

*Brand Design & Creative Direction Portfolio*

# ART DEPT.

BY NEW SCHOOL

# ART DEPT. SERVICES

## IDENTITY

Visual Concept  
Custom Logo  
Custom Brand Mark  
Color Palette  
Typography System  
Photo Art Direction  
Custom Illustration

## PRINT & WARES

Menu Design  
Coasters  
Matchbooks  
Napkins  
Check Presenters  
Postcards  
Placemats  
Apron + Uniform Design  
Branded Merchandise  
Business Cards  
Branded Barware  
Branded Smallwares

## PACKAGING

To-Go Bags  
To-Go Boxes  
Pizza Boxes  
Tissue Paper  
Serving Trays  
Napkins  
Stickers  
Stamps  
Packaging Tape

## SIGNAGE

Storefront Design  
Window Signage  
Wall Signage  
Wayfinding  
A-Frame Signage  
Billboards  
Wheatpaste + Street Posters  
Illustrated Posters  
Hand-Painted Signage  
Gold Leaf Lettering  
Neon Signage Design  
Mural Design

## DIGITAL

Website Design  
Splash Page Design  
Photography  
Social Media Art Direction  
Social Media Content  
Digital Marketing Graphics  
Email Design

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*Full Service Restaurant*

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*Full Service Restaurant*

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*Restaurant, Café, Teahouse*



# PRIMA DONNA

**CULVER CITY, CA**

Mosaic presents Prima Donna, a wood-fired production from Chef Michael Santoro, featuring an ensemble cast of Sicilian-inspired crowd-pleasers, thoughtfully curated for the prima donna in you.

