



rhye pirie
processbook | spring 2022
typography iv

project.02 menu redesign w/ chance

project overview

menu redesign/ paired with chance

chance rolls

	TYPE	COLOR (S)	PROCESS	EXTRA ITEM
1	Cafe	Grayscale	Three Dimensional	Signage
2	Casual	1 Pms	Die Cut	Wearable
3	Pub/Brewery	2 Pms	Experimental Fold	Food Packaging
4	Family Style	3 Pms	Unique Binding Technique	Something Edible
5	Fine Dining	cmyk (Full Color)	Reveal	A Large-scale Application
6	Designers Choice	Designers Choice	Designers Choice	Designers Choice

possible casual dining options

Akron

evelyn's coffee & bahn mi

singh briyani

lockview

barely house

square scullery

thai payatta

lyeh thai

Seattle

Seattle Lotus Vegetarian Restaurant

Pho Brothers

Aladdin's Gyrocery

project proposal

evelyn's coffee & bahn mi menu

OVERVIEW

evelyn's coffee & bahn mi is locally owned and operated in akron, ohio. opened in july 2020, the shop is a casual dining setting with dine-in and carry-out options that serves specialty coffee and bahn mi sandwiches, along with other traditional vietnamese offerings.

clientele includes, but is not limited to employees of downtown akron businesses, and university of akron students.

local area competitors in casual dining - sandwiches includes diamond deli, jimmy john's, hamad's on main, and NOMZ.

RATIONALE

the following style and design elements have been selected to match the tone of evelyn's casual-cozy but modern atmosphere

color

building off evelyn's existing blue and white branding, the palette has been expanded to promote and reflect a more cheerful/playful attitude while maintaining modern the brand's modern stylings.

graphics and illustrations

a combination of silkscreen and hand-painted style of graphic/illustrative elements have been added to the branding to compliment and elevate visual representation of the business's family-owned and operated roots.

typography

typefaces tokyo dreams hybrid and cy (light, regular, bold) are used in tandem to refresh existing branding for improved complementarity and cohesion across both branding and store atmosphere.

MANDATORIES

the following elements are to be included on all pieces

- ◇ business name, "Evelyn's Coffee & Bahn Mi"
- ◇ physical shop address, 11 E EXCHANGE ST #101, AKRON, OH 44308
- ◇ contact information, phone: 330.849.5080, instagram: @evelynscoffee_akron
- ◇ business hours, mon-fri: 8am-4pm, sat: 9am-4pm, closed on sundays

DELIVERABLES

- ◇ **style guide** outlining rationale and updates to branding
- ◇ **menu** with an experimental folding application; including all current offerings with potential to include conceptual augments that are more inclusive of dietary restrictions customers may have. | 1 |
- ◇ **supporting items**, complimenting and improving brand cohesion with redesigned menu. | 3 |
 - an item of food packaging | 1 |
 - additional supporting elements | 2 |

style guide

evelyn's coffee & bahn mi

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TYPOGRAPHY

TOKYO DREAMS HYBRID 10PT

TOYKYO DREAMS HYBRID 14PT

TOKYO DREAMS *HYBRID* 24PT

TOKYO 60PT

cy light 10pt

cy regular 10pt

cy bold 10pt

cy light 14pt

cy regular 14pt

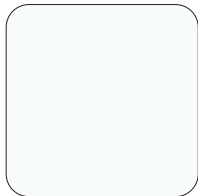
cy bold 14pt

cy light 24pt

cy regular 24pt

cy bold 24pt

COLOR + TEXTURE



IDENTITY

EVELYN'S

* COFFEE & BAHN MI *

EVELYN'S

+ COFFEE & BAHN MI +

EVELYN'S

+ COFFEE & BAHN MI +

EVELYN'S

+ COFFEE & BAHN MI +

EVELYN'S

+ COFFEE & BAHN MI +

menu content

outline + categories

Evelyn's Coffe & Bahn Mi

11 E EXCHANGE ST #101

AKRON, OH 44308

(330) 849-5080

ABOUT

We always had a dream to open a coffee shop where we could bring Vietnamese coffee and the banh mi that we love. Not only that, we saw the importance and need to provide a place that could support the community.

