



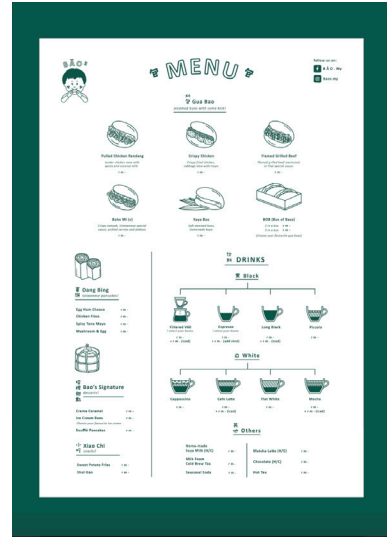
Kimberly Finch

Menu Redesign

Typography 4

Spring 2023

INSPIRATION



RESEARCH



PROPOSAL:

For my menu I am only allowed 1 color with an addition of black and must use a die cut somewhere in the piece. From a mockup I decided I wanted to bind the pages together using twine as the Milk + Honey establishment is minimalistic with wooden accents. This gives the impression of a more clean and down to earth environment with organic textures. As for the shape of the menu I would like the individual vertical rectangles that come together to make a square shape. The size won't be too big as the cafe is not a sit down setting, I'm thinking each page will be 3.5 inches wide and 7 inches long. I'm aiming for a thick, homemade feel with a brown paper color that will compliment the black typeface. For my die cuts I will use hexagonal, beehive inspired shapes inspired by the logo of the cafe. As I am only one color I thought it would be best to use illustration for the food imagery rather than photos. I am considering having a yellow toned image on the front and back of the menu printed in white, it will depend on whichever paper I choose.