## **BRANDING SERVICES**

Custom Logo

Brand Mark

Color Palette

Typography System

Photography

Menu Design

Custom Coasters

Custom Placemats

Custom Illustration Set

Exterior Signage

Interior Signage

Poster Design

Website Art Direction

Social Media Art Direction

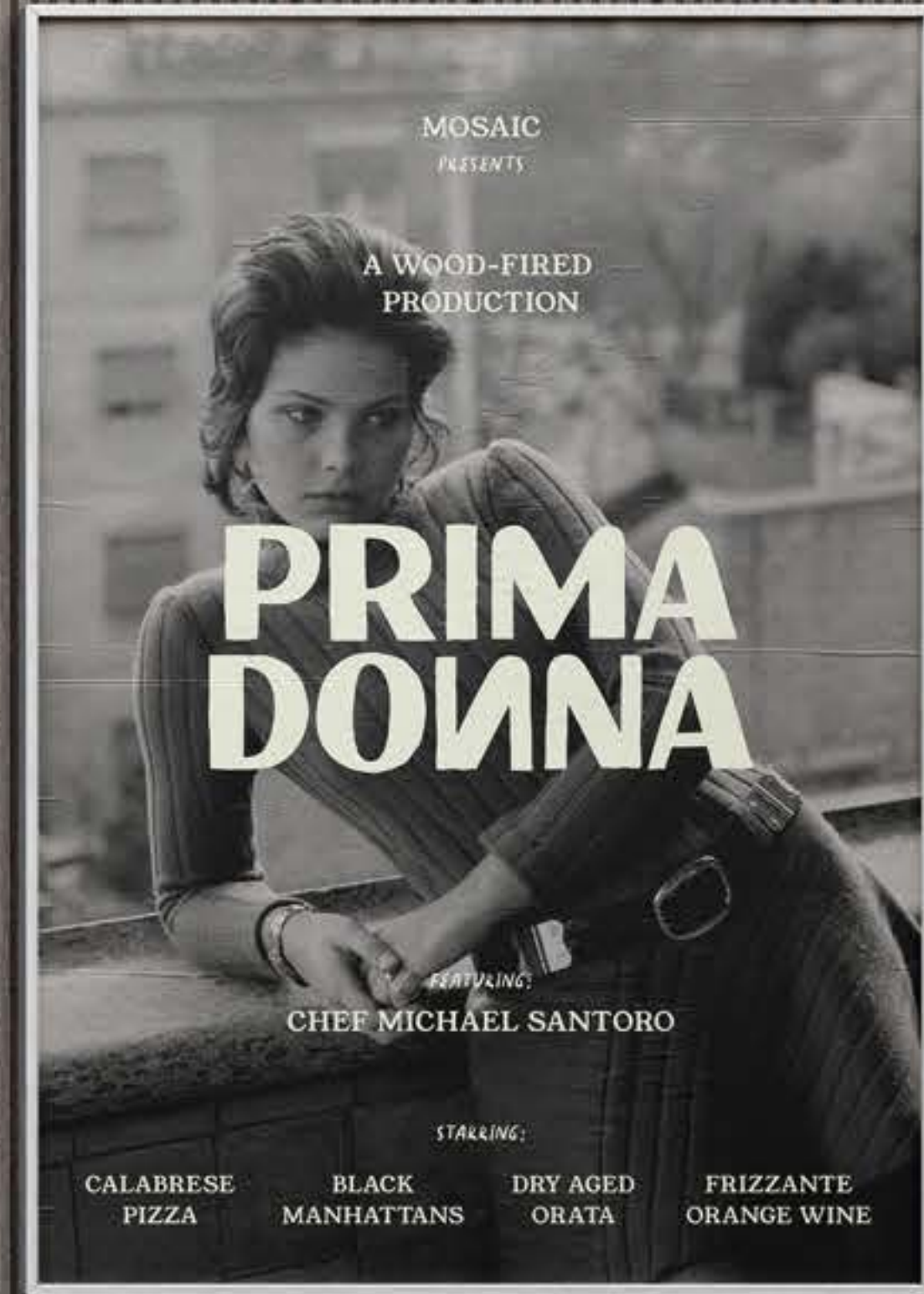
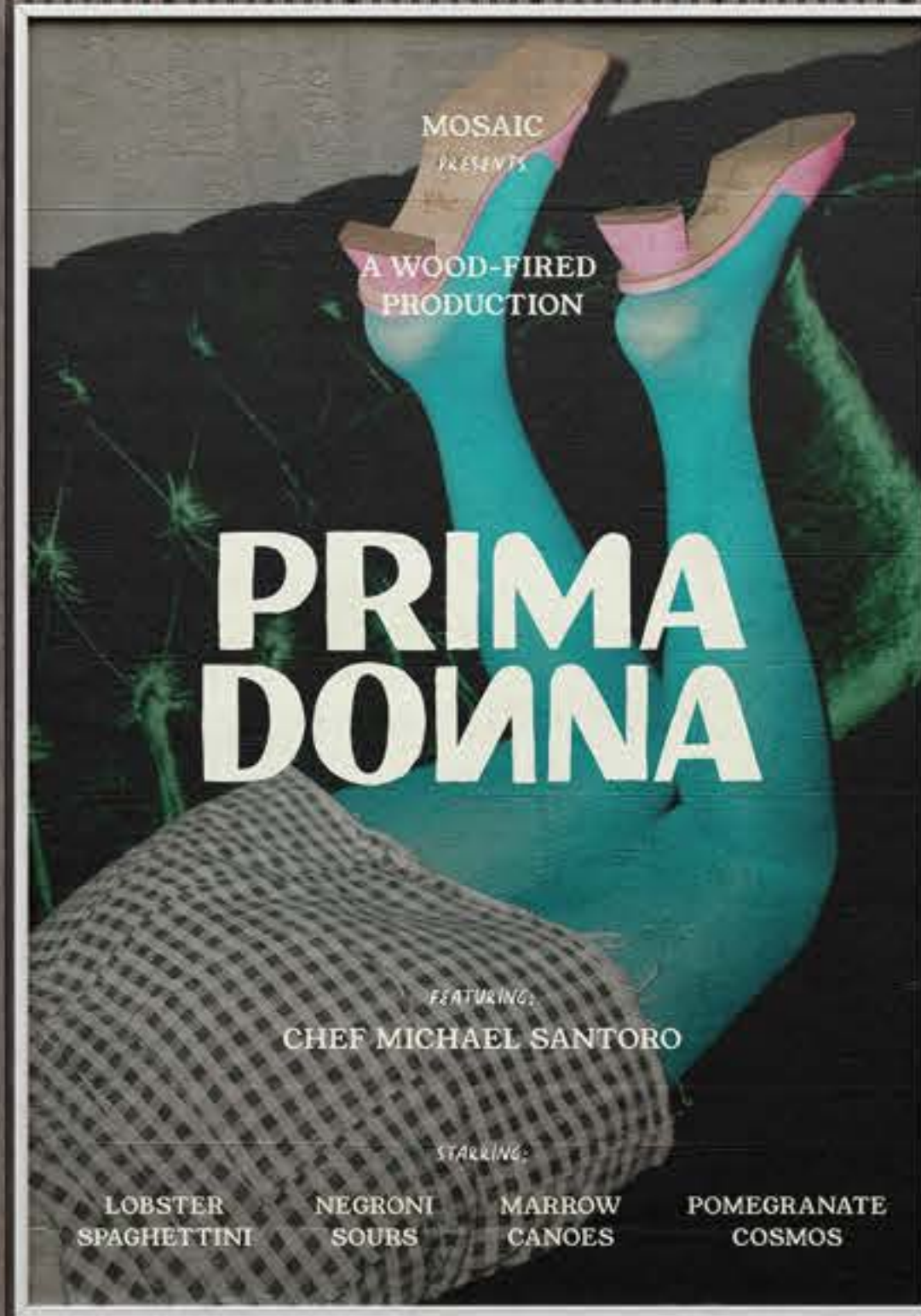
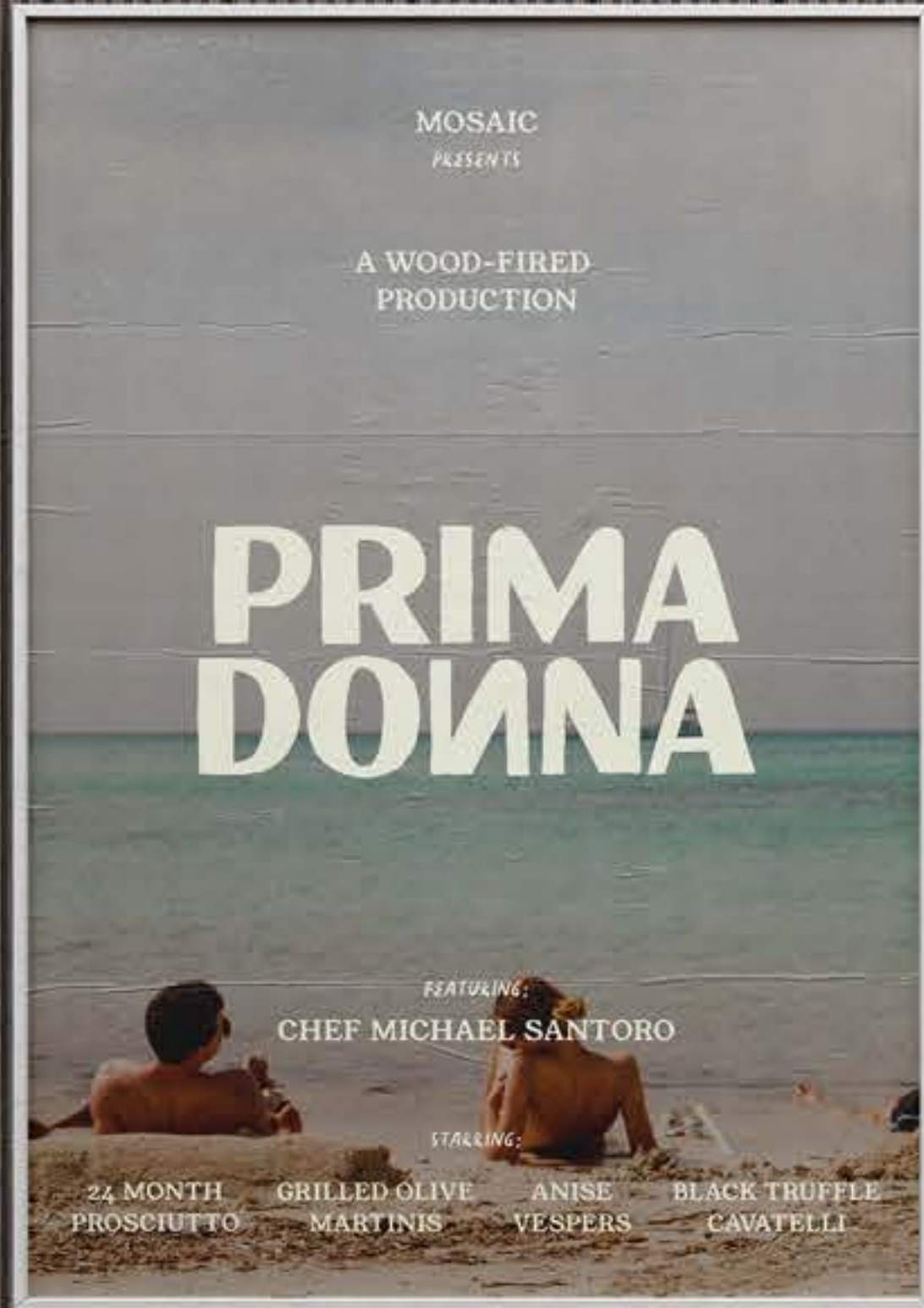
Uniforms



