries
- Brown rice
- White Basmati rice *9 sides*

Cali-Curry Chickpeas **\$13.99**
Mild curry chickpeas, fresh spinach, red peppers served w/steamed cabbage & sweet plantains.
Choose Rice: Brown or White basmati Rice

Dessert

Mini Sweet Potato pie **6.99**

- Traditional

Crabless Balls Lunch **\$15.99**
Three crabless balls made heart of palms, chickpeas, seaweed and spices. Served with a side.
*Choose sauce: BBQ, Ranch, Spicy BBQ or Chipotle Mayo

Rasta Pasta **\$16.99**
Penne pasta, mushrooms, onions, bell peppers, coconut milk, cashew cream and jerk seasonings topped with Parmesan cheese & green onions
made fresh to order

Chef's Chili **\$8.99**
*served with cornbread muffin
Homemade chili made with lentils kidney beans, corn, onion and tomato.

A La Carte Sides **\$4.99**

- Candy Yams
- Collard Greens
- Mac n Cheese
- Steamed Cabbage
- Plantains
- Blackeyed Peas

Add Ons

- One cornbread **\$1.50**
- Side of Crispy Cauli-Wangs **\$5.00**
- Seasoned Fries **\$3.99**
- Crabless Balls **\$4.00/each**

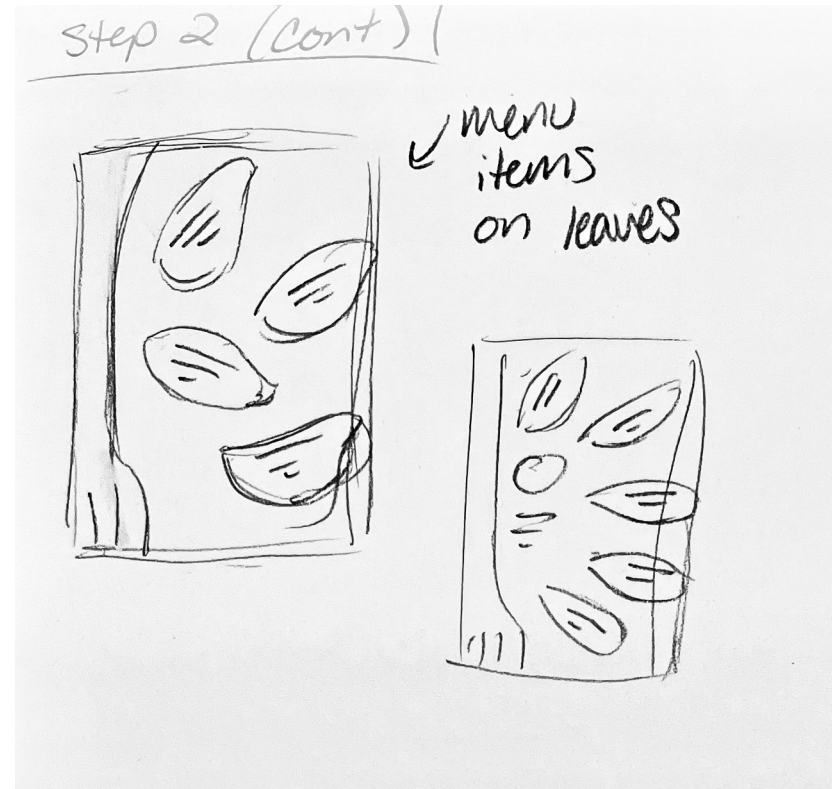
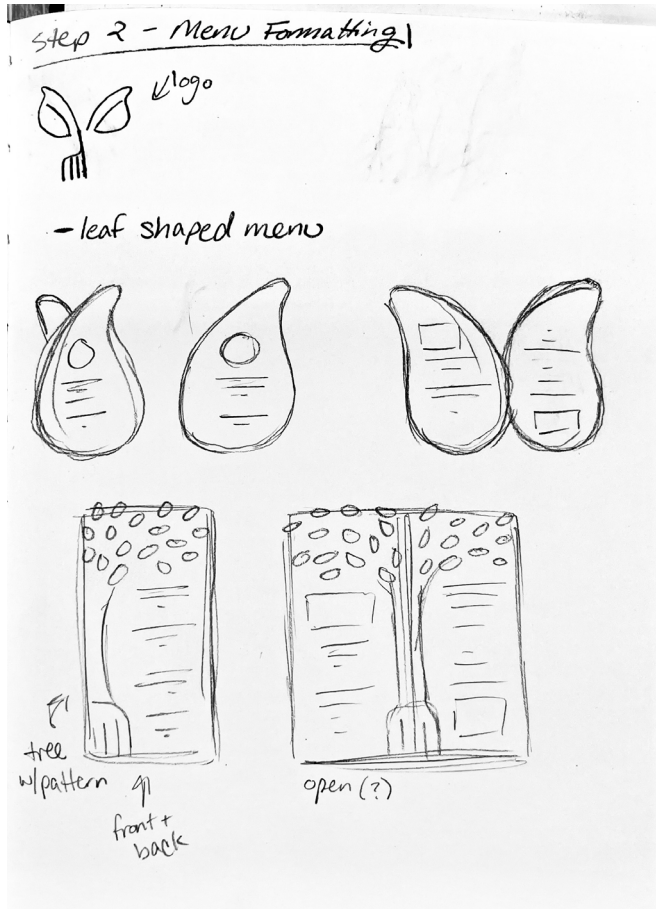
Drinks

