Ludo

Ludo

Restaurant

By Bailey Bardwell, 2015

Table of Contents

Introduction

What is your organization or company? Give background history including by whom, when, and why it was founded.

     1.My company is called 'Ludo'. It was founded on October 7th, 2015. The owner is Bailey Bardwell. It was founded purely for the reason of serving nice food for a cheap price.

What do they do or make - describe the products and services and what makes them unique.

2.Our unique prices on our food is what makes us unique, we try our best to make our prices casual but very good food.

Describe the culture of the organization or company. What is the work environment like - the atmosphere? What is the building like - exterior/interior, architecture, fittings and furniture? How do the employees work together? What are the jobs and roles of individuals? How does management treat them?

     3.The work envoironment is very top notch, we want to be able to allow you to have an expensive experience, just without having to pay the expensive. The structure is a black dim light building with a bright red interior color. Employees should work together without complaint, and are required to wear a uniform. If needed, complaints will be handled with a complaint box that I will never check.

Who is the targeted audience? What are their demographics? (Age, gender, income level, where they live, own or rent, etc.)

     4.Targeted audiences are anyone who wishes for a top notch experience, for a top notch price.

What is the organization or company mission statement? Tagline? (Can be the same – Nike's is, "Just Do it!"

     5."Where expensive meets cheap."

Glossary

CYMK

Type

Typeface

Word Spacing

Character

Neutral Ground

Stroke

Pica

Logo and Logotype

Describe the intent behind your logo design in a paragraph.

Show the typography used with your logo design.

Example:

**Minion Pro**
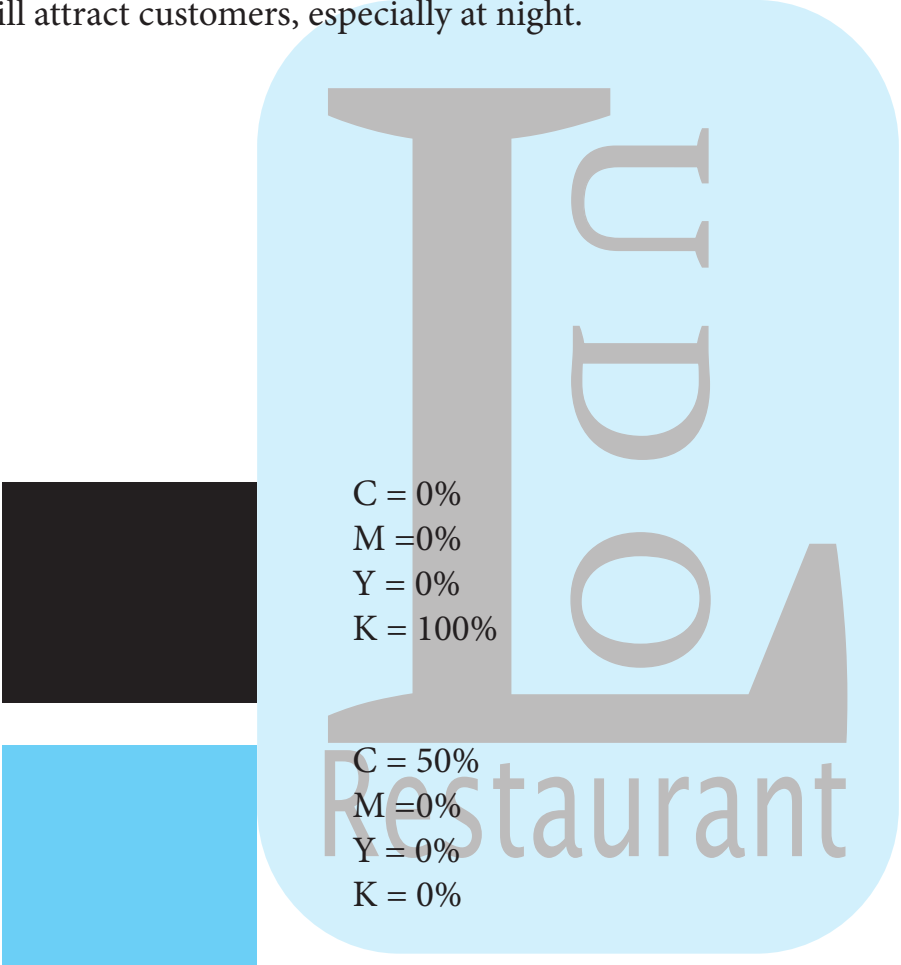abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Use of Space

The logo design for 'Ludo Restraunt' has a blue backround with a big L in front of the blue, along with UDO, finishing the L, to combine into the restraunts name. This design is simple, but effective. I also have another version of the logo, but it is without the blue backround.

