



趙家 餐廳
GOLDEN TREE
CHINESE RESTAURANT

Final Presentation

Dickson Chiu

PRESENTATION OVERVIEW

01. Branding Guidelines
02. Mocked-Up Collateral
03. Mocked-Up Advertisement
04. Interactive iPad Menu
05. Restaurant Website
06. Environmental Design
07. Links to Prototypes &
Video Presentation

THE LOGO

The old logo featured red wordmark with golden outlines. It also features Chinese calligraphy that stands for “Golden Tree”.

The new logo for Golden Tree is a combination of a wordmark, horizontal lines that resemble a tree graphic, and Chinese calligraphy that stand for “Chiu Family Restaurant”.

This logo favors a more symmetrical design and presents a modern look.

OLD LOGO



金樹 = Golden Tree

NEW LOGO



趙家 = Chiu Family
餐廳 = Restaurant

THE EXCLUSIONARY ZONE

The Exclusionary Zone ensures the legibility and integrity of the logo by isolating it from infringing elements like other text and supporting graphics.



OTHER LOGO OPTIONS

Logo Option #1 is the current Golden Tree logo in full color.

Other logo options include monochromatic logo option and a mono reverse logo option for black and white print.

LOGO OPTION #1



MONOCHROMATIC



MONO REVERSE



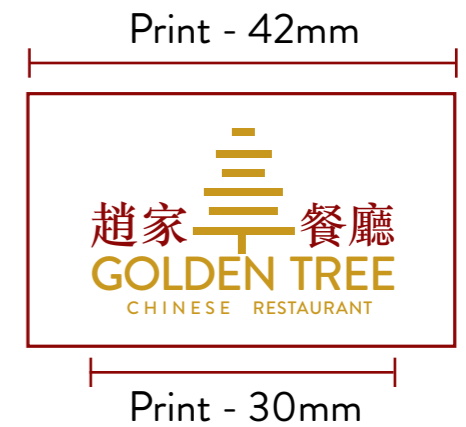
MINIMUM LOGO SIZE

Digital:

To maintain logo integrity and legibility, the logo for Golden Tree should not be smaller than 205 pixels.

Print:

To maintain logo integrity and legibility, the logo for Golden Tree should not be smaller than 42 millimeters.



FORBIDDEN USAGES

These are a few examples of what not to do with the Golden Tree logo.



Do Not: Change the typography of the wordmark.



Do Not: Change the spacing of the lines of the tree graphic.



Do Not: Add a photograph as a background to the logo.



Do Not: Change the color of the tree graphic.



Do Not: Change the color of the wordmark.



Do Not: Replace the tree graphic.



Do Not: Do not remove the tree graphic or the Chinese calligraphy.



Do Not: Change the weight of the strokes on the tree graphic.



Do Not: Change the color of the Chinese calligraphy



Do Not: Set the background color to any other color. Stick to shades of white & black



Do Not: Change the text GOLDEN TREE or the text under it.



Do Not: Rotate, skew, or warp the logomark.

THE COLOR

Color Palette #1 features a darker palette to contrast better with lighter backgrounds.

Text Color Option #1 is used for more lighter backgrounds.

Text Color Option #2 is used for more darker backgrounds.

COLOR PALETTE #1



GOLDEN TREE METAL GOLD

HEX: #c7961d

RGB: 199, 150, 29

CMYK: 23%, 40%, 100%, 2%



GOLDEN TREE DARK RED

HEX: #8c0606

RGB: 140, 6, 6

CMYK: 27%, 100%, 100%, 31%

TEXT COLOR OPTION #1 (for lighter backgrounds)

EXAMPLE FOOD TEXT (HEX COLOR: #000000)

Small description of food subtext

(HEX COLOR: #303030)

EXAMPLE FOOD TEXT

Small description of food subtext

\$7

TEXT COLOR OPTION #2 (for darker backgrounds)

EXAMPLE FOOD TEXT (HEX COLOR: #FFFFFF)

Small description of food subtext

(HEX COLOR: #a0a0a0)

EXAMPLE FOOD TEXT

Small description of food subtext

\$7

THE TYPOGRAPHY

The typeface chosen is Brandon Grotesque. Selecting this typeface will help bring a more modern take to the logo and menu text.