- Hibiscus and Ginger **3.99**
- Just water (can) **2.00**
- Just water (carton) **3.00**

** prices may vary on delivery apps

- Menu Contents
 - Keep logo
 - Get rid of divider
 - Menu sections
 - Build your own bowl
 - Lunch / Entrees (only 4)
 - Sides + add ons
 - Drinks and desserts (only 1 dessert, 3 drinks)

INITIAL NOTES AND SKETCHES



COMPUTER DEVELOPMENT

Entrees

Cali-Curry Clickpeas \$13.99
Mild curry chickpeas, fresh spinach, red peppers served with steamed cabbage & sweet plantains.
Choice of brown rice or white basmati rice.

Crabless Balls \$15.99
Three crabless balls made with heart of palms, chickpeas, seaweed, and spices. Served with a side and a sauce. (Sauces: BBQ, ranch, spicy BBQ, or chipotle mayo)

Chef's Chili \$8.99
Homemade chili made with lentils, kidney beans, corn, onion, and tomato. Served with a cornbread muffin.

Entrees

Rasta Pasta \$16.99
Penne pasta, mushrooms, onions, bell peppers, coconut milk, cashew cream, and jerk seasonings. Topped with parmesan cheese and green onions.

Build Your Blue Soul Bowl \$15.99

Choose One Main:

- BBQ or SPICY BBQ
- Bella Mushrooms
- Cali Curry Chickpeas
- Crispy Cauli Wangs

Choose Two Sides:

- Collard Greens
- Candied Yams
- Steamed Cabbage
- Mac n Cheese
- Blackeyed Peas •Plantains
- Seasoned Rice •Brown Rice
- White Basmati Rice

Add Ons

- One Cornbread \$1.50
- Side of Crispy Cauli-Wangs \$5.00
- Seasoned Fries \$3.99
- Crabless Balls \$4.00/each

A La Carte Sides \$4.99

- Candied Yams •Collard Greens
- Mac n Cheese •Steamed Cabbage
- Plantains •Blackeyed Peas

Drinks

- Hibiscus and Ginger \$3.99
- Water (in a can) \$2.00
- Water (in a carton) \$3.00

Dessert

- Mini Sweet Potato Pie \$6.99

COMPUTER DEVELOPMENT




Blue Tree Cafe
Vegan Soul Food

Build Your Blue Soul Bowl \$15.99

Choose One Main:

- BBQ or SPICY BBQ
- Bella Mushrooms
- Cali Curry Chickpeas
- Crispy Cauli Wangs

Choose Two Sides:

- Collard Greens
- Candied Yams
- Steamed Cabbage
- Mac n Cheese
- Blackeyed Peas
- Plantains
- Seasoned Rice
- Brown Rice
- White Basmati Rice



Entrees

Cali-Curry Chickpeas \$13.99
Mild curry chickpeas, fresh spinach, red peppers served with steamed cabbage & sweet plantains. Choice of brown rice or white basmati rice.