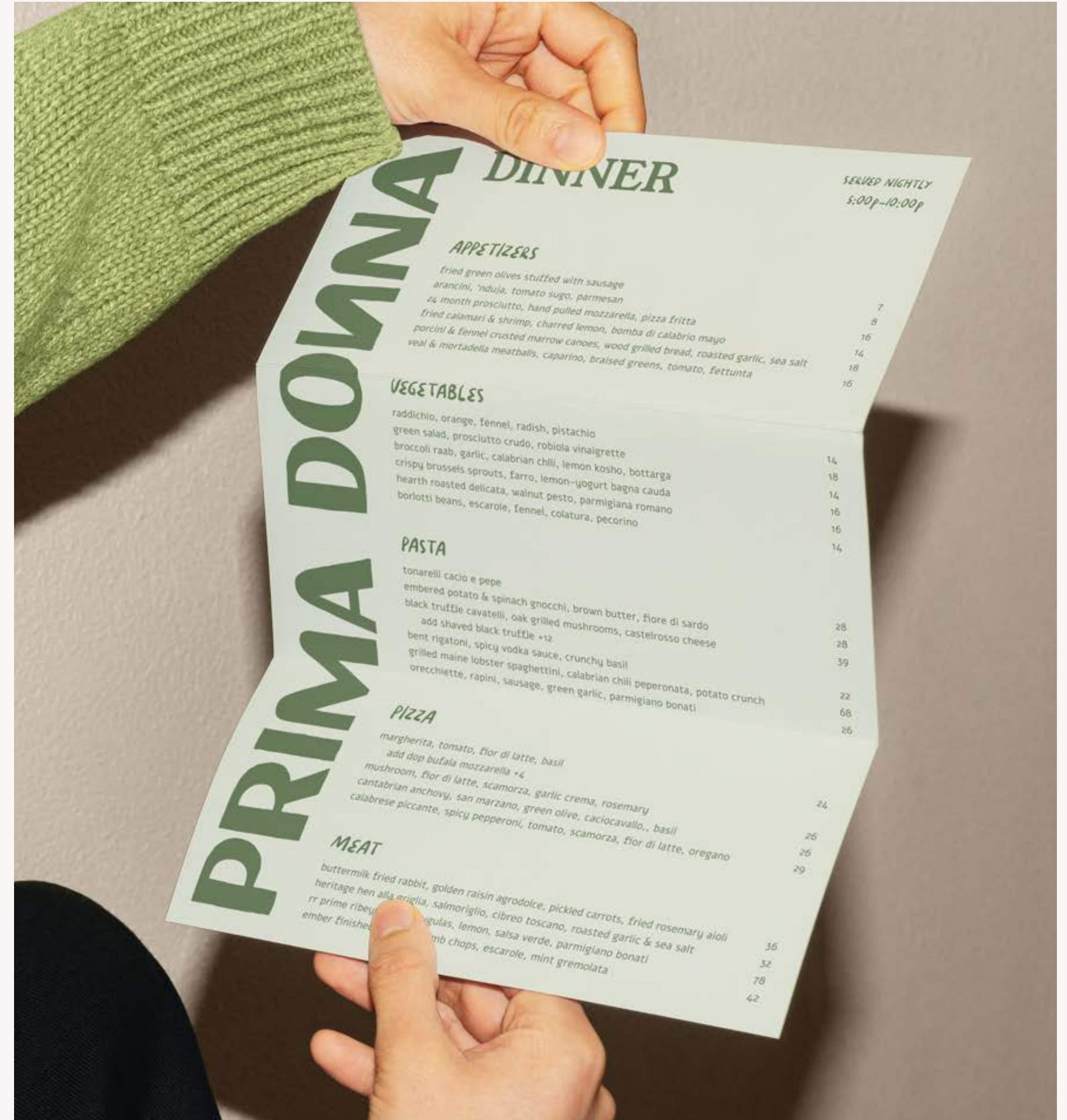


**PRIMA  
DONNA**













## **NOT-YOUR-AVERAGE ITALIAN.**

Prima Donna takes the Italian restaurant playbook and tosses it into our wood-fired oven. Inspired by the classic Italian films of Federico Fellini, we take guests into an unexpected cinematic universe — movie posters, iconic portraiture, and expressively hand-drawn typography and illustration break the mold of what's expected and introduce guests to a new wave of modern Italian dining.



whataprimadonna

Instagram interaction icons: heart, comment, share, menu, bookmark

whataprimadonna

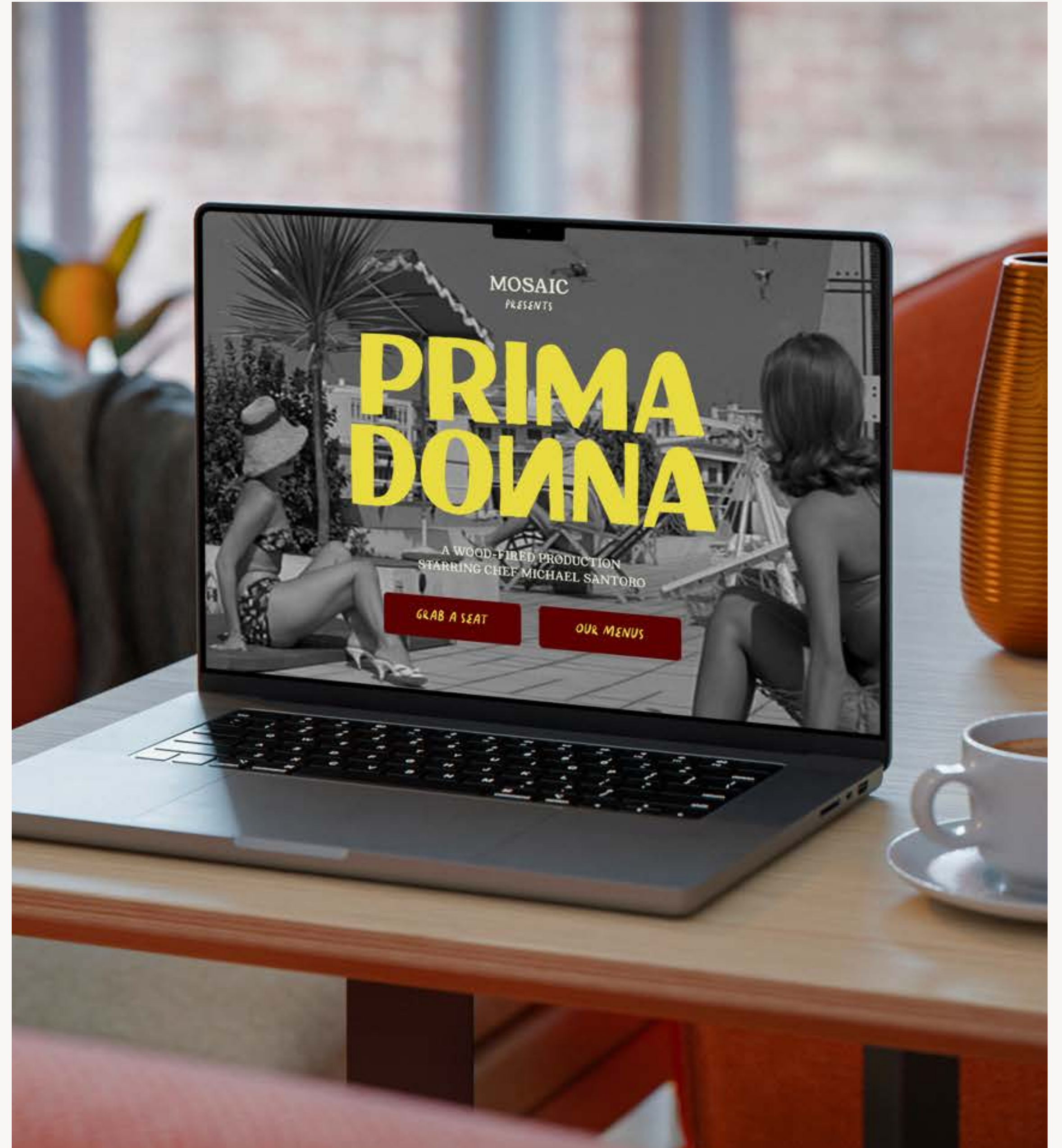
Instagram interaction icons: heart, comment, share, menu, bookmark