The typeface used for the Chinese Calligraphy in the logomark is 宋体-繁

BRANDON GROTESQUE

BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Golden Tree aims to provide hearty, home-cooked, Cantonese comfort favorites in a clean, warm & inviting atmosphere



Text for lighter backgrounds

EXAMPLE FOOD TEXT Small description of food subtext	\$7
EXAMPLE FOOD TEXT Small description of food subtext	\$10
EXAMPLE FOOD TEXT Small description of food subtext	\$20
EXAMPLE FOOD TEXT Small description of food subtext	\$100

Text for darker backgrounds

EXAMPLE FOOD TEXT Small description of food subtext	\$7
EXAMPLE FOOD TEXT Small description of food subtext	\$10
EXAMPLE FOOD TEXT Small description of food subtext	\$20
EXAMPLE FOOD TEXT Small description of food subtext	\$100

COLLATERAL

These are mock up examples of collateral that the restaurant might want to use.

BUSINESS CARD



COLLATERAL

These are mock up examples of collateral that the restaurant might want to use.

T-SHIRT



HAT



STICKER



TEACUP



Advertisement Mock-Up



趙家餐廳
GOLDEN TREE
CHINESE RESTAURANT

HUNGRY?
CHIU'S CHINESE.



801-254-7651 ♦ 1722 West 12600 South, Riverton, Utah 84065 ♦ www.goldentree.com

Advertisement Mock-Up



Online Advertisements - Groupon

[Featured](#) [Local](#) [Goods](#) [Getaways](#) [Deals of the Day](#) [Coupons](#) [Extra 20% Off](#)




[Local](#) > [Food & Drink](#) > [Restaurants](#) > [Asian Restaurants](#)

GOLDEN TREE 4.6 (72 ratings)


12600 Redwood Road, Riverton (7.3 mi)

 25% Off Chinese




 Limited Time Remaining!  Up to 25% Off  72 ratings

\$30 Off \$40 Worth of Chinese

 220+ bought ~~\$40~~ **\$30**
25% OFF

[Buy](#)

 Give as a Gift

SHARE THIS DEAL     [Like 0](#)

Online Advertisements - The Salt Lake Tribune (local newspaper)

« FRIDAY, NOVEMBER 30, 2018 »

The Salt Lake Tribune

2017 Pulitzer Prize Winner

Trending Gay Latter-day Saints George H.W. Bush Kristin Chenoweth Prop 2 replacement BYU bowl



Lawmakers will decide Monday whether to replace Prop 2 with a different medical cannabis measure

By Bethany Rodgers • 4h ago



Former President George H.W. Bush dies at age 94

By Michael Graczyk | The Associated Press • 1h ago



Jazz start fast, Kyle Korver sizzles in his return and Utah earns an impressive 119-111 road win over Charlotte

By Andy Larsen • 3h ago



They say he yelled 'I hate Mexicans' before attacking them with a metal bar. Will this Utah case be considered a hate crime?

By Courtney Tanner • 30m ago



Kristin Chenoweth says she won't back out of Tabernacle Choir concerts — or away from her LGBTQ activism

By Scott D. Pierce • 3h ago

趙家餐廳
GOLDEN TREE
CHINESE RESTAURANT

GROW WITH US.

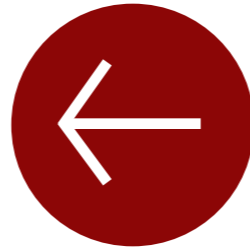
801-254-7651 • 1722 West 12600 South, Riverton, Utah 84065 • www.goldentree.com

RESERVE A SPOT NOW

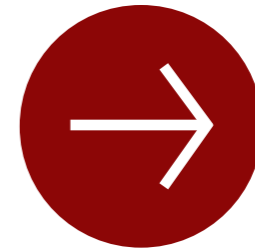
Iconography - menu navigation



“READY TO ORDER” button



Back Button



Used when a particular menu category has more pages.

Iconography - allergy/dietary restrictions alert icons



Food contains Soy Sauce.



Food contains nuts.



Food contains monosodium glutamate.



Food contains gluten.



Food contains shellfish.



Food contains egg.



Food contains dairy.



Food is hot & spicy.

Interactive iPad Menu





趙家 三 餐廳

GOLDEN TREE

CHINESE RESTAURANT

ORDER NOW

Our Story



About Golden Tree

In the 1980's, Hung Tak Chiu came over to the United States from Hong Kong. He and his family didn't have enough money for their own restaurant, so he and his children worked in other restaurants in the meantime—gaining experience in the restaurant business. After saving their pennies, they were able to afford a place of their own, a small building in Riverton, Utah. After a couple years of booming business, the family gained a big, local following and were able to move their restaurant to a larger and more accessible place. We have served delicious food to our guests for the last 30 years and will continue serving our loyal customers. Stop by and join our family!