Milk + HONEY

BAKERS

- _____ 00.00
- _____ 00.00
- _____ 00.00
- _____ 00.00
- _____ 00.00

CUSTOMIZE

① Base ② Creamer ③ Topping

DRINKS

- _____ 00.00
- _____ 00.60
- _____ 00.00
- _____ 00.00
- _____ 00.00

BRUNCH

Sandwiches

- _____ 00.00
- _____ 00.00
- _____ 00.00

toasts

- _____ 00.00
- _____ 00.00
- _____ 00.00

salads

- _____ 00.00
- _____ 00.00

acai

- _____ 00.00
- _____ 00.00
- _____ 00.00

Milk + HONEY

Specials

CINNAMON TOAST CRUNCH

BLT CHICKEN SALAD

COFFEE

Customize 00.00

base

cream

topping + 00.00

barista's choice

Milk + HONEY

Specials

CINNAMON TOAST CRUNCH

BLT CHICKEN SALAD

COFFEE

base cream topping top

barista's choice

Customize 00.00

Sandwiches

Brunch

acai

toasts

salads

sides

COFFEE

1. base

2. Creamer

3. Topping + 00.00

barista's choice

Milk + HONEY

Specials

CINNAMON TOAST CRUNCH

BLT CHICKEN SALAD

BRUNCH

Sandwiches

toasts

salads

acai

Milk + HONEY

Specials

CINNAMON TOAST CRUNCH

BLT CHICKEN SALAD

barista's choice

COFFEE

base cream topping

BRUNCH

Sandwiches

Salads

acai

Milk + HONEY

Specials

CINNAMON TOAST CRUNCH

BLT CHICKEN SALAD

COFFEE

base cream topping top

barista's choice

Customize 00.00

Sandwiches

Brunch

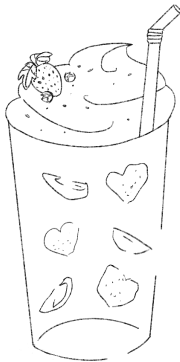
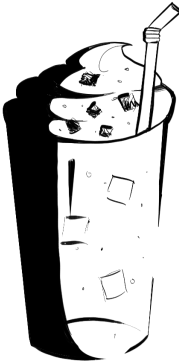
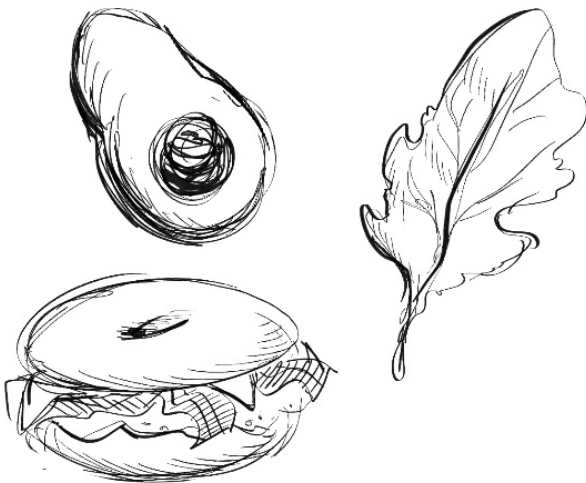
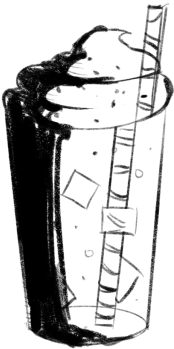
acai

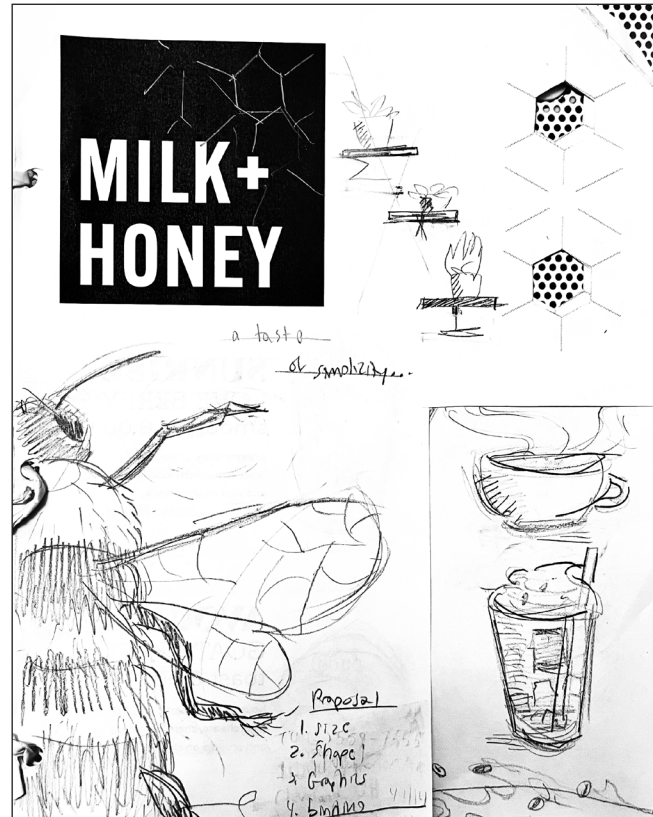
toasts

salads

sides

DIGITAL SKETCHES





COFFEE *smaller → more space*

new add. SM: base MD: +1.50 LG: +2.00

in

espresso:

- 1 • mocha.....00.00
- 2 • americano.....00.00
- 3 • cappuccino.....00.00

lattes: *ditto notes*

- 1 • lavender.....00.00
- 2 • tumeric.....00.00
- 3 • beetroot.....00.00

coffee: *draw in*

- 1 • cafe au lait.....00.00
- 2 • bulletproof.....00.00
- 3 • hot drip.....00.00
- 4 • cold brew.....00.00

teas:

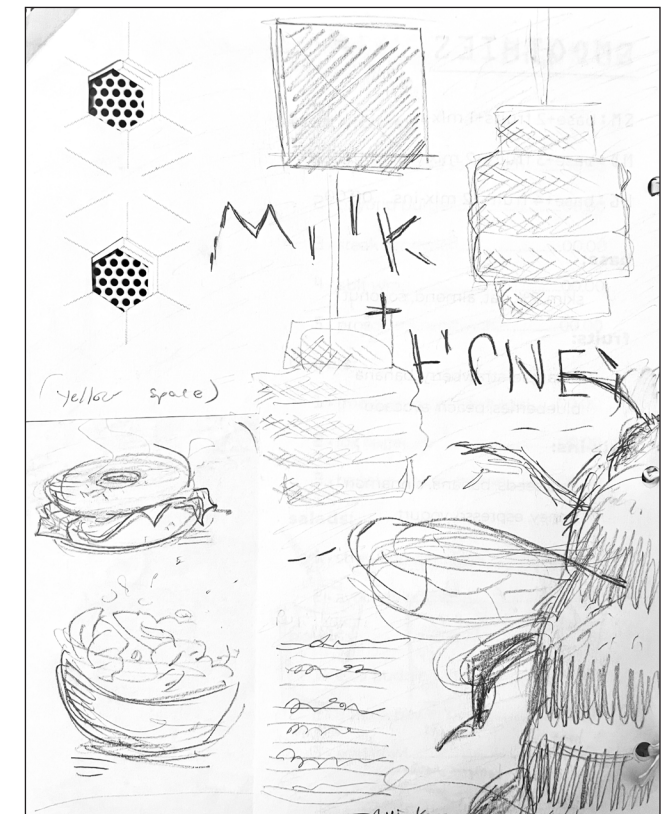
- 1 • matcha.....00.00
- 2 • chai.....00.00
- 3 • inca tea.....00.00

SPECIALS

CINNAMON TOAST CRUNCH iced latte 5.00
crumbled cinnamon toast crunch cereal paired with milk and espresso.

SUNRISE LOVE BERRY smoothie 8.00
a bright drink of banana, blueberry, peach, chia seeds and your choice of milk.

AVOCADO GOAT CHEESE toast 8.00
housemade avocado spread, goat cheese, cherry tomatoes and arugula on ciabatta





B&W photography for covers with threshold and grain added.

Alternate Gothic ATF

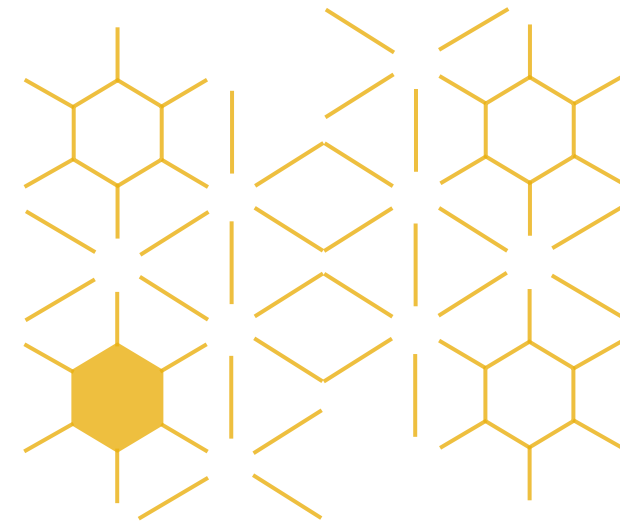
OCR A Std

Montserrat

Alkaline



Yellow shade + tint to be used along with black.

