

Graphic Designer
MadMarks Presentation

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ANA CANNON

MadMarks

Abstract Kitchen
Based on Abstract Expressionism and
Franz Kline (pictured below)

A crafted and eclectic dining experience.
**Deconstructing what we know
into what we feel.**



MadMarks

Brand Identity

- Logos
- Secondary Logos
- Colors
- Typography

MINI BRAND STYLE GUIDE

PRIMARY LOGO



SECONDARY LOGO



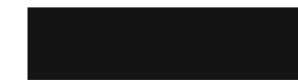
Submark



Favicon



COLORS



HEX: #141414
 RGB: 20 20 20
 CMYK: 73 67 65 81



HEX: #641C04
 RGB: 100 28 4
 CMYK: 35 89 100 52



HEX: #BB432C
 RGB: 187 67 44
 CMYK: 19 87 94 9



HEX: #FFFFFF
 RGB: 255 255 255
 CMYK: 0 0 0 0

FONTS

Use for H1, headline, titles, quote

Hand-drawn Type



Will have line mark through it



Use for H2, H3, sub-headline, body text

Agatho

Light
 Narrow
 Regular
 Medium
 Bold

LIGHT CAPS
 REGULAR CAPS
 BOLD CAPS

A primary logo with a background color



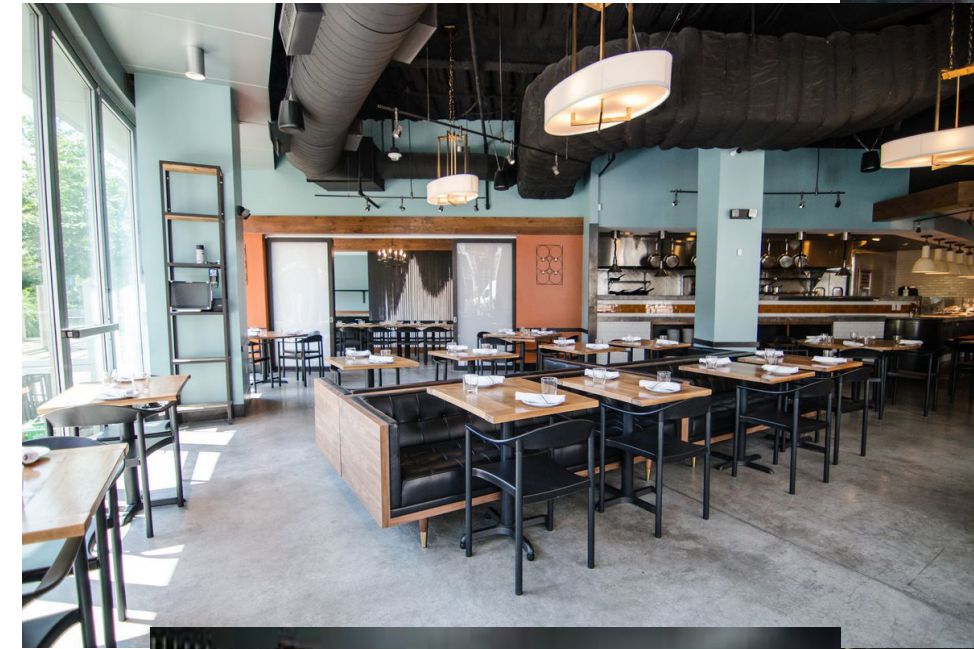
DESIGN ELEMENTS

Gestural paint marks with ink brush



MadMarks Moodboard

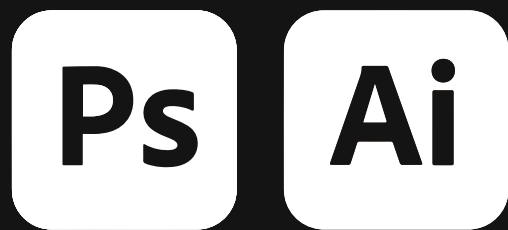
Moodboard



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Signage

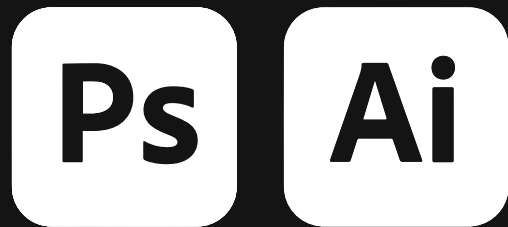
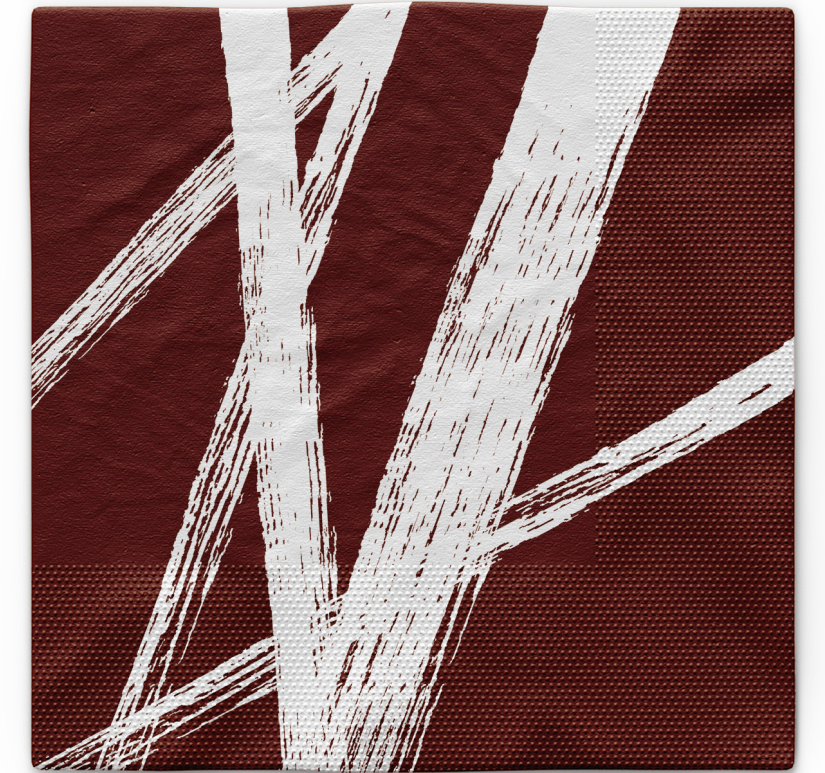
- Outdoor Sign
- Order Here Sign
- Restroom Signs