Crabless Balls \$15.99
Three crabless balls made with heart of palms, chickpeas, seaweed, and spices. Served with a side and a sauce. (Sauces: BBQ, ranch, spicy BBQ, or chipotle mayo)

Rasta Pasta \$16.99
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Chef's Chili \$8.99
Homemade chili made with lentils, kidney beans, corn, onion, and tomato. Served with a cornbread muffin.



A La Carte Sides \$4.99

- Candied Yams
- Collard Greens
- Mac n Cheese
- Steamed Cabbage
- Plantains
- Blackeyed Peas

Add Ons

- One Cornbread \$1.50
- Side of Crispy Cauli Wangs \$5.00
- Seasoned Fries \$3.99
- Crabless Balls \$4.00 each

Drinks

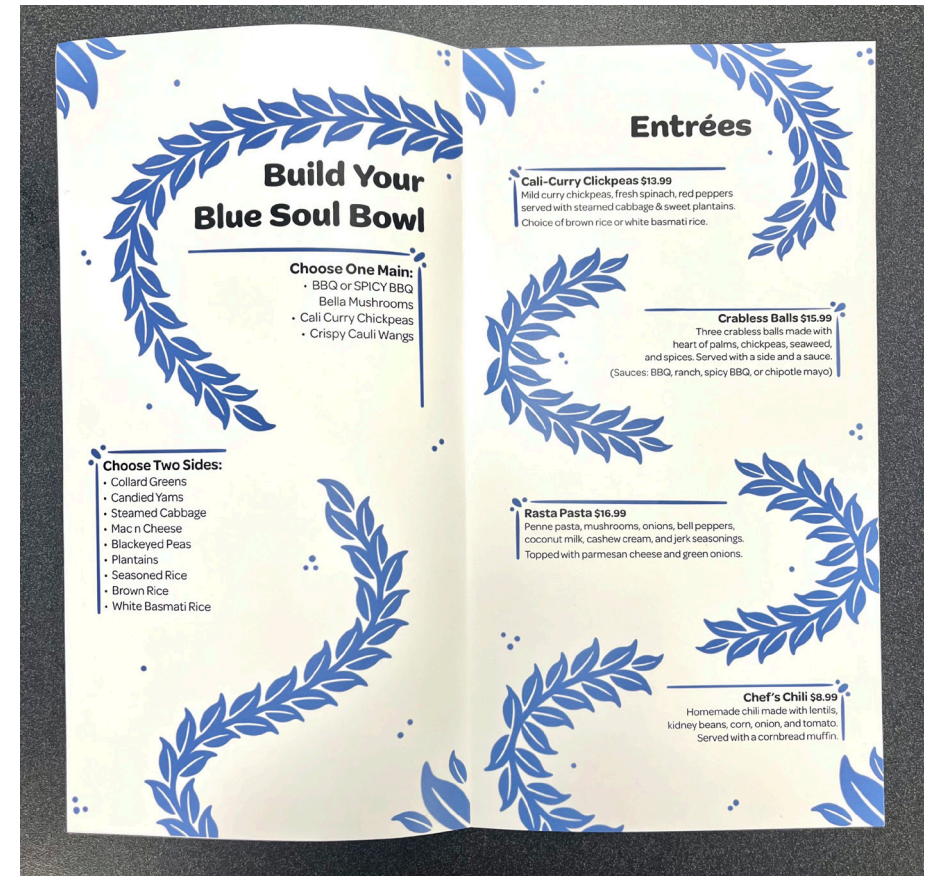
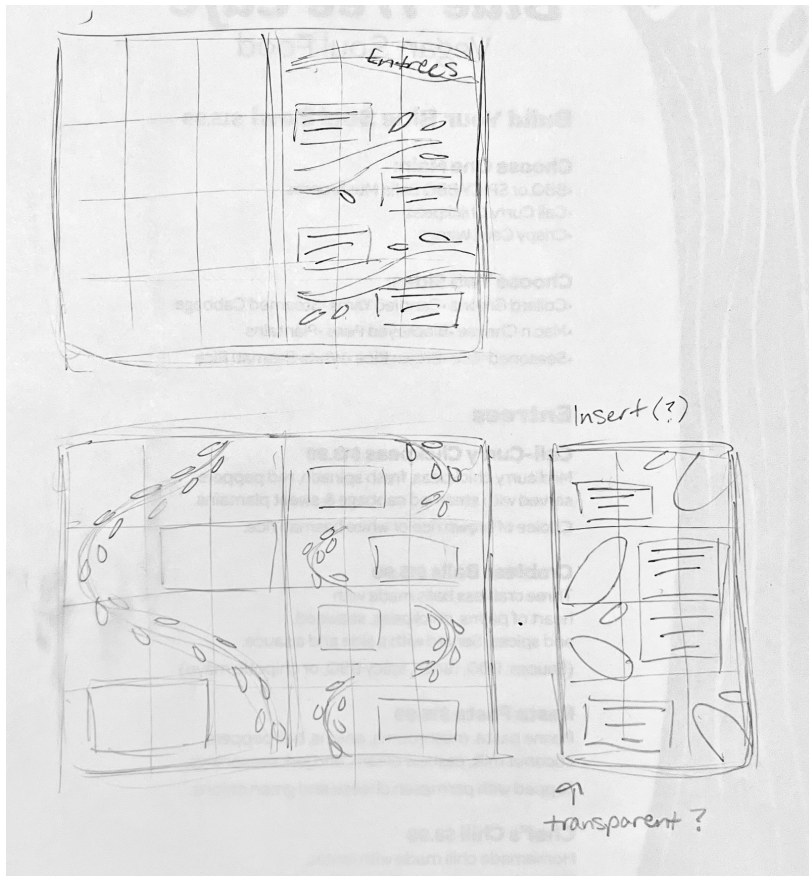
- Hibiscus and Ginger \$3.99
- Water (in a can) \$2.00
- Water (in a carton) \$3.00