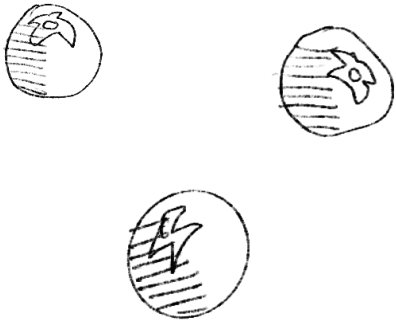
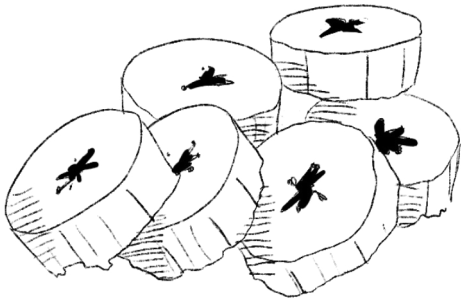
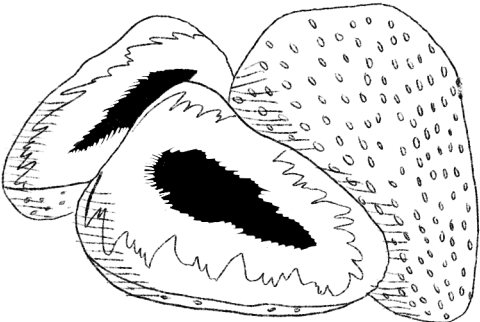
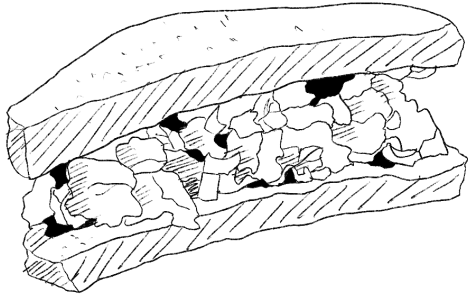
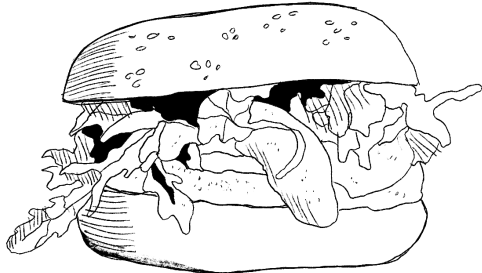
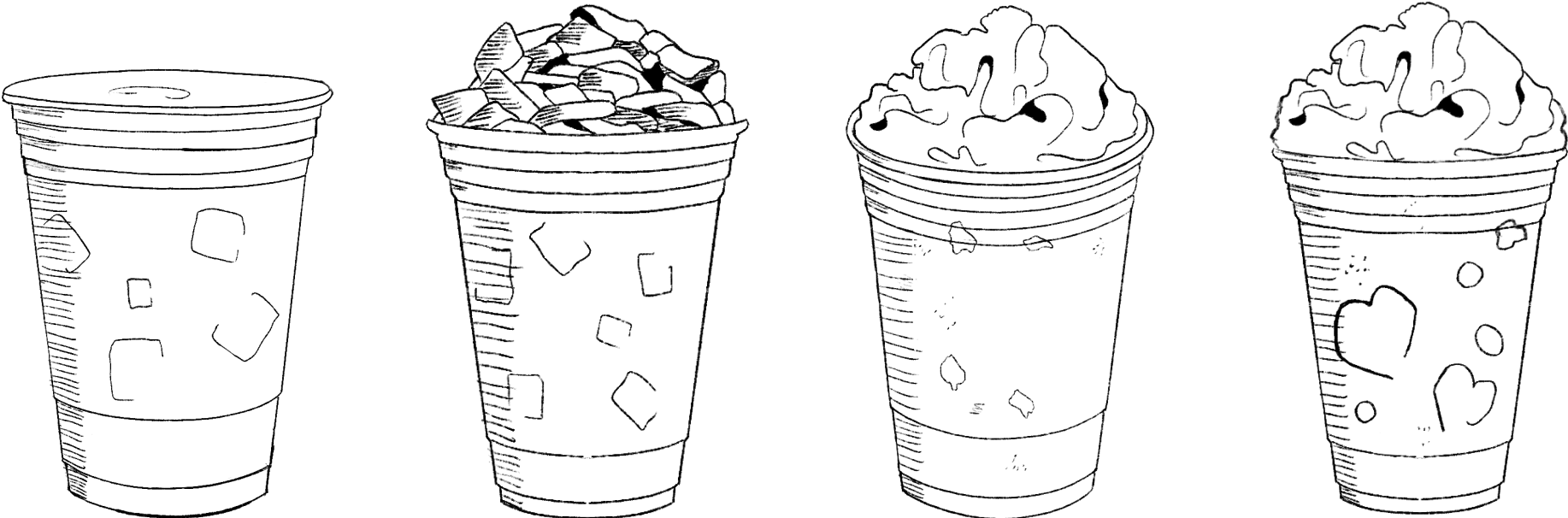



Repetitious hive motif used by cafe.