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To-Go Items

- Cups
- Napkins
- Bakery Bags



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To-Go Items

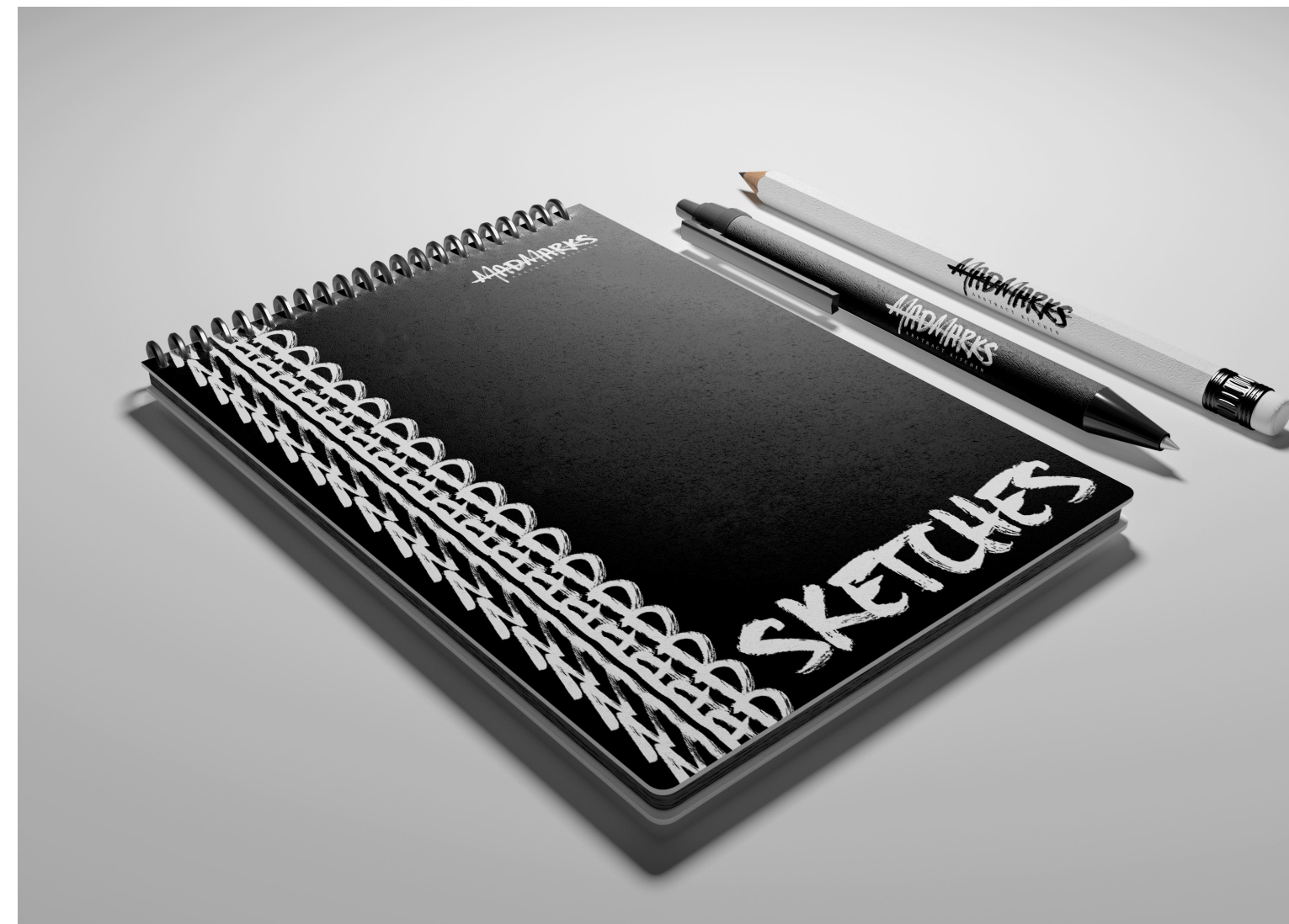
To-Go Box
To-Go Bag



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Items to Complete Brand