By Tauni Everett

Despite the efforts of dozens of committed Riverton residents, the Crane House (at 1640 West 13200 South) will start 2010 with a new owner. The home, along with .15 acre of city land, was sold to local developer Nancy Long, owner of historic Gardner Village, for \$63,000.

"Action was necessary if the council wanted to preserve the Crane Home and not risk having it torn down," Ryan Carter, Riverton city attorney said. "As long as the house sits on two separate parcels of property, its future is in jeopardy and the city could find itself the subject of costly litigation."

When the home was originally moved to the site, owner Joseph Beesley donated some of the land it sits on to the city but retained ownership of the rest of the property. Beesley has since passed away and his heirs have sold the property in question and adjacent land to Long.

In order to consolidate the title and to the current land owner.

City officials said the cost of purchasing the home or relocating it to another parcel of land could have run upwards of \$50,000 was returned to the Crane family and an additional \$20,000 in funds was which attempted to raise the funds couldn't pull enough together. Lloyd said that \$50,000 was returned to the Crane family and an additional \$20,000 in funds was ed, as her group was unable to raise t of the cash.

We are devastated that the council dided to move forward with the sale Crane House," Lloyd said.

While it was a difficult decision, city d members of the council and even f the general public didn't feel there ch choice.

I knew someone who grew up in that said Tracy Thaxton, a newly councilmember. "I hate to see sp City lose control of such a pr piece of its history, but a difficult pe had to be made. I think the city ap the right choice and that the home g well taken care of."

ng, who describes herself as a his- preservationist rather than a develop- suggested that Riverton's residents ill be able to peek at the home's his- he has already revitalized the prop- rrounding the home and has plans to the Crane House as a doll museum to collector Diane Peterson.

Provisions have been made to



South Valley Journal
August 4

★ Business S

Crane House






APPETIZERS

SOUPS

CHINESE MENU

AMERICAN MENU




EGG ROLL (1)

Ham, Cabbage, Pork, and Carrots wrapped in a shell and deep-fried.  

\$1.75

CHAR SHU

Sliced, barbeque pork.  


\$6.25

FRIED WONTON

Fried Wonton skins—served with Sweet & Sour sauce.


\$3.95

FRIED SHRIMP (3x)

3 Breaded, Deep-Fried Shrimp—served with Cocktail sauce. 



\$5.15

FRIED SHRIMP (5x)

5 Breaded, Deep-Fried Shrimp—served with Cocktail sauce. 


\$8.15

PAPER WRAPPED CHICKEN (6x)

Marinated Chicken—wrapped in foil and deep-fried.  

\$6.25

POT STICKERS (6x)

Grilled Pork Pot Stickers. 


\$6.25

GOLDEN SCONES (10x)

A customer favorite. Deep-Fried dough—sprinkled with sugar.

\$5.25

CREAM CHEESE WONTONS (8x)

Lightly fried wonton skins with cream cheese inside. 

\$5.85



SELECT A CATEGORY

**CHINESE LUNCH
SPECIAL**

**COMBINATION
PLATES FOR 1**

**CHOW MEIN
/
CHOP SUEY**

APPETIZERS

FRIED RICE

SWEET & SOUR

EGG FOO YUNG

SOUPS

CHICKEN

BEEF

SEAFOOD

CHINESE
MENU

AMERICAN
MENU

**CHINESE DINNER
SPECIAL**

**FAMILY DINNER
COMBOS**

SOUP NOODLES





APPETIZERS

SOUPS

CHINESE MENU

AMERICAN MENU



CHINESE LUNCH SPECIAL

Pick 3 Items. Price starts at **\$5.49**

01. CHICKEN CHOW MEIN



02. SWEET & SOUR PORK

03. HAM FRIED RICE



04. EGG FOO YUNG



05. EGG ROLL



06. SWEET & SOUR FISH

07. SWEET & SOUR CHICKEN ON A STICK

08. PAPER WRAPPED CHICKEN



09. FRIED WONTON

10. BREADED CHICKEN w/ BROWN GRAVY



11. HONEY CHICKEN

12. SWEET & SOUR CHICKEN

13. LEMON CHICKEN

14. ORANGE CHICKEN





APPETIZERS

SOUPS

CHINESE MENU

AMERICAN MENU



CHINESE LUNCH SPECIAL

Pick 3 Items. Price starts at **\$5.49**

01. CHICKEN CHOW MEIN



08. PAPER WRAPPED CHICKEN



Someone will be with you shortly!