1/2"
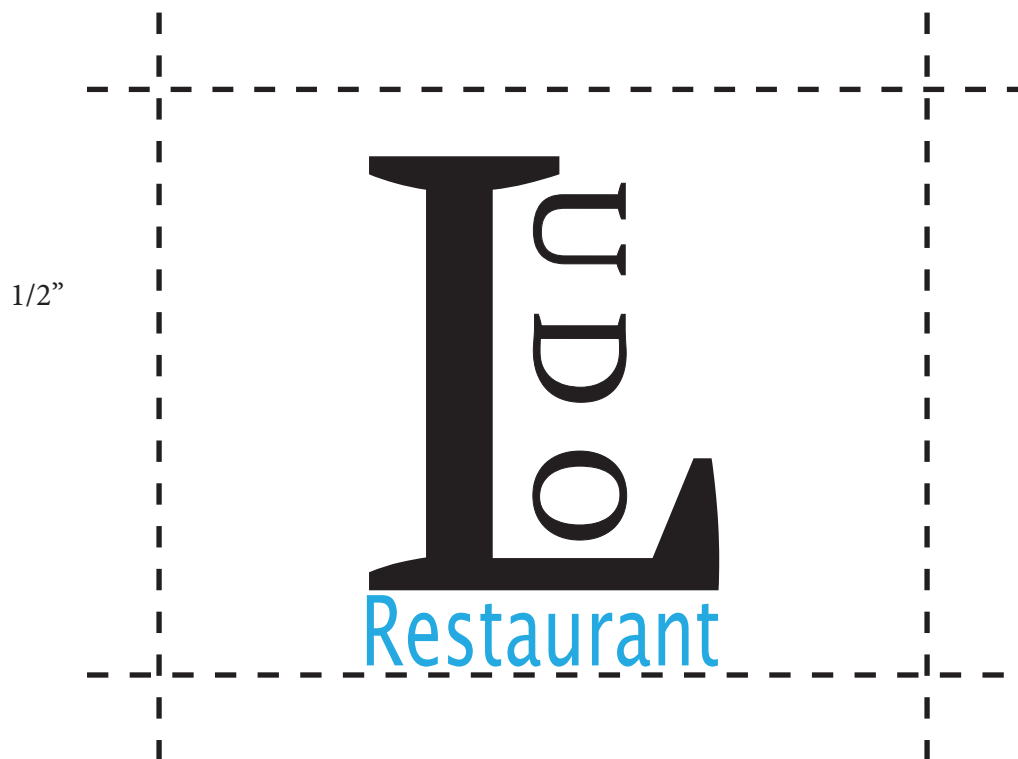
Color

The use of color in my brand is very important, the use of colors in logos are an eyecatcher and will attract customers, especially at night.

C = 0%
M =0%
Y = 0%
K = 100%

C = 50%
M =0%
Y = 0%
K = 0%

Typography

The typface I used for my logo was Lucidia Sans, I think its a simple, yet complex design that will hopefully attract the attention of customers.

Lucidia Sans
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Business Card

This is my business card, the design of my business card is to indent a memory of my logo into their minds, with some information on the back, in case they were interested,

Envelope

My enveloped will quickly just state the information of my restraunt, and be on our way :)

#10 Envelope Template - 4 1/8"x 9 1/2"

L
U D O
Restaurant
3128 Something Street
541-329-4459
"Where expensive meets cheap."