- Coasters
- Sketchbook
- Mad Club Cards

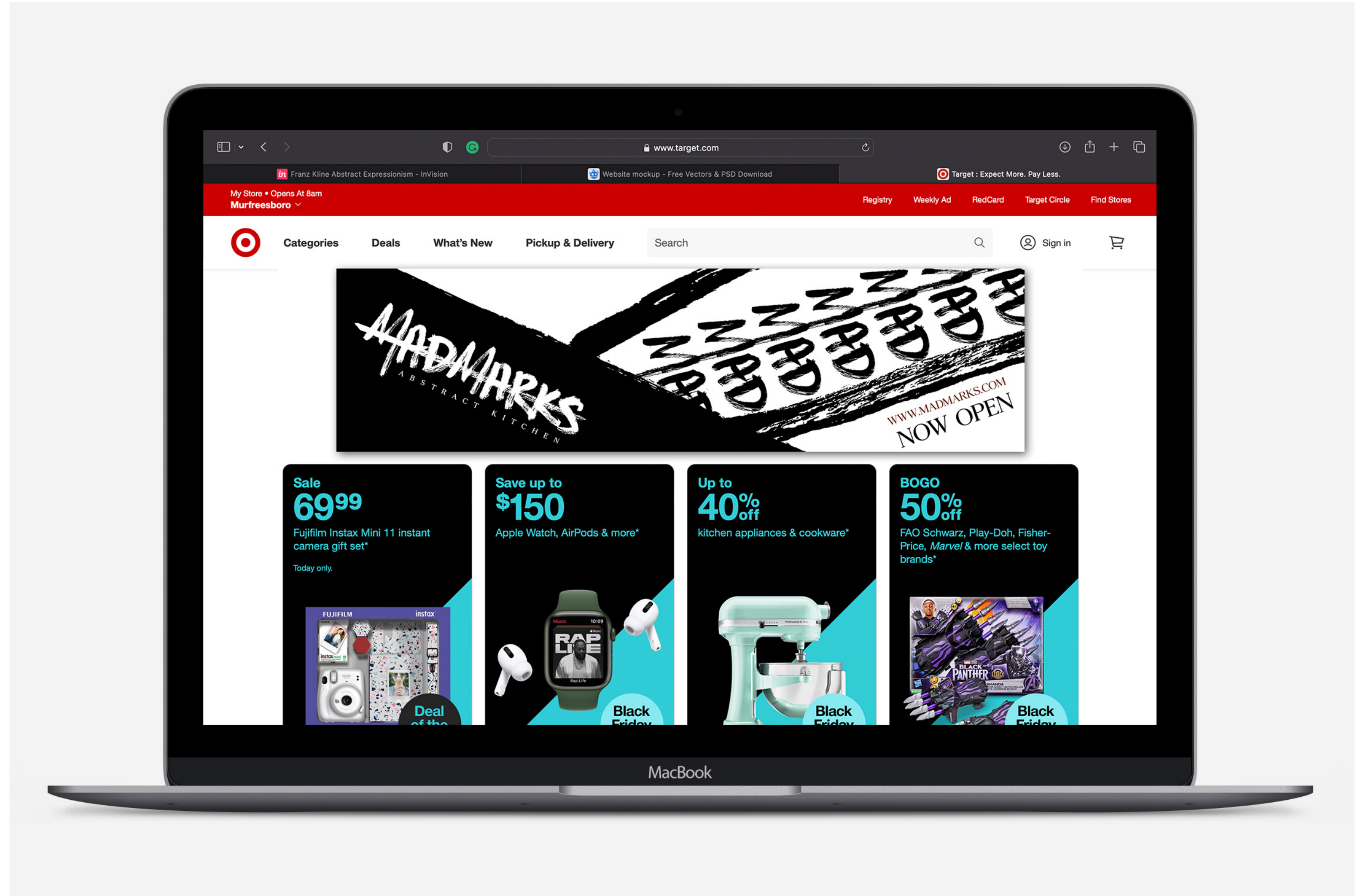


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Digital and Magazine Ads



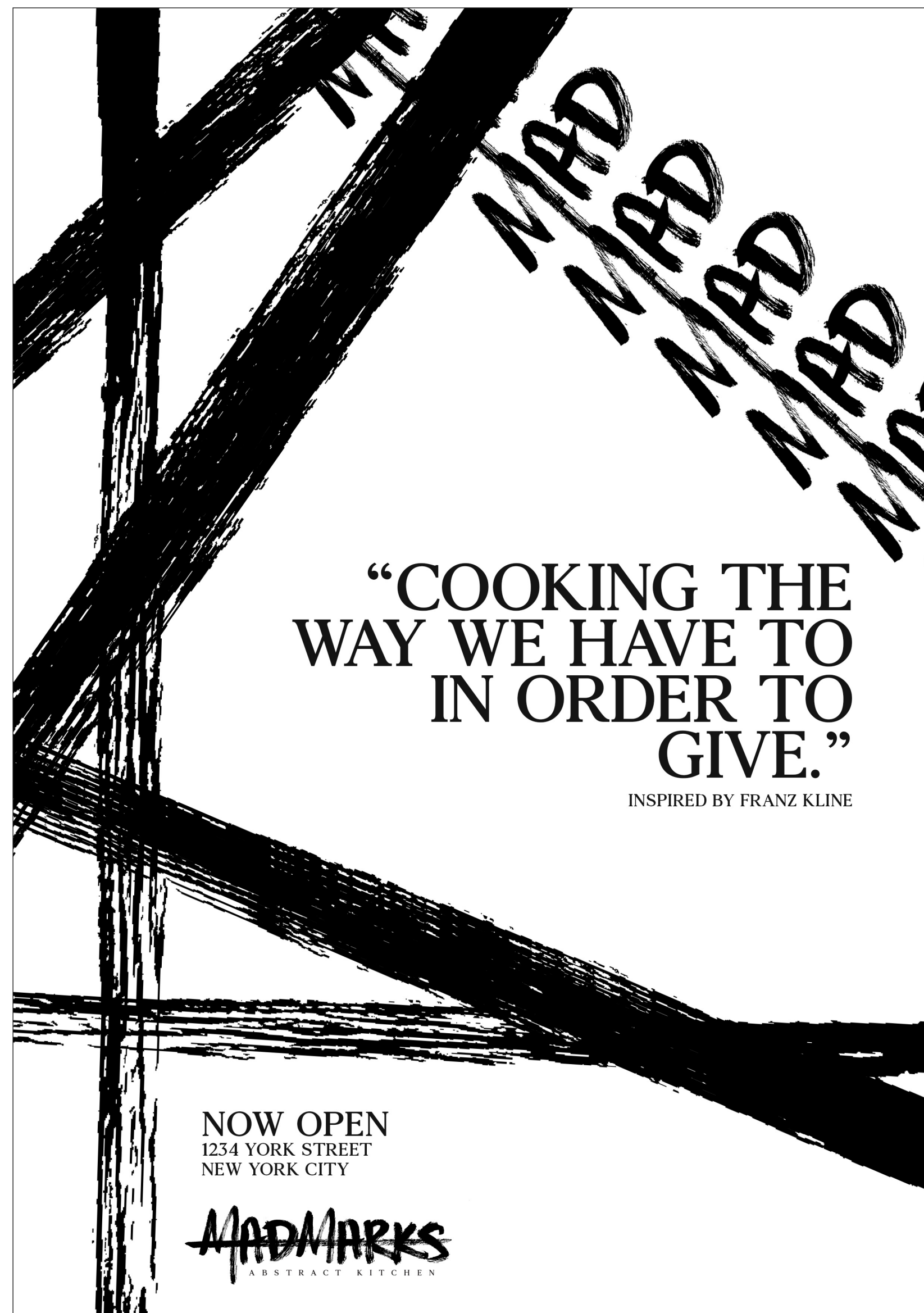
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Digital and Magazine Ads