The shop is named after our daughter and the menu we put together is a combination of some of the things that we love to eat and drink. We hope to provide a place that serves fresh and delicious quality food at an affordable price. We hope to serve the community as a place where students can study, and a place where people would feel welcome and can gather for good, meaningful conversations.

Welcome to Evelyn's.

MENU

EAT

"Authentic dishes inspired by Southeast Asian street food"

Bibimbap

Cooked and seasoned beef, spinach, carrots, radish, and bean sprouts served on rice and topped with an over easy egg and spicy red pepper sauce
\$8.75

BAHN MI

Lemongrass Chicken

cucumber, pickled veggies, cilantro and avocado mayo
\$5.50

Lemongrass Beef

cucumber, pickled veggies, cilantro and avocado mayo
\$5.50

Meatball

cucumber, pickled veggies, cilantro and avocado mayo
\$5.50

Korean Beef

cucumber, pickled veggies, cilantro and avocado mayo
\$5.50

Dac Biet

pork and chicken with cucumber, pickled veggies, cilantro and avocado mayo
\$5.50

SALADS

Papaya Salad

shredded green papaya topped with fresh green beans, grape tomatoes and peanuts with a lime garlic dressing
\$5.00

Vietnamese Salad

shredded cabbage with chicken, carrots and onion with a sweet and tangy dressing
\$5.00

MUNCHIES

TRADITIONAL

Kimbap

Think Korean sushi — but with fresh spinach, fish cakes, egg and carrots
\$5.00

Vietnamese Eggrolls

|2| \$2.75 / |4| \$4.25

Vegetarian Dumplings

|5| \$3.75

PASTRY

Bagel

\$1.25

REFRESH

"cup of coffee shared with a friend is happiness tasted and time well spent."