Lineart illustration to depict food items.

ILLUSTRATED ASSETS





SPECIALS

CINNAMON TOAST CRUNCH iced latte 5.00
crumbled cinnamon toast crunch cereal paired with milk and espresso.

SUNRISE LOVE BERRY smoothie 8.00
a bright drink of banana, blueberry, peach, chia seeds and your choice of milk.

AVOCADO GOAT CHEESE toast 8.00
housemade avocado spread, goat cheese, cherry tomatoes and arugula on ciabatta

COFFEE

SM : base
MD : +1.50
LG : +2.00

espresso:

- mocha _____ 00.00
- americano _____ 00.00
- cappuccino _____ 00.00

lattes:

- lavendar _____ 00.00
- tumeric _____ 00.00
- beetroot _____ 00.00

coffee:

- cafe au lait _____ 00.00
- bulletproof _____ 00.00
- hot drip _____ 00.00
- cold brew _____ 00.00

teas:

- matcha _____ 00.00
- chai _____ 00.00
- inca tea _____ 00.00

BRUNCH

sandwiches:

- chicken salad sandwich _____ 00.00
- beyond burger _____ 00.00
- steak sandwich _____ 00.00
- abit wrap _____ 00.00
- prosciutto sandwich _____ 00.00

bagels:

- (meat) egg cheese bagel _____ 00.00
- lox bagel _____ 00.00
- bagel + cream cheese _____ 00.00

salads:

- strawberry arugula _____ 00.00
- avocado power _____ 00.00

bowls:

- chia pudding _____ 00.00
- quinoa power bowl _____ 00.00
- acai bowl _____ 00.00

SMOOTHIES

SM : base+2 fruits+1 mix-in.....00.00
MD : base+3 fruits+2 mix-ins.....00.00
LG : base+4 fruits+2 mix-ins.....00.00

base:
skim, 2%, oat, almond, coconut

fruits:
pinapple, strawberry, banana
blueberries, peach, avocado

mix-ins:
chia seeds, banana, cinnamon
honey, espresso, yogurt

coffee

new and old favorites...

espresso:

- mocha _____ 00.00
- americano _____ 00.00
- cappuccino _____ 00.00

lattes:


- lavender _____ 00.00
- tumeric _____ 00.00
- beetroot _____ 00.00

coffee:

- cafe au lait _____ 00.00
- bulletproof _____ 00.00
- hot drip _____ 00.00
- cold brew _____ 00.00

teas:

- matcha _____ 00.00
- chai _____ 00.00
- inca tea _____ 00.00



smoothies

a quick pick me up...

SM : base+2 fruits+1 mix-in.....00.00
MD : base+3 fruits+2 mix-ins.....00.00
LG : base+4 fruits+2 mix-ins.....00.00


base:
skim, 2%, oat, almond, coconut



fruits:
pinapple, strawberry, banana
blueberries, peach, avocado

mix-ins:
chia seeds, banana, cinnamon
honey, espresso, yogurt

favorite blends:

- green goddess
- tropical swirl
- sunshine love berry
- the boost



7:00 AM - 3:00 PM
 6945 rd centre
 1100 superior ave
 cleveland, OH 44116
 (440) 558-7555

brunch

a treat for the aabe...

sandwiches:

- chicken salad sandwich _____ 00.00
- beyond burger _____ 00.00
- steak sandwich _____ 00.00
- abit wrap _____ 00.00
- prosciutto sandwich _____ 00.00

bagels:



- (meat) egg cheese bagel _____ 00.00
- lox bagel _____ 00.00
- bagel + cream cheese _____ 00.00


salads:

- strawberry arugula _____ 00.00
- avocado power _____ 00.00

bowls:

- chia pudding _____ 00.00
- quinoa power bowl _____ 00.00
- acai bowl _____ 00.00



specials


the traditions...