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Digital and Magazine Ads



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Interface
App Icon



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Menu
Inspired by Franz Kline's sketchbook

MAINS

creamed ham and mushrooms 10
choose your palette:

- a. 2 part ham, 1 part mushrooms, 1 part cheddar, 1 part onion
- b. 1 part ham, 2 part mushrooms, 1 part cheddar, 1 part onion
- c. 1 part ham, 1 part mushrooms, 2 part cheddar, 1 part onion
- d. 1 part ham, 1 part mushrooms, 1 part cheddar, 2 part onion

welsh rarebit toastie 8
choose your palette:

- e. 2 part worchestershire sauce, 1 part mushrooms, 1 part cheddar, 1 part garlic
- f. 1 part worchestershire sauce, 2 part mushrooms, 1 part cheddar, 1 part garlic
- g. 1 part worchestershire sauce, 1 part mushrooms, 2 part cheddar, 1 part garlic
- h. 1 part worchestershire sauce, 1 part mushrooms, 1 part cheddar, 2 part garlic

cocktail sausages 7
choose your palette:

- i. 2 part smokies, 1 part bacon, 1 part jalapenos
- j. 1 part smokies, 2 part bacon, 1 part jalapenos
- k. 1 part smokies, 1 part bacon, 2 part jalapenos

liver loaf 7

- l. 2 part lemon, 1 part liver, 1 part seasoning
- m. 1 part lemon, 2 part liver, 1 part seasoning
- n. 1 part lemon, 1 part liver, 2 part seasoning

sauteed fish filets 8
choose your palette:

- o. 2 part garlic, 1 part lemon juice
- p. 1 part garlic, 2 part lemon juice

scaloped veal 11
choose your palette:

- q. 2 part lemon, 1 part white wine, 1 part arugula
- r. 1 part lemon, 2 part white wine, 1 part arugula
- s. 1 part lemon, 1 part white wine, 2 part arugula

roast lamb 12
choose your palette:

- t. 2 part garlic, 1 part seasoning
- u. 1 part garlic, 2 part seasoning

SIDES

fried tomatoes in gravy 5
choose your palette:

- a. 2 part peppers, 1 part gravy
- b. 1 part peppers, 2 part gravy

mashed potatoes 3
choose your palette:

- c. 2 part green onions, 1 part potatoes
- d. 1 part green onions, 2 part potatoes

cottage cheese 2
choose your palette:

- e. pineapples or peach

tomato soup 4
choose your palette:

- f. 2 part broth, 1 part garlic, 1 part tomatoes
- g. 1 part broth, 2 part garlic, 1 part tomatoes
- h. 1 part broth, 1 part garlic, 2 part tomatoes

vegetable chowder 4
choose your palette:

- i. 2 part chicken bouillon, 1 part vegetables, 1 part broth
- j. 1 part chicken bouillon, 2 part vegetables, 1 part broth
- k. 1 part chicken bouillon, 1 part vegetables, 2 part broth

DRINKS

manhattan cocktail 9
rye whiskey, italian vermouth

mint julep 9
bourbon, sugar, sprigs mint, green cherry

zombie 9
amber rum, silver rum, jamaica rum, cherry brand, apricot brandy, papaya juice, lime

commando cocktail 9
bourbon, triple sec, pernod, lime

french 75 8
gin, powdered sugar, lemon

ward eight 6
rye, lemon, grenadine

frozen daiquiri 12
silver rum, lime, sugar, maraschino

devil's tail 12
151 proof Rum, vodka, lime, grenadine

romos fizz 12
orange flower water, lemon, gin, cream, egg white

millionaire cocktail 12
sloe gin, apricot brandy, jamaica rum, grenadine

coke products 2

water 0

SANDWICHES

pimento cheese sandwich 7
choose your palette:

- a. 2 cheddar, 1 monterey jack, 1 pimentos
- b. 1 cheddar, 2 monterey jack, 1 pimentos
- c. 1 cheddar, 1 monterey jack, 2 pimentos

meatloaf sandwich 7
choose your palette:

- d. 1 part choice of beef, 1 part ketchup, 1 part brown sugar
- e. 1 part choice of beef, 2 part ketchup, 1 part brown sugar
- f. 1 part choice of beef, 1 part ketchup, 2 part brown sugar

piccaililli sandwich 7
choose your palette:

- g. 2 part cheddar, 1 part ham, 1 part sauce
- h. 1 part cheddar, 2 part ham, 1 part sauce
- i. 1 part cheddar, 1 part ham, 2 part sauce

sliced ham and cheese sandwich 7
choose your palette:

- j. 2 part ham, 1 part cheddar, 1 part sauce
- k. 1 part cheddar, 2 part ham, 1 part sauce
- l. 1 part cheddar, 1 part ham, 2 part sauce

pickle relish sandwich 7
choose your palette:

- m. 2 part half-sour pickle, 1 part sharp white cheddar, 1 part sauce
- n. 1 part half-sour pickle, 2 part sharp white cheddar, 1 part sauce
- o. 1 part half-sour pickle, 1 part sharp white cheddar, 2 part sauce

liverwurst sandwich 7
choose your palette:

- p. 2 part liverwurst, 1 part lettuce, 1 part pickled onions
- q. 1 part liverwurst, 2 part lettuce, 1 part pickled onions
- r. 1 part liverwurst, 1 part lettuce, 2 part pickled onions

STARTERS

stuffed green peppers 9
choose your palette:

- a. 2 part tomato sauce, 1 part beef, 1 part rice
- b. 1 part tomato sauce, 2 part beef, 1 part rice
- c. 1 part tomato sauce, 1 part beef, 2 part rice

crabmeat cocktail 8
choose your palette:

- d. 2 part king crab meat, 1 part green bell pepper, 1 part celery
- e. 1 part king crab meat, 2 part green bell pepper, 1 part celery
- f. 1 part king crab meat, 1 part green bell pepper, 2 part celery

stewed tomatoes 5

mashed potatoes 4
choose your palette:

- g. 2 part green onions, 1 part potatoes
- h. 1 part green onions, 2 part potatoes

canapes with spreads 1

- i. underwood deviled ham, avocado, cream cheese, or blue cheese

SPECIALS

stuffed green peppers 9
choose your palette:

- a. 2 part tomato sauce, 1 part beef, 1 part rice
- b. 1 part tomato sauce, 2 part beef, 1 part rice
- c. 1 part tomato sauce, 1 part beef, 2 part rice

roast lamb 16

roast sirloin beef 13

DESSERTS

peanut butter clusters 7
choose your palette:

- a. 2 part brown sugar, 1 part peanut butter
- b. 1 part brown sugar, 2 part peanut butter

victory cocoa cake 7
choose your palette:

- c. 2 part brewed coffee, 1 part cocoa, 1 part vanilla
- d. 1 part brewed coffee, 2 part cocoa, 1 part vanilla
- e. 1 part brewed coffee, 1 part cocoa, 2 part vanilla

fruit cocktail 7
choose your palette:

- f. 2 part seasonal fruit, 1 part vanilla pudding
- g. 1 part seasonal fruit, 2 part vanilla pudding

ice cream 7
h. vanilla, chocolate, or peanut butter

zebra cakes 7
choose your palette:

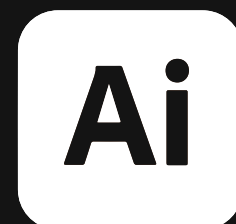
- i. 2 part whipped cream, 1 part chocolate wafers, 1 part chocolate
- j. 1 part whipped cream, 2 part chocolate wafers, 1 part chocolate
- k. 1 part whipped cream, 1 part chocolate wafers, 2 part chocolate

mince turnovers 7
choose your palette:

- l. 2 part sugar, 1 part mincemeat, 1 part buttermilk
- m. 1 part sugar, 2 part mincemeat, 1 part buttermilk
- n. 1 part sugar, 1 part mincemeat, 2 part buttermilk

hot water gingerbread 7
choose your palette:

- o. 2 part molasses, 1 part ginger, 1 part cinnamon
- p. 1 part molasses, 2 part ginger, 1 part cinnamon
- q. 1 part molasses, 1 part ginger, 2 part cinnamon



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Digital Menu
Menu would be a flip book of the physical menu.

MAINS

SIDES

SANDWICHES

STARTERS

SPECIALS

1 part celery
1 part celery
2 part celery

stuffed green peppers.....9
choose your palette:
 a. 2 part tomato sauce, 1 part beef, 1 part rice
 b. 1 part tomato sauce, 2 part beef, 1 part rice
 c. 1 part tomato sauce, 1 part beef, 2 part rice