SEASONAL SPECIALTY

salted caramel latte

\$3.00/\$3.50/\$4.00

nutella latte

\$3.25/3.75/4.25

peppermint latte

\$3.25/3.75/4.25

red velvet macchiato

\$3.50/4.00/4.50

toffee nut macchiato

\$3.00/3.50/4.00

COFFEE

Vietnamese Iced coffee

Smooth, bold drip with sweetened condensed milk
\$2.75

brewed coffee

\$1.50 / \$2.00 / \$2.75

americano

\$2.25 / \$2.75 / \$3.25

cappuccino

\$2.75 / \$3.25 / \$3.75

latte

\$2.75 / \$3.25 / \$3.75

caramel macchiato

\$3.00 / \$3.50 / \$4.00

TEA

chai latte

\$2.75 / \$3.25 / \$3.75

matcha latte

\$3.00 / \$3.50 / \$4.00

taro milk tea

\$3.50 / \$4.00

black milk tea

\$3.00 / \$3.50

hot tea

\$1.50 / \$2.00 / \$2.75

coconut matcha

\$4.00 / \$4.50

SMOOTHIES

Green

spinach or kale, mango, pineapple & lemon
\$4.00 / \$4.50

Avocado

with sweetened condensed milk
\$4.00 / \$4.50

mango strawberry

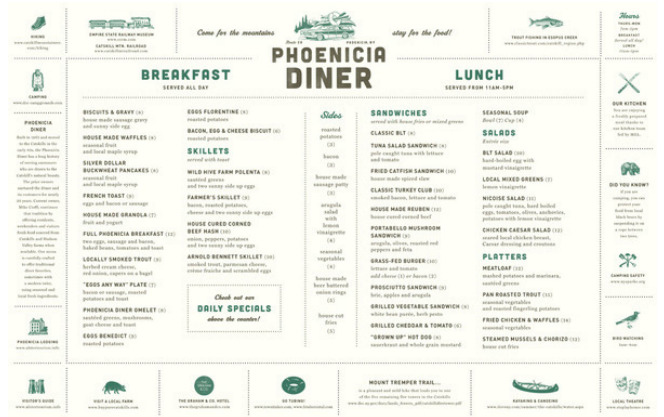
\$4.00 / \$4.50

EXTRAS

Extra shot, soy, coconut, almond, oat, and tapioca
\$.60

moodboard

menus



VINO BLANCO

Huvin White wine

Argentina	
Nicolas Catena «Catenas» Chardonnay 2011	450,-
Nicolas Catena «Catenas Alta» Chardonnay 2009	1250,-
Tropiche Sauvignon Blanc 2011	395,-
Tropiche Zaphy Chardonnay 2011	415,-
Colomé Torrontés 2011	450,-
Chile	
Cono sur Riesling Reserva	438,-
Mafelic «Corrallo» Sauvignon Blanc 2010	420,-
Leyda Chardonnay Reserva 2010	420,-
Leyda «Nebinox» Riesling 2008	480,-
Montes Sauvignon Blanc Classic 2008	420,-
Nimbus Estate Gewürztraminer 2011	465,-
Willam Favre Espino Chardonnay 2011	620,-
Uruguay	
«Rio de los Paparotes» Torrontés Pissano Family Vineyards 2010	480,-

NOW SERVING BRUNCH

Saturday & Sunday

SAMPLE MENU

WOOD OVEN POACHED EGGS w. garlic white shrimp, san marzano, toasted garlic, butterbeans, thyme and toast

BREAKFAST PIZZA w. fingerling potatoes, baked eggs, smoky bacon, gruyere and farm herbs

PAN FRIED Brioche w. cranberry maple syrup, toasted pecans and fresh cream

No 246

129 E PONCE DE LEON AVE DECATUR 30330
678 389 8246 / #NO246.COM



GET juiced!

SUPER SHOTS

JUICE RX A BLAZE FOR WHAT Ails YOU.