Letterhead

My letterhead has a simple design, featuring the logo in the top right corner, and having all of the information needed in order to get into contact with my restaurant, for any concerns or anything other such in the top left corner.
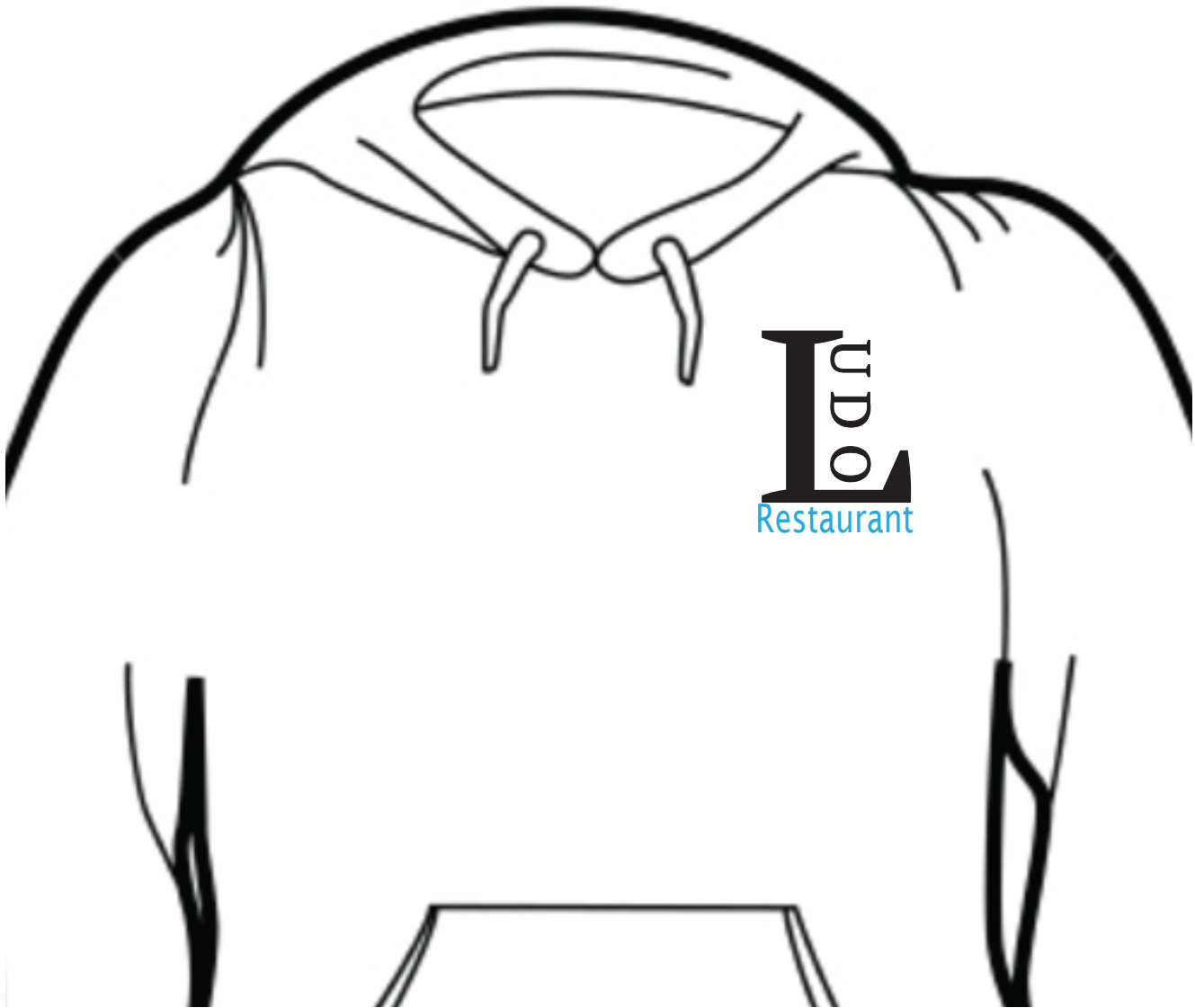
Letterhead Template - 8.5"x11" (smaller size shown below for mock-up purposes with border representing 8 1/2"x11" page edge)

3128 Something St.
541-329-4459
"Where expensive meets cheep."
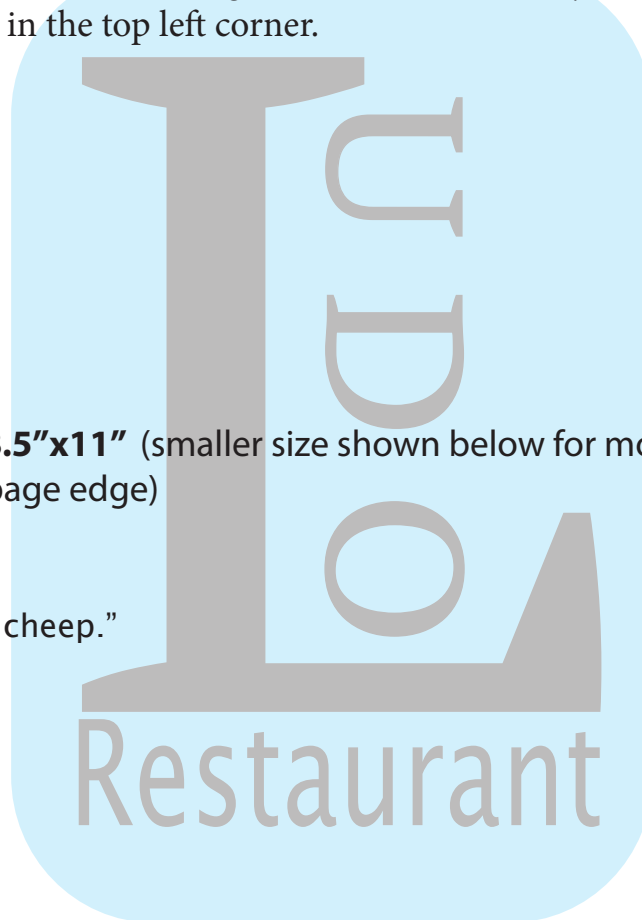
4th Piece

Display Ad

Paragraph that describes display ad design, intents for publication, etc.

Place display ad as PDF below, **scale to fit page space,** use line tool with shift key to draw lines defining physical ad size. Measures should reflect actual full size (100%) of display ad in Illustrator.

Poster

Paragraph that describes poster design, intents for publication, etc.

Place poster as PDF below, **scale to fit page space,** use line tool with shift key to draw lines defining physical poster size. Measures should reflect actual full size (100%) of poster in Illustrator.

Web Bridge (Optional)

Paragraph that describes media designed specifically for application and/or treatment for online/web purposing - this can be tied to social media and marleting, infographics, video, etc.

Place any PDFs, images, resources, screen shots, etc., that are relevant to media listed above..