GOT IT!

07. SWEET & SOUR CHICKEN ON A STICK

14. ORANGE CHICKEN

WONTON

ED CHICKEN
WN GRAVY

CHICKEN

& SOUR CHICKEN

CHICKEN



Restaurant Website





CHIU'S CHINESE TODAY.

RESERVE A SPOT NOW



[HOME](#)

[ABOUT](#)

[MENU](#)

[RESERVE](#)

[CONTACT](#)



ABOUT GOLDEN TREE

In the 1980's, Hung Tak Chiu came over to the United States from Hong Kong. He and his family didn't have enough money for their own restaurant, so he and his children worked in other restaurants in the meantime—gaining experience in the restaurant business. After saving their pennies, they were able to afford a place of their own, a small building in Riverton, Utah. After a couple years of booming business, the family gained a big, local following and were able to move their restaurant to a larger and more accessible place. We have served delicious food to our guests for the last 30 years and will continue serving our loyal customers. Stop by and join our family!





RESERVATIONS

DECEMBER 2018 ∨						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Sunday, December 16	Your Name
Number of Guests ∨	Time ∨

RESERVE



OUR LOCATION



11:00am – 10:00pm, Everyday



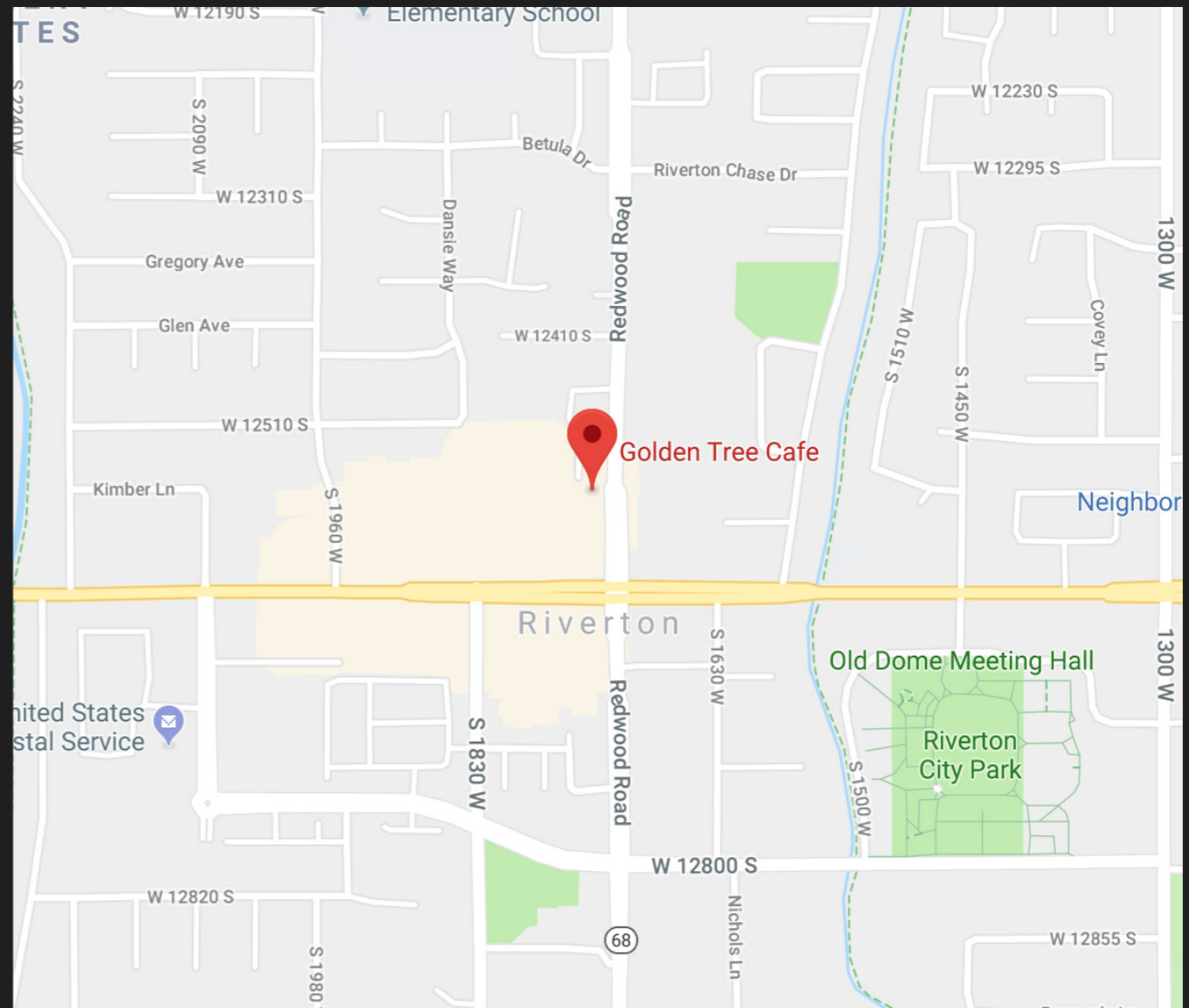
801-254-7651



1722 West 12600 South, Riverton, Utah 84065



www.goldentree.com





MENU



Appetizers

Soups

Chinese



American

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Ham, Cabbage, Pork, and Carrots wrapped in a shell and deep-fried.  

\$1.75

CHAR SHU

Sliced, barbeque pork.  


\$6.25

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MENU

- Appetizers
- Soups
- Chinese**
- American

Select a Category:

- CHINESE LUNCH SPECIAL
- COMBINATION PLATES FOR 1
- CHOW MEIN / CHOP SUEY
- FRIED RICE
- SWEET & SOUR
- EGG FOO YUNG
- CHICKEN
- BEEF
- SEAFOOD
- CHINESE DINNER SPECIAL
- FAMILY DINNER COMBOS
- SOUP NOODLES



MENU

Appetizers

Soups

Chinese

American



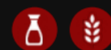