whataprimadonna

NATURAL WINE WEDNESDAY

Instagram interaction icons: heart, comment, share, menu, bookmark











# THERE THERE

**HOLLYWOOD, CA**

There There is a Modern Angeleno drinking, eating, and lounging experience celebrating the irreverent and diverse range of people, influences, and interests found ubiquitously throughout Los Angeles.

There There provides a special destination for all appetites and occasions, allowing guests to (re)take control of their hospitality experience... No restrictions. Just fun.

## **BRANDING SERVICES**

Custom Logo

Brand Mark

Color Palette

Typography System

Photography Art Direction

Menu Design

Custom Coasters

Exterior Signage

Interior Signage

Merch Design

Website Art Direction

Promotional Materials

Social Media Art Direction

Uniforms

**\*CONFIDENTIAL**

*All photography is FPO.*





**THERETHERE**



DRINK. DINE. LOUNGE.  
FOR A GOOD TIME CALL  
(323) 798-1300

MORNING. NOON. NIGHT.  
COME VISIT US AT  
6250 HOLLYWOOD BLVD.

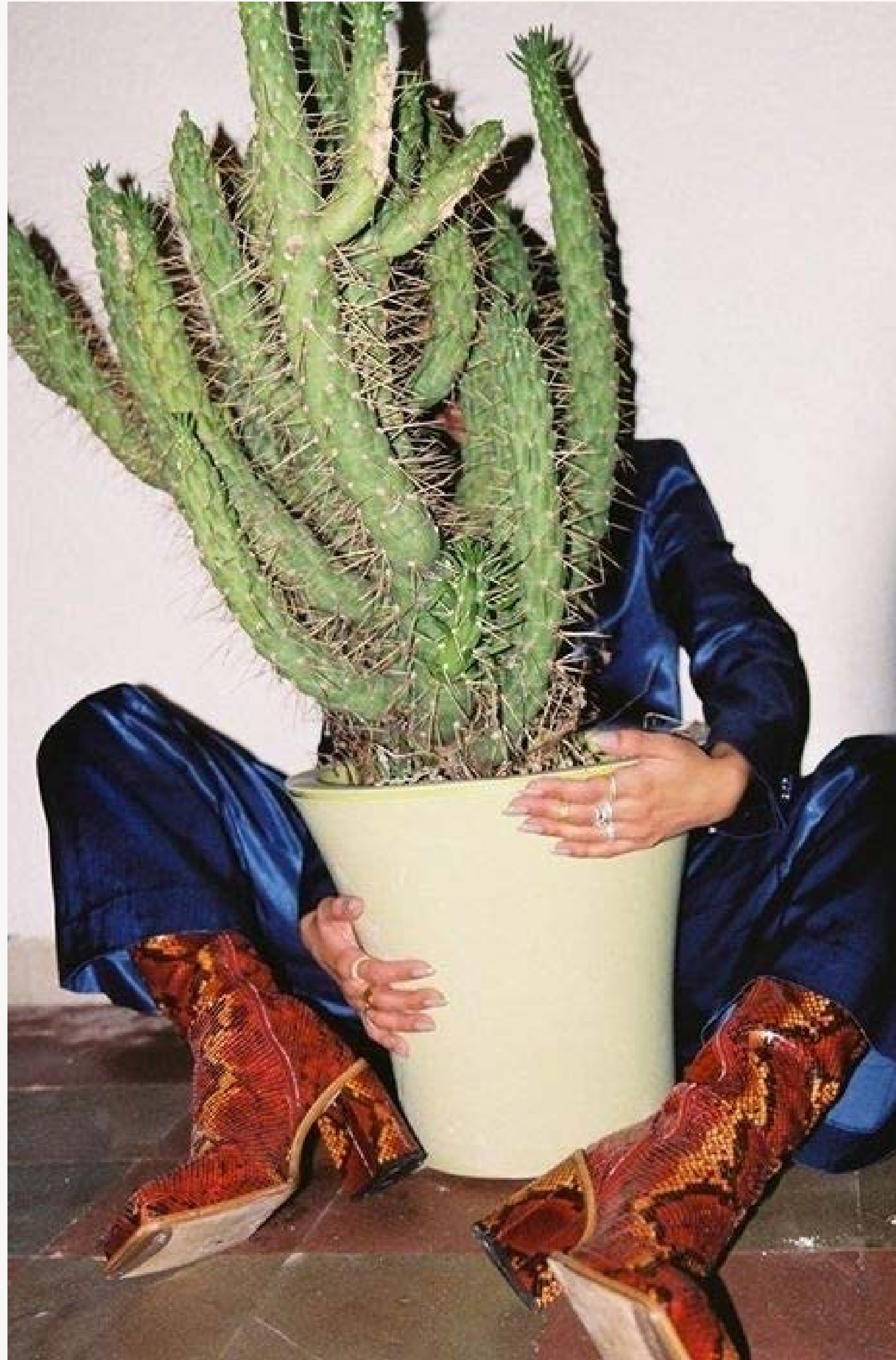


**THERE  
THERE**

**THERE  
THERE**











## **ELEVATING AND REINVENTING.**

There There transports guests to a fantasy world that combines lavish mid-century era design with modern West Coast luxury. Modern minimalist typography and fashion house-inspired editorial design is punctuated by a custom word mark brimming with confidence, defiance, and bold self expression.