ANTHONY'S JUICE

PROTEIN POWER 201

PROTEIN POWER 202

PROTEIN POWER 203

PROTEIN POWER 204

PROTEIN POWER 205

PROTEIN POWER 206

PROTEIN POWER 207

PROTEIN POWER 208

PROTEIN POWER 209

PROTEIN POWER 210

PROTEIN POWER 211

PROTEIN POWER 212

PROTEIN POWER 213

PROTEIN POWER 214

PROTEIN POWER 215

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PROTEIN POWER 224

PROTEIN POWER 225

PROTEIN POWER 226

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PROTEIN POWER 236

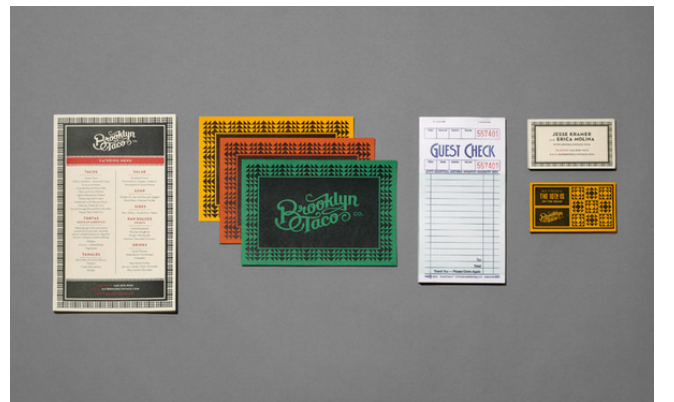
PROTEIN POWER 237

PROTEIN POWER 238

PROTEIN POWER 239

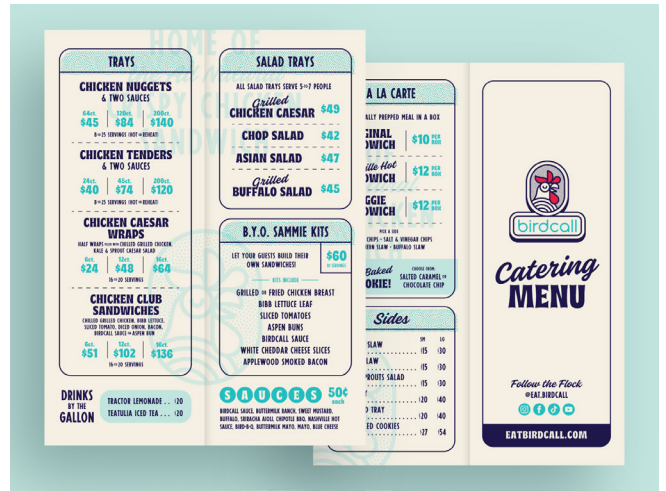
PROTEIN POWER 240





moodboard

menus



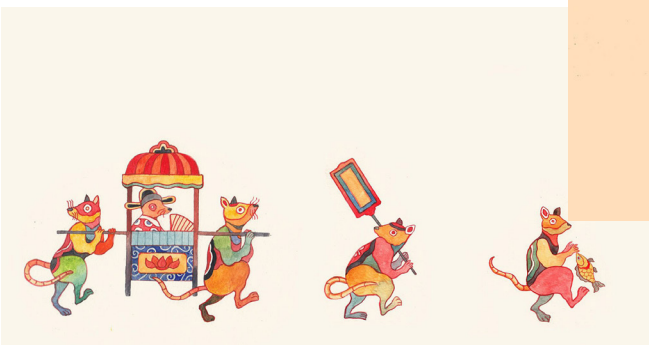
moodboard

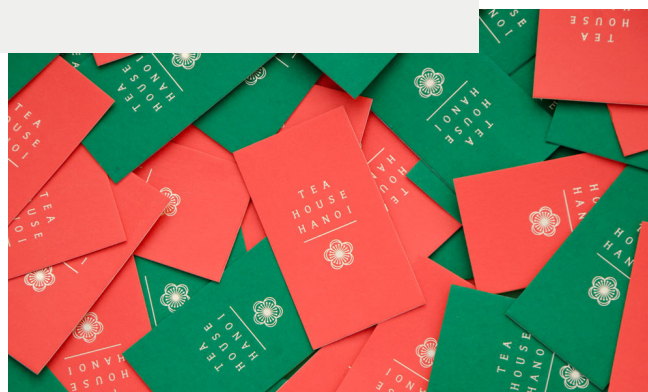
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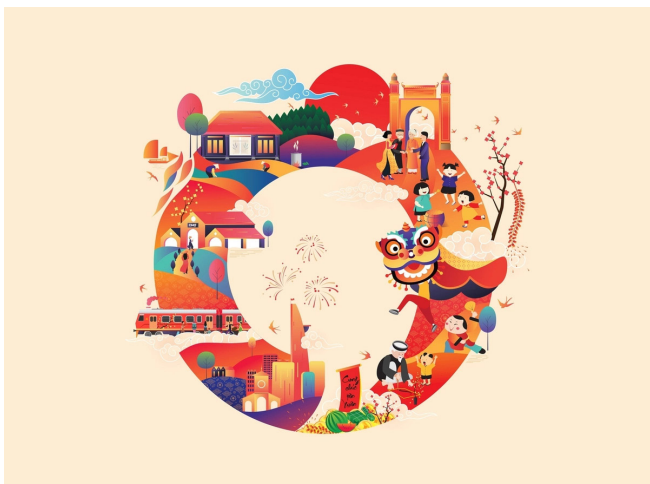
stylistic inspo | cultural influence