CHINESE LUNCH SPECIAL

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06. SWEET & SOUR FISH

13. LEMON CHICKEN

07. SWEET & SOUR CHICKEN
ON A STICK

14. ORANGE CHICKEN

ENVIRONMENTAL DESIGN



iPad Prototype

https://invis.io/X5PI6XXMDG2#/335400710_home_screen

Website Prototype

https://invis.io/MZPHC92V4ED#/334247141_00_Landing_Page

Video Presentation

<https://youtu.be/h8zQPZ7nvbg>

Citations for advertisement/environment mockups

Photo for Advertisement Mockup #1 taken by me.

illustratedscience. (n.d.). Retrieved November 17, 2018 from <https://www.tumblr.com/search/forest%20editorial>

Pathos Media. (n.d.). Flaming stir fry, slow motion. Retrieved November 17, 2018 from <https://www.shutterstock.com/video/clip-4550969-flaming-stir-fry-slow-motion>

BLUEGUM. (2010, January 16). Hot Wok. Retrieved November 17, 2018 from <http://www.rgbstock.com/photo/mflfYQQ/Hot+Wok>

MOCKUPWORLD. (n.d.). Bus Stop Billboard Mockup. Retrieved November 30, 2018 from <https://www.mockupworld.co/free/bus-billboard-mockup/>

freepik. (2018, September). freepik. Blank billboard in bus stop at night with the lights of the cars passing by. Retrieved November 30, 2018 from https://www.freepik.com/free-photo/blank-billboard-in-bus-stop-at-night-with-the-lights-of-the-cars-passing-by_3274483.htm

Online Advertisement screenshots taken from <https://www.sltrib.com/> AND https://www.groupon.com/deals/peipei-house-llc?deal_option=24f3f484-3e44-46a0-95bb-b0fbfa4ccb44

MILLWORK INTERIORS. (2015, June 9). the noodle kitchen at galaxy macau. Retrieved December 1, 2018 from <https://mill-work.com/2015/06/09/the-noodle-kitchen-at-galaxy-macau/>

CORIANDER & GARLIC. (2013, September 30). Sugar high on Char Siu 叉烧 (Cantonese BBQ pork). Retrieved December 1, 2018 from <https://corianderandgarlic.wordpress.com/2013/09/30/sugar-high-on-char-siu-%E5%8F%89%E7%83%A7-cantonese-bbq-pork/>

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Thank you!