Dessert

- Mini Sweet Potato Pie \$6.99

Front and back, one page menu

COMPUTER DEVELOPMENT



COMPUTER DEVELOPMENT

Build Your Blue Soul Bowl

Choose One Main:

- BBQ or SPICY BBQ Bella Mushrooms
- Cali Curry Chickpeas
- Crispy Cauli Wings

Choose Two Sides:

- Collard Greens
- Candied Yams
- Steamed Cabbage
- Mac n Cheese
- Blackeyed Peas
- Plantains
- Seasoned Rice
- Brown Rice
- White Basmati Rice

A La Carte Sides \$4.99

- Candied Yams •Collard Greens •Mac n Cheese
- Steamed Cabbage •Plantains •Blackeyed Peas

Add Ons

- One Cornbread \$1.50
- Side of Crispy Cauli-Wings \$5.00
- Seasoned Fries \$3.99
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Entrées

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Drinks

- Hibiscus and Ginger \$3.99
- Water (in a can) \$2.00
- Water (in a carton) \$3.00

Dessert

- Mini Sweet Potato Pie \$6.99

Build Your Blue Soul Bowl

Choose One Main:

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- Cali Curry Chickpeas
- Crispy Cauli Wings

Choose Two Sides:

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- Candied Yams
- Steamed Cabbage
- Mac n Cheese
- Blackeyed Peas
- Plantains
- Seasoned Rice
- Brown Rice
- White Basmati Rice

A La Carte Sides \$4.99

- Candied Yams •Collard Greens •Mac n Cheese
- Steamed Cabbage •Plantains •Blackeyed Peas