CINNAMON TOAST CRUNCH iced latte 5.00
crumbled cinnamon toast crunch cereal paired with milk and espresso.

SUNRISE LOVE BERRY smoothie 8.00
a bright drink of banana, blueberry, peach, chia seeds and your choice of milk.

AVOCADO GOAT CHEESE toast 8.00
housemade avocado spread, goat cheese, cherry tomatoes and arugula on ciabatta

SM : base
MD : +1.50
LG : +2.00



MILK+ HONEY

7:00 AM - 3:00 PM
Oswald Centre
1100 Superior Ave
Cleveland, OH 44114
(440) 558-7555

specials

the trendsetters...



CINNAMON TOAST CRUNCH iced latte 5.00

crumbled cinnamon toast crunch cereal paired with milk and espresso.



SUNRISE LOVE BERRY smoothie 8.00

a bright drink of banana, blueberry, peach, chia seeds and your choice of milk.



AVOCADO GOAT CHEESE toast 8.00

housemade avocado spread, goat cheese, cherry tomatoes and arugula on ciabatta

coffee

new and old favorites...

ESPRESSO:

- 00.00 Mocha
- 00.00 Americano
- 00.00 Cappuccino

LATTES:

- 00.00 Lavender Latte
- 00.00 Tumeric Latte
- 00.00 Beetroot Latte

COFFEE:

- 00.00 Cafe au Lait
- 00.00 Bulletproof
- 00.00 Hot Drip Coffee
- 00.00 Cold Brew

TEAS:

- 00.00 Matcha
- 00.00 Chai
- 00.00 Inca tea

SM: base
MD: +1.50
LG: +2.00

brunch

a treat for the side...

SANDWICHES:

- 00.00 Chicken Sandwich
- 00.00 Beyond Burger
- 00.00 Steak Sandwich
- 00.00 ABLT Wrap
- 00.00 Prosciutto Sandwich

BAGELS:

- 00.00 Egg Cheese Bagel
- 00.00 Lox Bagel
- 00.00 Bagel + Cream Cheese

SALADS:

- 00.00 Strawberry Arugula
- 00.00 Avocado Power

BOWLS:

- 00.00 Chia Pudding
- 00.00 Quinoa Power Bowl
- 00.00 Acai Bowl

smoothies

a quick pick me up...

- SM: 00.00 Base + 2 Fruits + 1 Mix-in
- MD: 00.00 Base + 3 Fruits + 2 Mix-ins
- LG: 00.00 Base + 4 Fruits + 2 Mix-ins

BASE:

Skim, 2%, Oat, Almond, Coconut

FRUITS:

Pineapple, Strawberry, Banana
Blueberries, Peach, Avocado

MIX-INS:

Chia seeds, Banana, Cinnamon
Honey, Espresso, Yogurt

FAVORITE BLENDS:


- 00.00 Green Goddess
- 00.00 Tropical Swirl
- 00.00 Sunshine Love Berry
- 00.00 The Boost
- 00.00 Banana Honey

7:00 AM - 3:00 PM
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MILK+ HONEY

7:00 AM - 3:00 PM
Oswald Centre
1100 Superior Ave
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specials

the trendsetters...


CINNAMON TOAST CRUNCH iced latte 5.00

crumbled cinnamon toast crunch cereal paired with milk and espresso.



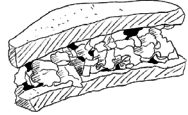
SUNRISE LOVE BERRY smoothie 8.00

a bright drink of banana, blueberry, peach, chia seeds and your choice of milk.



AVOCADO GOAT CHEESE toast 8.00

housemade avocado spread, goat cheese, cherry tomatoes and arugula on ciabatta



coffee

new and old favorites...