roast lamb..... 16

roast sirloin beef..... 13

se, or blue cheese

DRINKS

DESSERTS

MADMARKS
 ABSTRACT KITCHEN

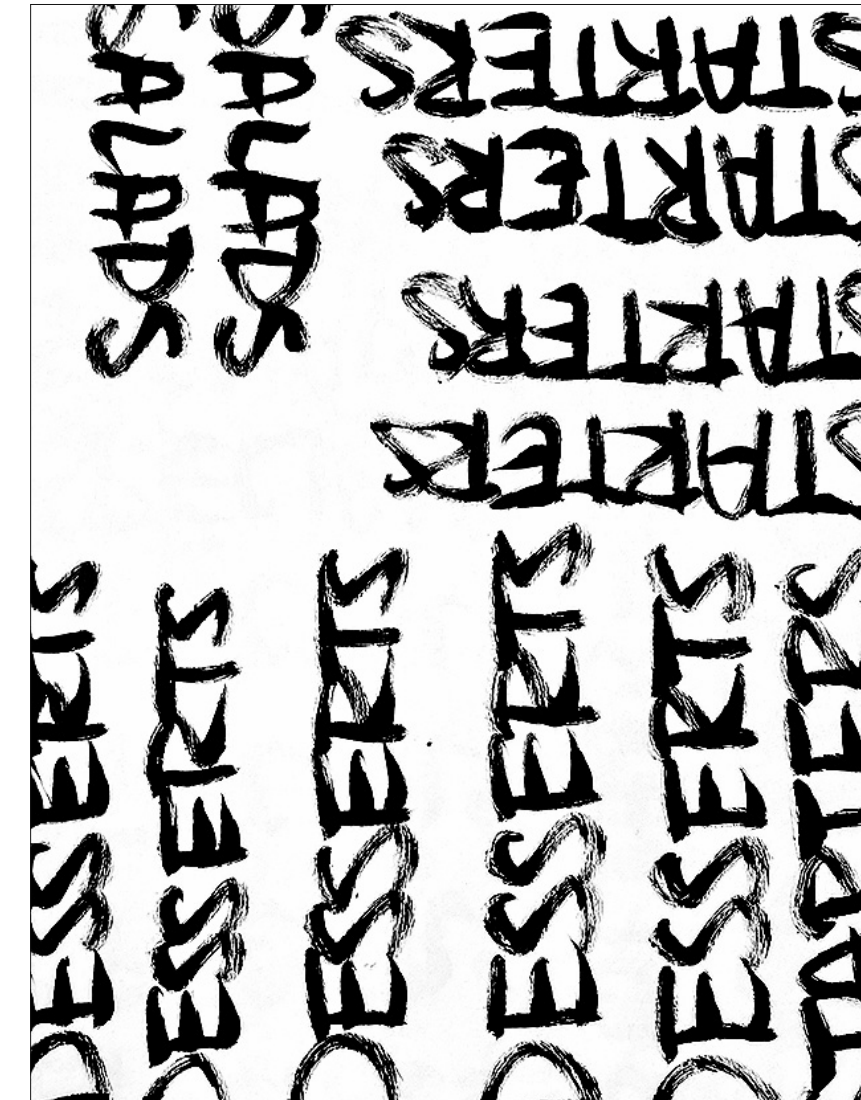
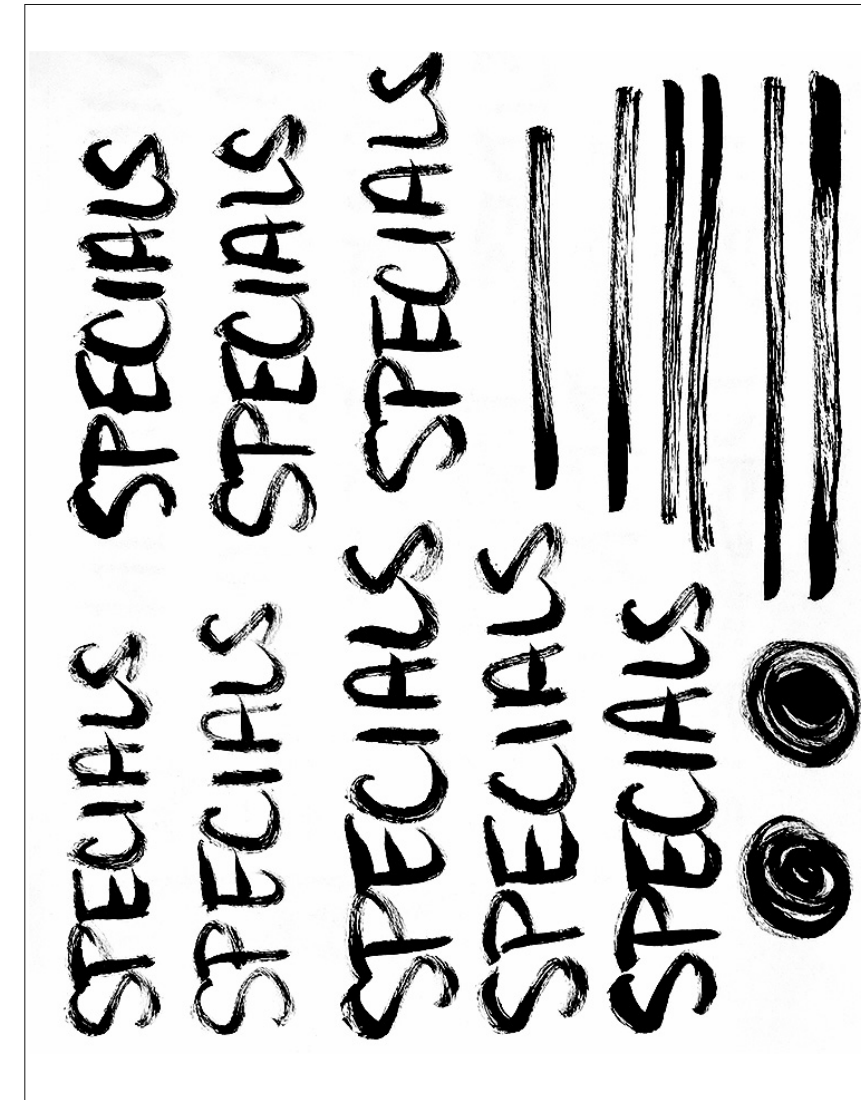