Add Ons

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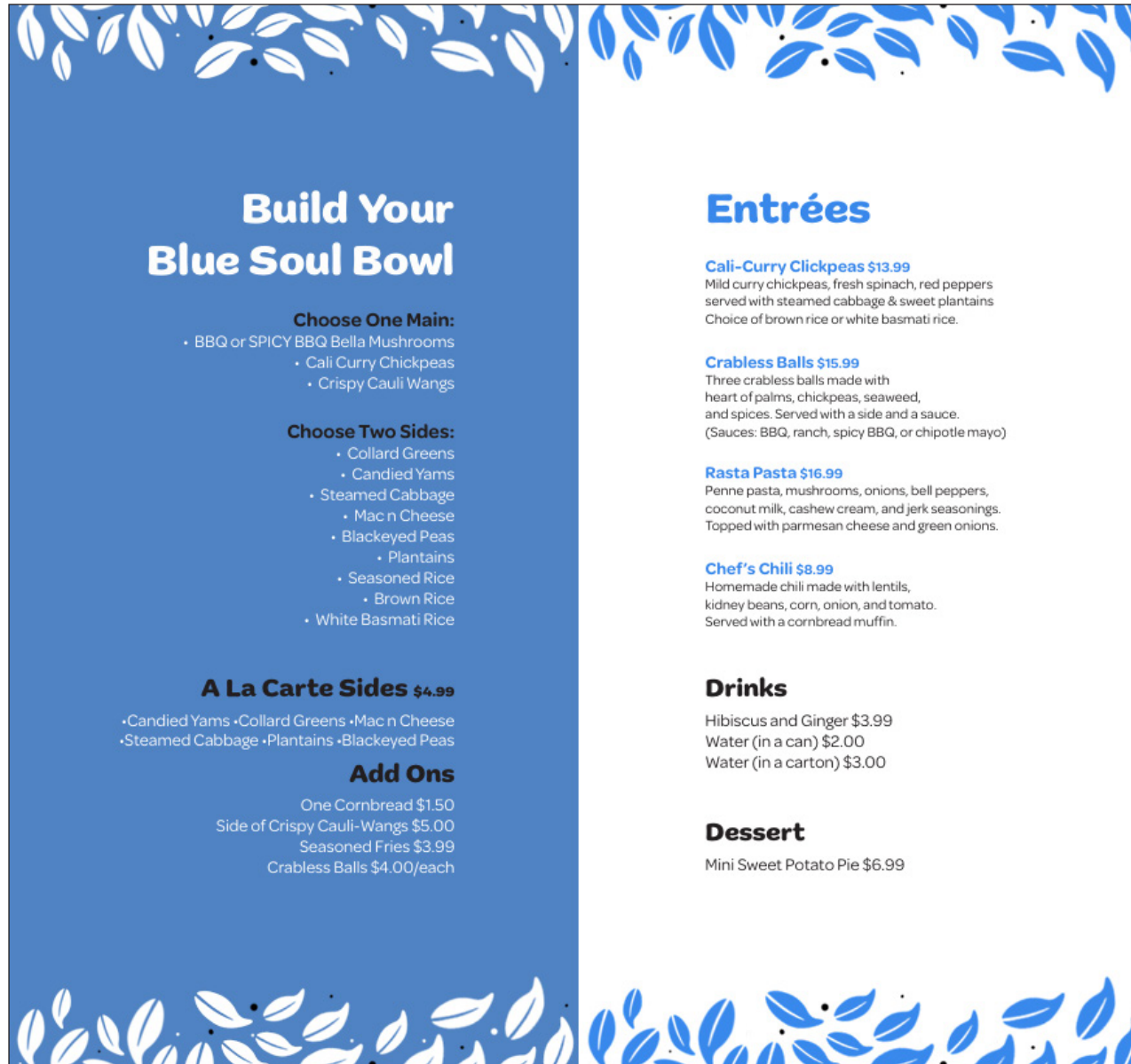
Drinks

- Hibiscus and Ginger \$3.99
- Water (in a can) \$2.00
- Water (in a carton) \$3.00