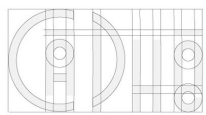




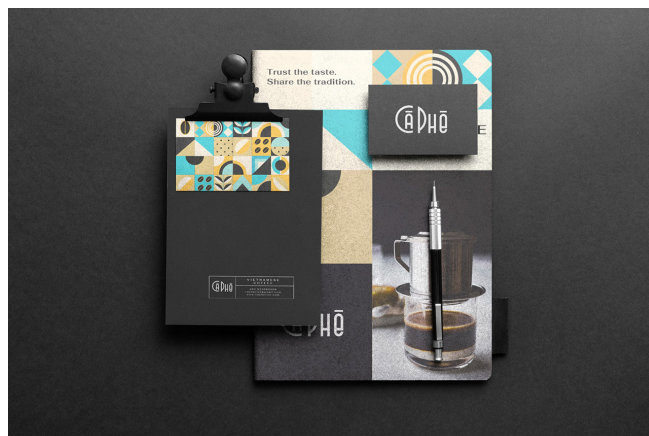
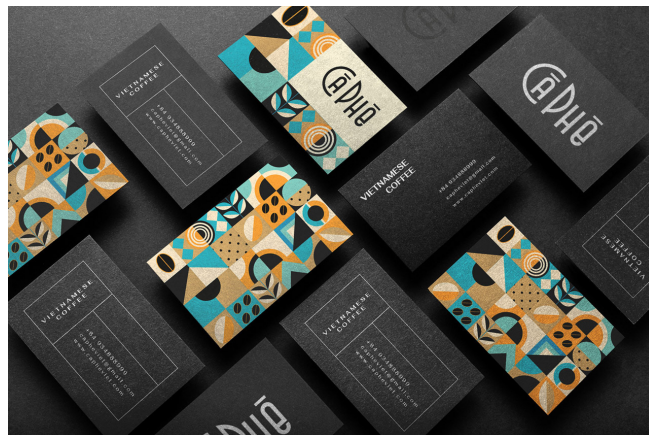
moodboard