therethere

HAPPY HOUR



MON-FRI 4PM-6PM

Instagram interaction icons: heart, comment, share, menu, bookmark

therethere



Instagram interaction icons: heart, comment, share, menu, bookmark

therethere

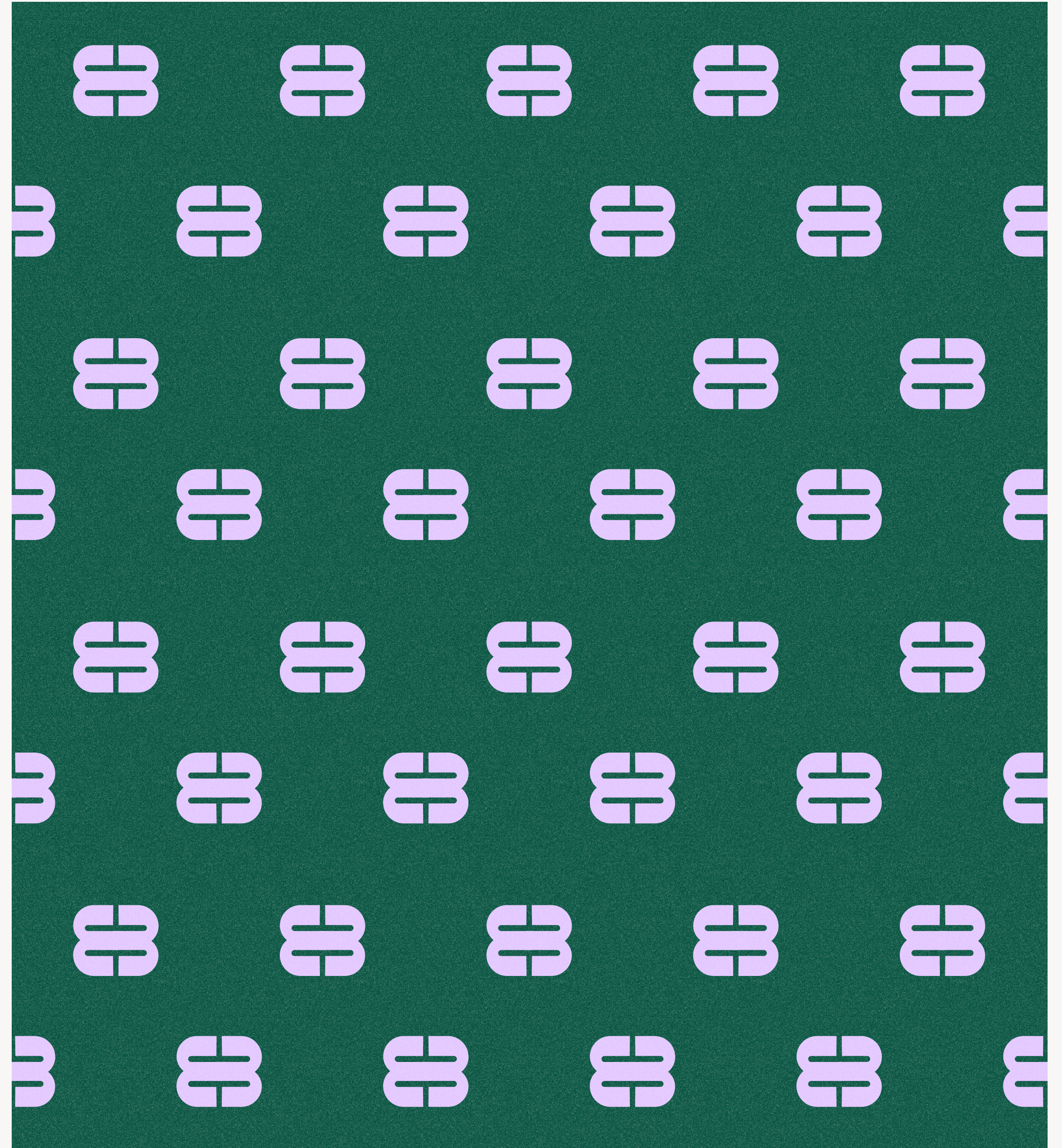
NEW SEASONAL



COCKTAILS

Instagram interaction icons: heart, comment, share, menu, bookmark









FB

6250 HOLLYWOOD BLVD.

LOS ANGELES, CA 90028



# PINWHEEL PASTA

RANCHO CUCAMONGA, CA

Pinwheel Pasta is a high-quality quick service concept that takes old Italian traditions and infuses it with Californian cuisine's commitment to locally sourcing and sunny flavors. Their menu sources high quality ingredients directly from local producers, hand crafting their pasta and baking fresh bread daily.