Dessert

- Mini Sweet Potato Pie \$6.99

COMPUTER DEVELOPMENT



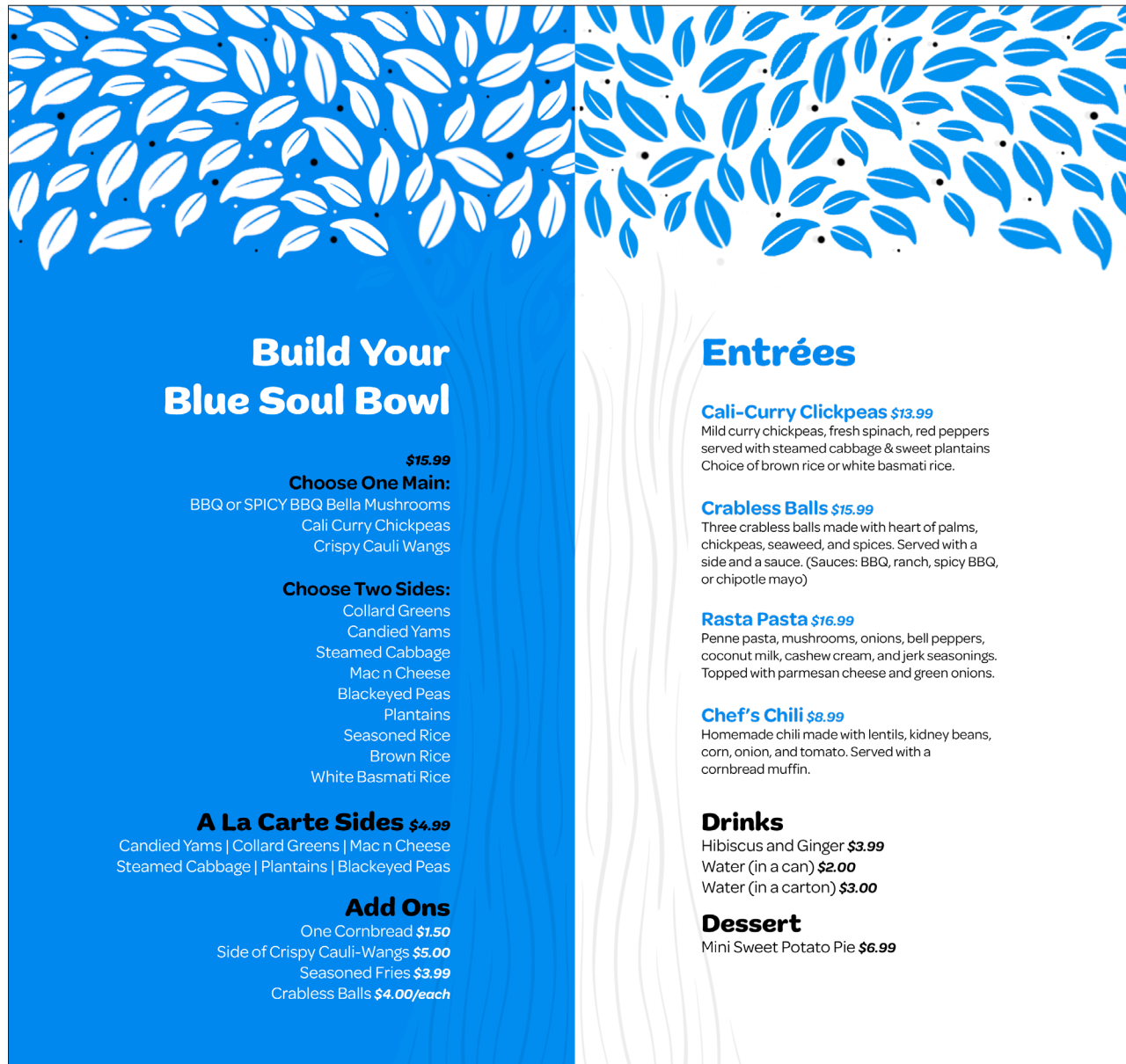
FINAL LAYOUTS

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FINAL LAYOUTS (FRONT AND BACK)



FINAL LAYOUTS (INSIDE)



FINAL MOCKUPS (MENU)



FINAL MOCKUPS (WEARABLE ITEMS)



FINAL MOCKUPS (STOREFRONT SIGNS)



FINAL MOCKUPS (COFFEE CUPS)



FINAL MOCKUPS (TABLEWARE)