stylistic inspo | branding





VIETNAMESE
COFFEE



possible type pairs

evelyn's coffee & bahn mi

faune 10pt

faune bold 10pt

faune italic 10pt

faune 14pt

faune bold 14pt

faune italic 14pt

faune 24pt

faune bold 24pt

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evelyn's coffee & bahn mi

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possible type pairs

evelyn's coffee & bahn mi

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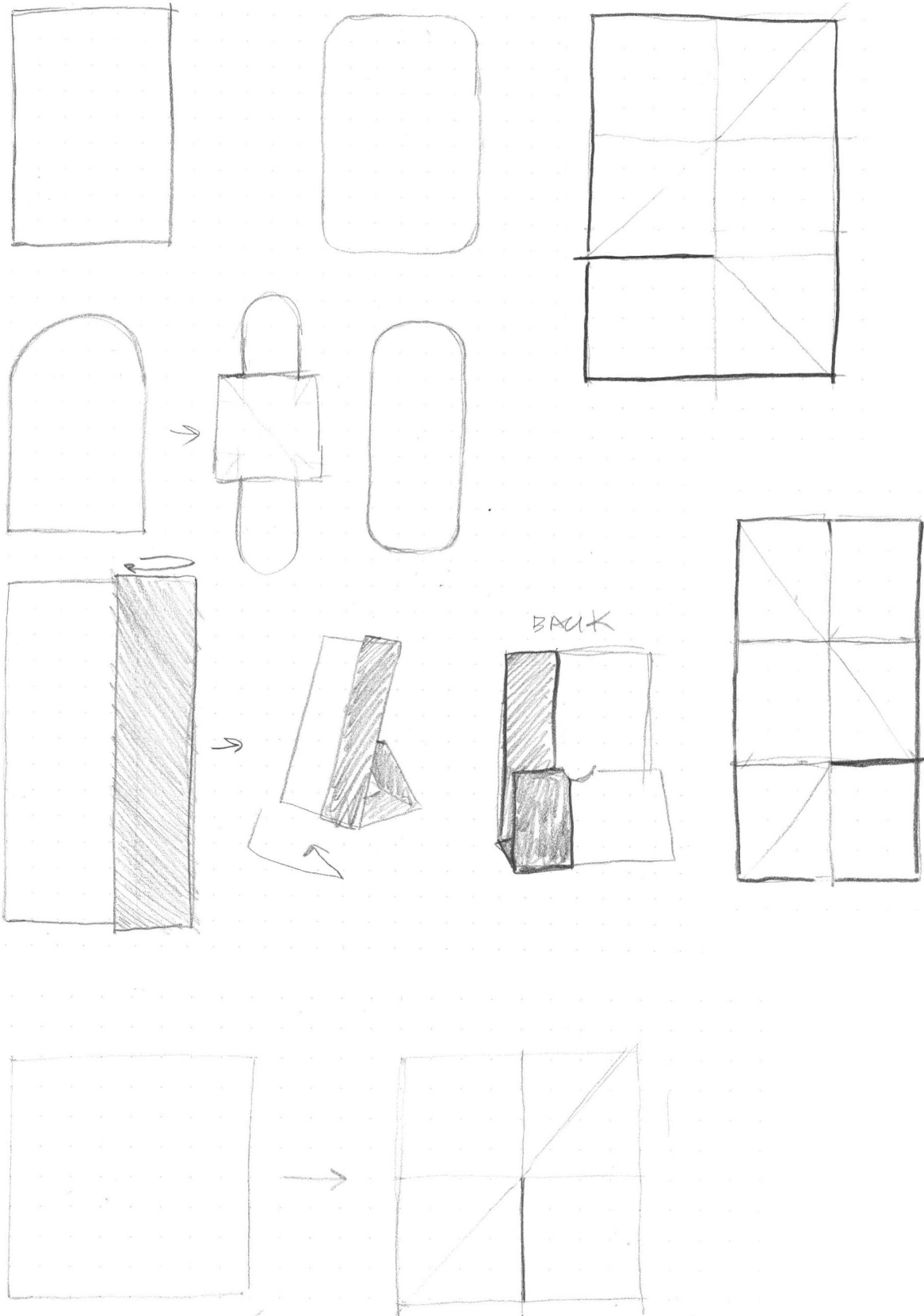
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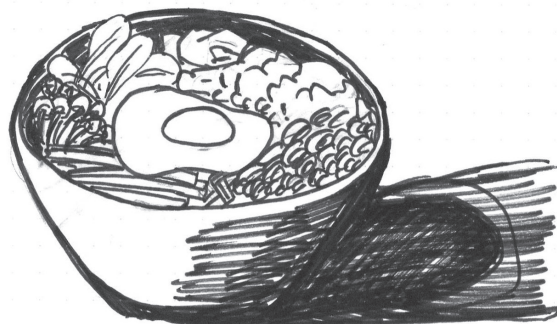
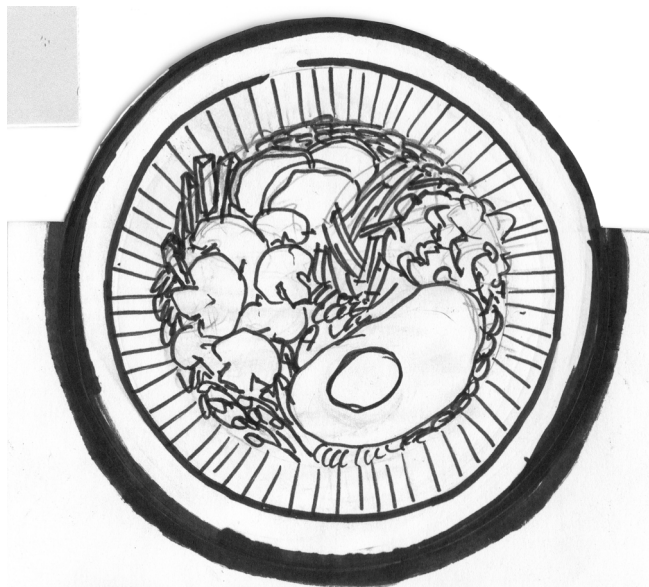
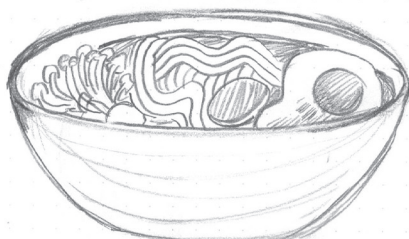
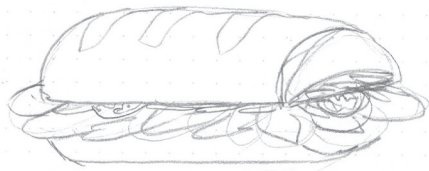
sketches