## BRANDING SERVICES

Custom Logos

Color Palette

Typography System

Photography Art Direction

Menu Design

Custom Coasters

Packaging Design

Website Art Direction

Exterior Signage

*\*Some photography is FPO.*





**PINWHEEL  
PASTA**













## **EVOKING JOY THROUGH ART AND FOOD.**

Inspired by the illustration style of one of our favorite artists, Keith Haring, we paired playful custom drawings with mouth-watering macro food photography to create maximum appetite appeal for this neighborhood pasta shop. Like the chefs at Pinwheel, we crafted this brand the old school way, hand drawing a nostalgic logo, brand marks and icon set to show the community that this food is hand crafted from scratch with tradition and love.













**Hand crafted  
with care.**



# WILDLIGHT

**VANCOUVER, BC**

At Wildlight, Chef Warren Chow celebrates the unique spirit of the Canadian West Coast with a menu of modern, all-day dishes crafted with ingredients found close by and in season: fresh Pacific seafood, just-picked produce from UBC Farm, and ethically raised meat from local growers. It's all perfectly paired with handmade, locally inspired cocktails, and beer and wine from select regional producers.

## BRANDING SERVICES

Custom Logos

Color Palette

Typography System

Photography Art Direction

Menu Design

Packaging Design

Website Art Direction

Signage



*wilcollinght*

**KITCHEN + BAR**



**KITCHEN + BAR**

*wildlight*

514601

1

This billboard advertisement features a high-quality photograph of a gourmet dish, likely a salmon fillet, garnished with fresh green vegetables, a slice of lemon, and a drizzle of sauce. The text 'KITCHEN + BAR' is overlaid in a dark teal box at the top center. The brand name 'wildlight' is written in a large, elegant, dark teal cursive font across the bottom of the image. The billboard is mounted on a brick wall, and the number '514601' is visible in the top right corner. A small number '1' is located on the right edge of the billboard frame.

JCDecaux











## WE CAUGHT A CASE OF WANDERLUST.

Admiration and exploration of the ocean, forests, shoreline, and hyper local flavors and ingredients of the West Coast of BC shine through in a brand identity that feels fresh and free, encouraging guests to take an inspiring culinary journey through the region at Wildlight.













5380 UNIVERSITY BLVD  
VANCOUVER BC V6T 0C9  
609 915 0722



# VELVERIE

**BEVERLY HILLS, CA**

Velverie's mission is to bring opulence to all. We helped them launch a luxe Euro-inspired concept with an inventive breakfast, lunch, afternoon tea, dinner, and cocktail program to please foodies from near and far.

## **BRANDING SERVICES**

Custom Logos

Color Palette

Typography System

Photography Art Direction

Menu Design

Custom Coasters

Packaging Design

Website Art Direction

Exterior Signage

Promotional Materials



The image shows the interior of a restaurant named 'Velverie'. The space is characterized by a red tufted booth along the left wall, which is illuminated by a neon sign that reads 'Velverie Rien'. The dining area is furnished with dark wood tables and a variety of chairs, including some with floral and herringbone patterns. A black and white checkered floor is visible. The lighting is warm and ambient, featuring a large chandelier and several wall-mounted lamps. The overall atmosphere is classic and elegant.

# VELVERIE









## LUNCH



11-3PM

### SALADS & SOUPS

- DAILY SOUP 12  
*Ask your server about today's selection*
- GREEK 15  
Marinated Feta, Persian Cucumber, Coquillo Olive, Red Wine Vinaigrette
- CAESAR 15  
Heirloom Tomato, Crunchy Torn Croutons, Roasted Sunflower Seeds, Parmigiano-Reggiano, Creamy House Caesar Dressing
- LITTLE GEM 15  
Fennel, Radish, Pickled Onion, Za'atar Ranch
- TUNISIAN COUSCOUS 16  
Char-grilled Vegetables, Piperade, Fresh Herbs, Lemon
- ADD:  
Grilled Chicken 5  
Salmon 7  
Steak 12

### SANDWICHES

- Served with Potato Chips, Green Salad or Seasonal Fruit*
- AVOCADO TOAST 15  
Radish, Cucumber, Mint, Sumac
- HERITAGE TURKEY 18  
Basil Pesto, Mozzarella, Slow-Roasted Tomatoes
- PROSCIUTTO & BURRATA 18  
Straus Family Creamery Butter, House Giardiniera, Cracked Pepper
- PROVENÇAL TUNA TARTINE 17  
Fennel, Capers, Olives, Herb Salad, Country Toast
- MARY'S CHICKEN MELT 18  
Manchego, Lacinato Kale, Caramelized Lemon, Harissa Aioli
- B.L.C.T. 28  
Smoked Bacon, Little Gem Lettuce, Dungeness Crab Salad, Heirloom Tomato

### THE VELVERIE BURGER

Creekstone Farms Beef, Cruyère, Confit Garlic Aioli, Slow-Roasted Tomato, Bread & Butter Pickles, Brioche Bun