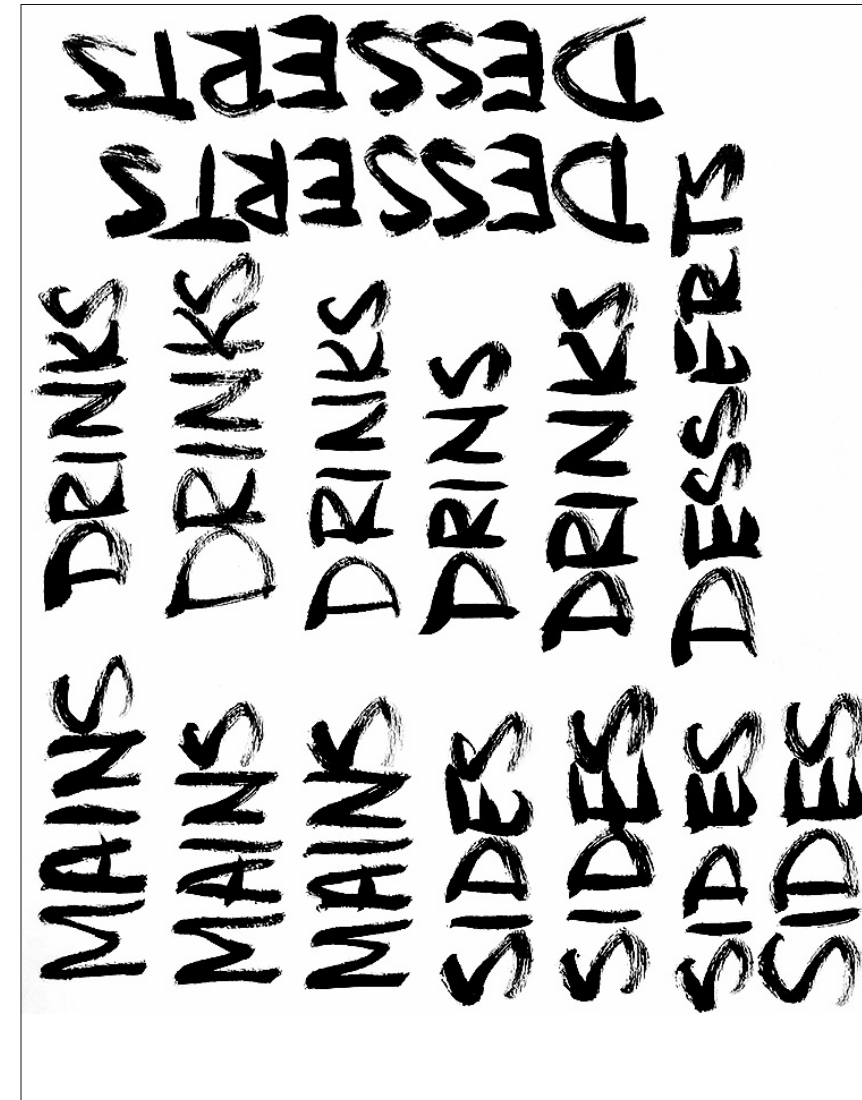
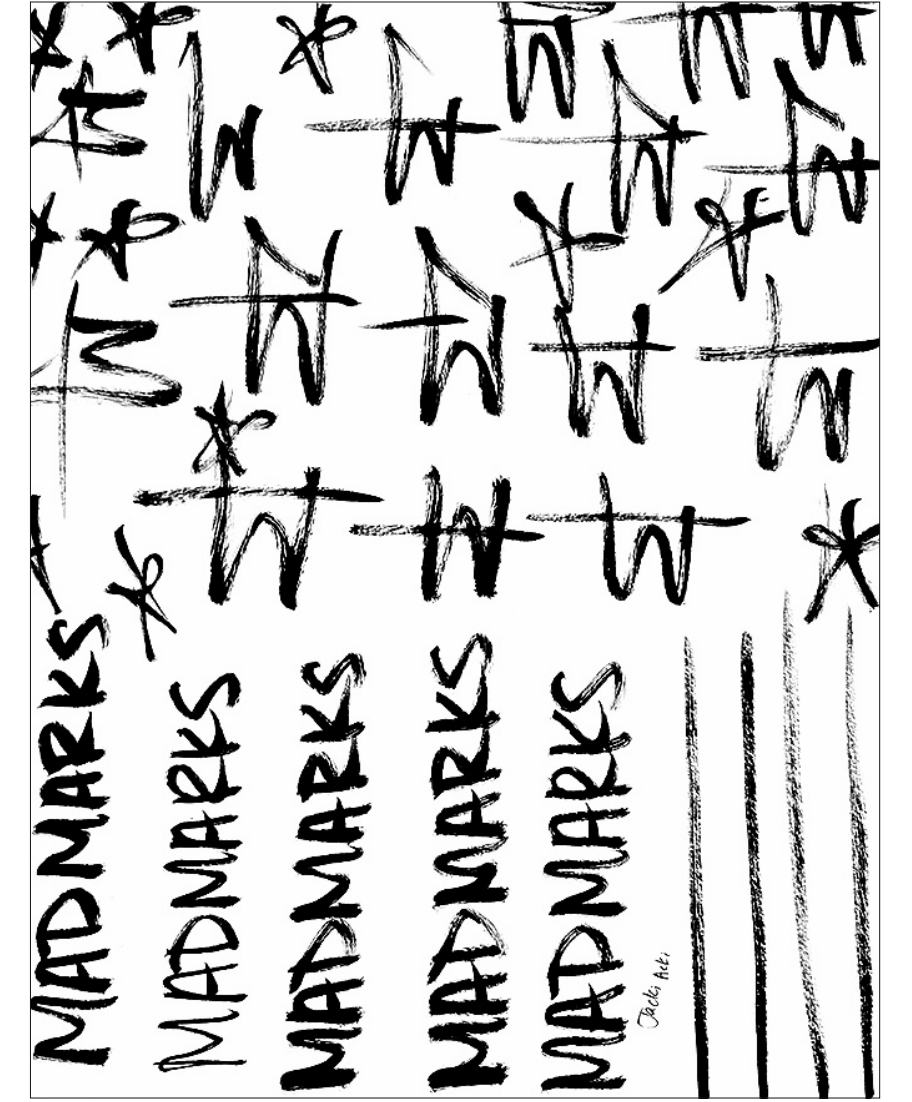
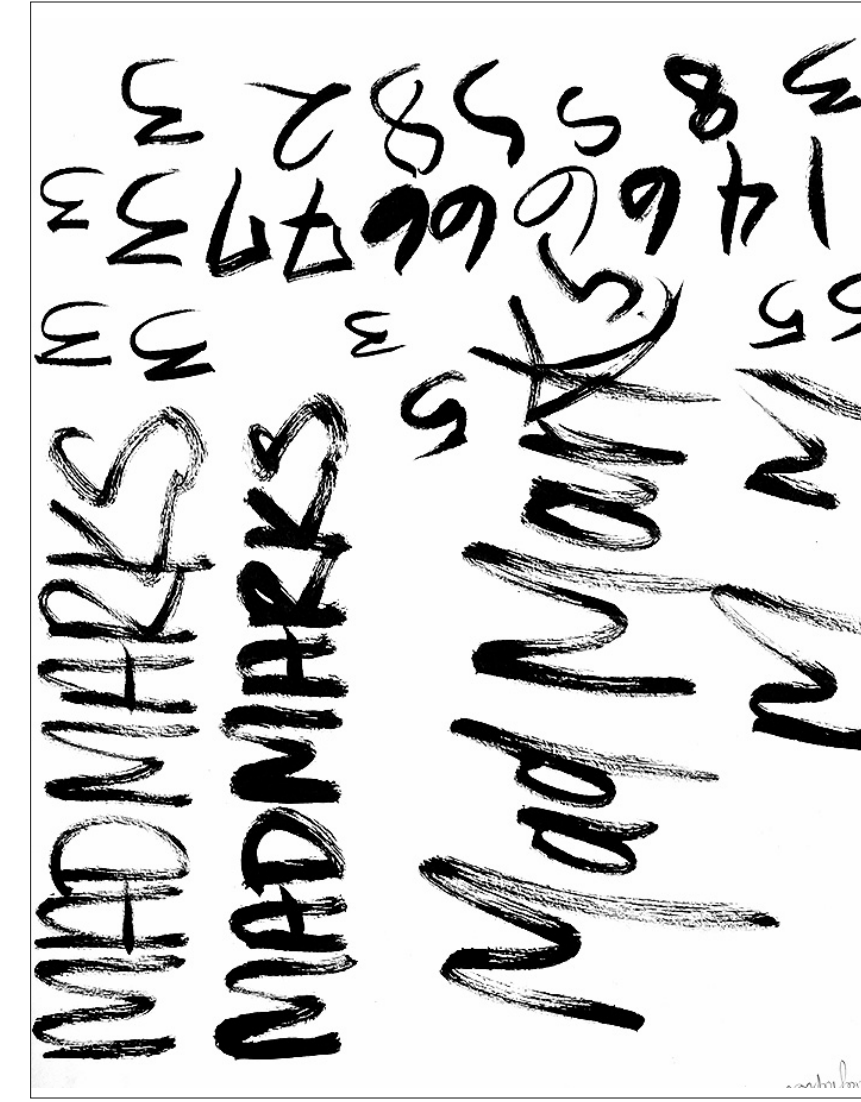
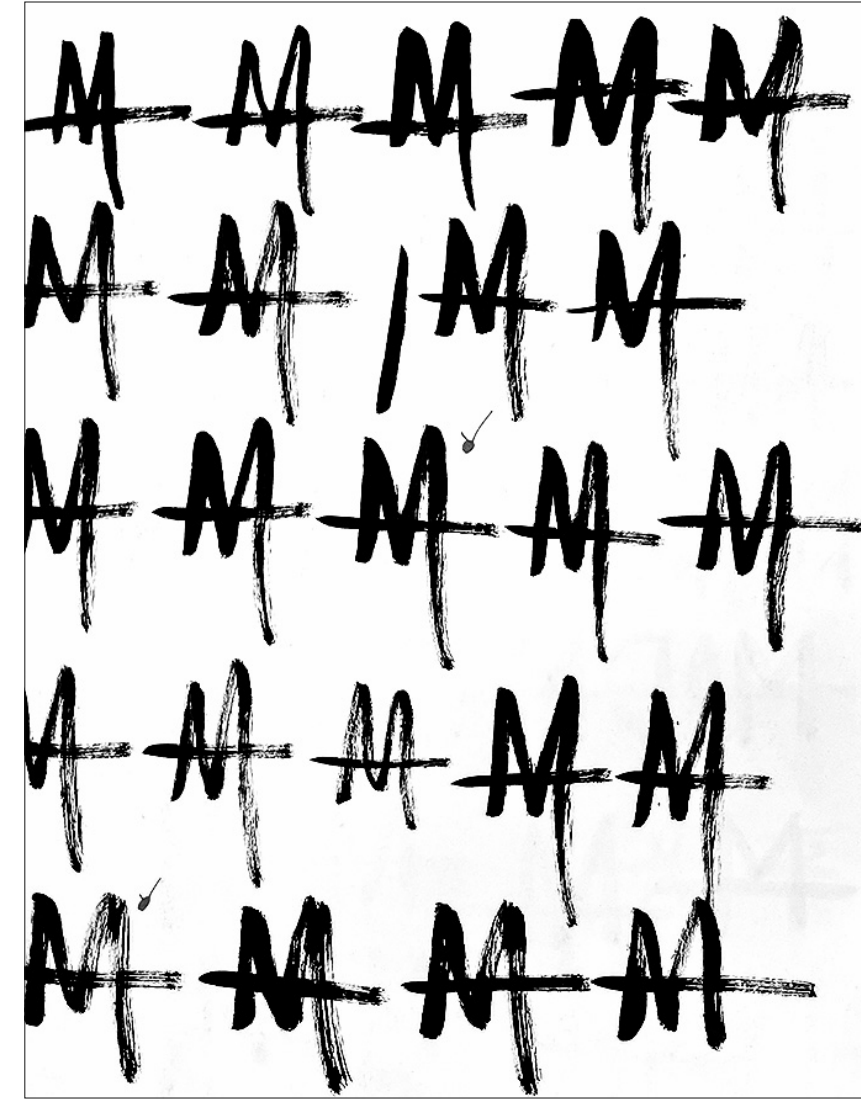
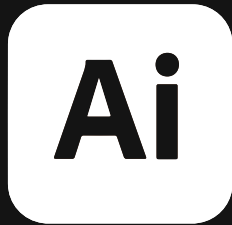


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Thumbnails





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THANK YOU!