form



sketches

illustrated elements



bahn mi

Lemongrass Chicken
cucumber, pickled veggies, cilantro
and avocado mayo \$5.50

Lemongrass Beef
cucumber, pickled veggies, cilantro
and avocado mayo \$5.50

Meatball
cucumber, pickled veggies, cilantro
and avocado mayo \$5.50

Korean Beef
cucumber, pickled veggies, cilantro
and avocado mayo \$5.50

Dac Biet
chicken and chicken with cucumber,
pickled veggies, cilantro and
avocado mayo \$5.50

traditional

Kimbap
Think Korean sushi —
but with fresh spinach, fish cakes,
egg and carrots \$6.00

Vietnamese Eggrolls
2/\$2.75 / 4/\$4.25

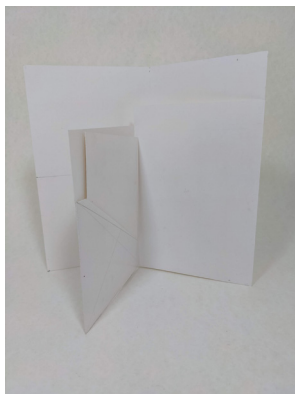
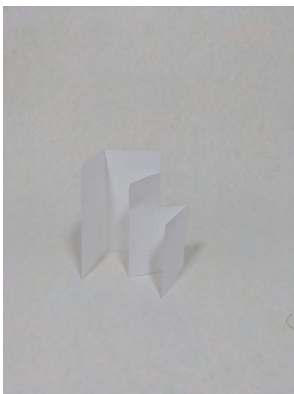
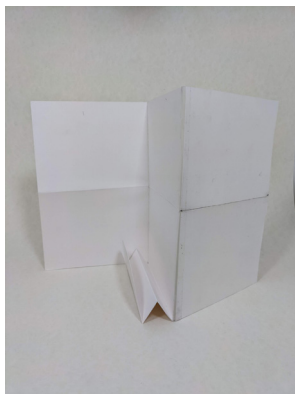
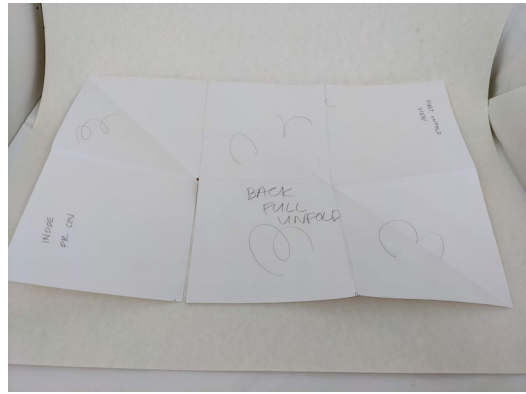
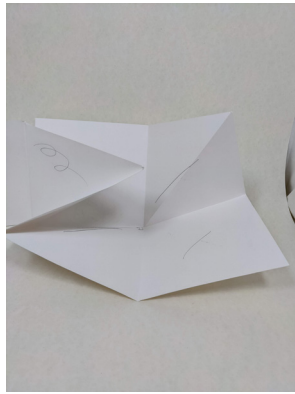
Vegetarian Dumplings \$18.00

Papaya Salad
shredded green papaya topped with
fresh green beans, grape tomatoes
and peanuts with a lime garlic
dressing \$5.00

Vietnamese Salad
cabbage with chicken,
red onion with a sweet and
sour dressing \$5.00

prototypes

experimental folds



prototypes

material experiments



prototyping

silkscreen draft