28

### SIDES

Green Salad 7 // Potato Chips 6 // Truffle & Parmesan Chips 8



OPEN



DAILY

# VELVERIE

CAFÉ &  
TEAHOUSE

BREAKFAST · LUNCH · AFTERNOONTEA · DINNER

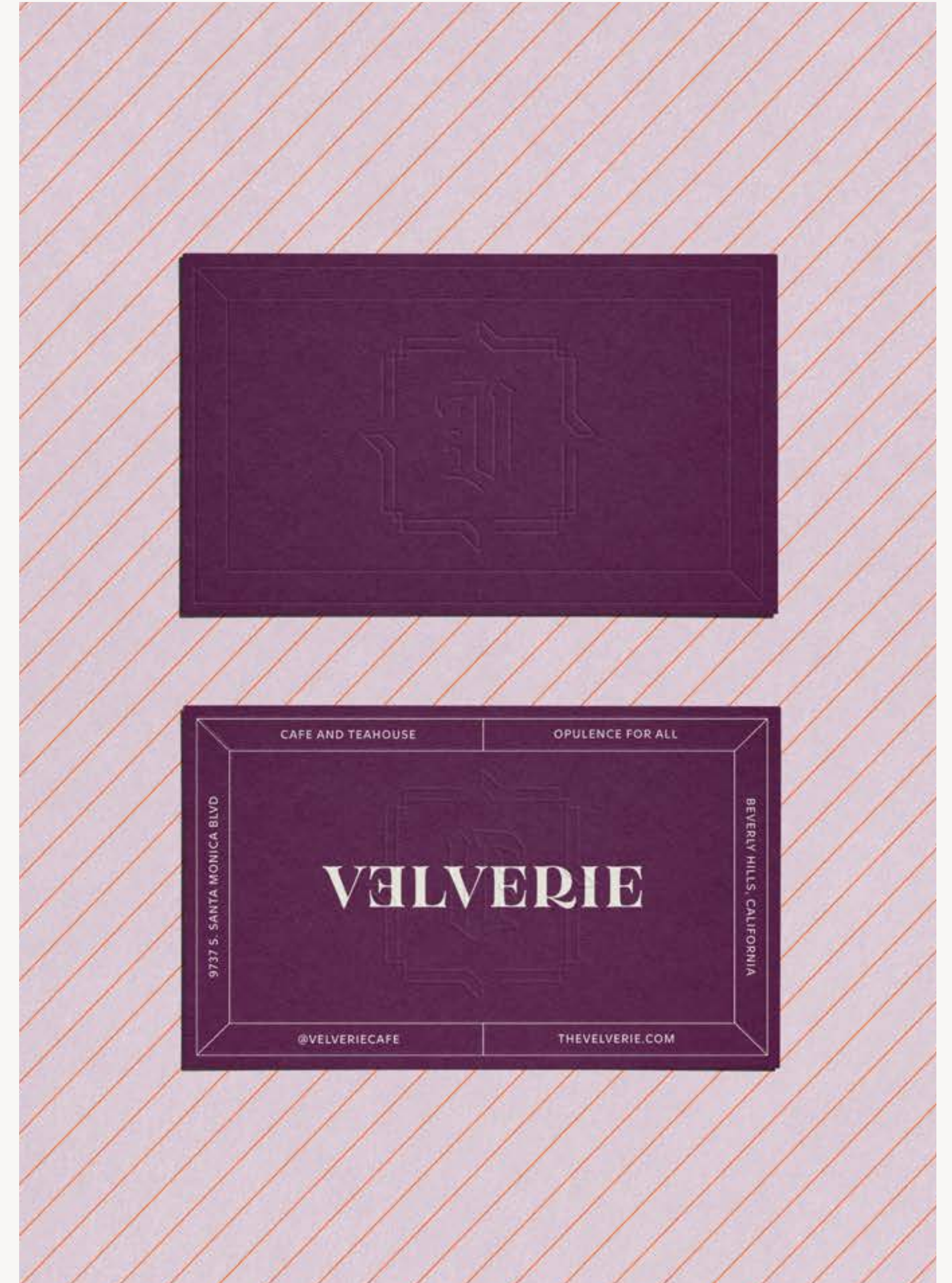
## **FIT FOR ROYALTY.**

Like our food and beverage program, this design system brings Old World luxury to the masses. Elegant typography and intricate line work add thoughtful touches to every detail of the guest experience, elevating their morning, noon and evening.











BEVERLY HILLS

# OPULENCE FOR ALL

CALIFORNIA



# ALL NEW SCHOOL SERVICES

## DISCOVERY

Master Planning  
Concept Vision  
Market Analysis  
Feasibility Study  
Financial Model

## ADMINISTRATIVE

Business Entity  
Banking  
Accounting  
Location  
LOI & Lease  
Insurance  
License & Permits  
Spatial Analysis  
Schematic Design  
Project Coordination

## BUILDING

Interior Design  
Expeditor  
Kitchen Design  
Contractor  
Furniture, Fixtures  
& Equipment  
IT  
Operating Supplies  
& Equipment  
Marketing  
Uniforms

## DEVELOPMENT

Branding  
Food Program  
Cocktail/Spirit Program  
Wine Program  
Beer Program  
Non-Alcohol Program  
Retail Program  
Smallwares  
Uniforms  
Music  
Photography  
Marketing

## EXECUTION

People Planning  
FOH Training Program  
Management Recruitment  
FOH Management Training  
BOH Management Training  
Line-Level Staff Recruitment  
Line-Level FOH Staff Training  
Social Media  
Soft Opening  
Grand Opening  
30-Day Post Opening  
Support





# NEW SCHOOL