ESPRESSO:

- 00.00 Mocha
- 00.00 Americano
- 00.00 Cappuccino

LATTES:

- 00.00 Lavender Latte
- 00.00 Turmeric Latte
- 00.00 Beetroot Latte

COFFEE:

- 00.00 Cafe au Lait
- 00.00 Bulletproof
- 00.00 Hot Drip Coffee
- 00.00 Cold Brew

TEAS:

- 00.00 Matcha
- 00.00 Chai
- 00.00 Inca tea

SM: base
MD: +1.50
LG: +2.00

brunch

a treat for the side...

SANDWICHES:

- 00.00 Chicken Sandwich
- 00.00 Beyond Burger
- 00.00 Steak Sandwich
- 00.00 ABLT Wrap
- 00.00 Prosciutto Sandwich

BAGELS:

- 00.00 Egg Cheese Bagel
- 00.00 Lox Bagel
- 00.00 Bagel + Cream Cheese

SALADS:

- 00.00 Strawberry Arugula
- 00.00 Avocado Power

BOWLS:

- 00.00 Chia Pudding
- 00.00 Quinoa Power Bowl
- 00.00 Acai Bowl

smoothies

a quick pick me up...

SM: 00.00 Base + 2 Fruits + 1 Mix-in

MD: 00.00 Base + 3 Fruits + 2 Mix-ins

LG: 00.00 Base + 4 Fruits + 2 Mix-ins

BASE:

Skim, 2%, Oat, Almond, Coconut

FRUITS:

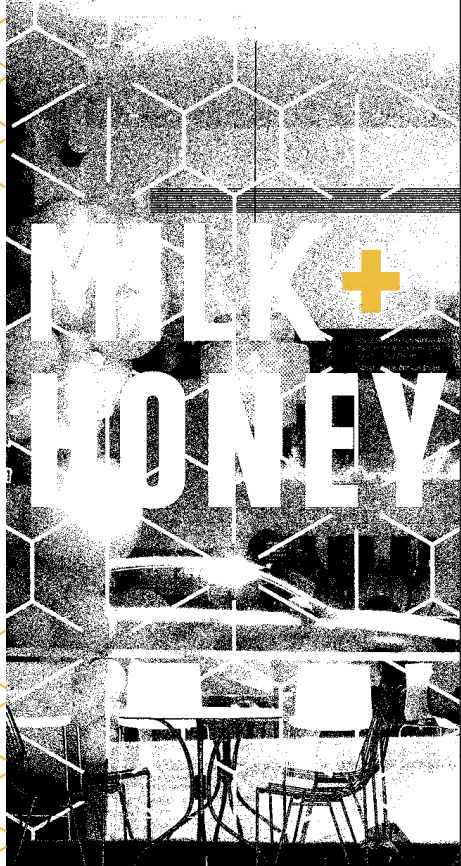
Pineapple, Strawberry, Banana
Blueberries, Peach, Avocado

MIX-INS:

Chia seeds, Banana, Cinnamon
Honey, Espresso, Yogurt

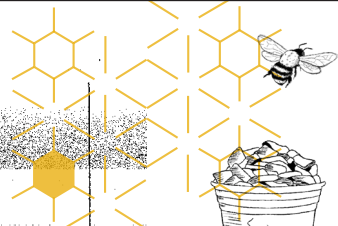
FAVORITE BLENDS:

- 00.00 Green Goddess
- 00.00 Tropical Swirl
- 00.00 Sunshine Love Berry
- 00.00 The Boost
- 00.00 Banana Honey



MILK+ HONEY

7:00 AM - 3:00 PM
 Oswald Centre
 1100 Superior Ave
 Cleveland, OH
 (440) 558-7555



specials

the trendsetters...

CINNAMON TOAST CRUNCH iced latte 5.00

crumbled cinnamon toast crunch cereal paired with milk and espresso.



SUNRISE LOVE BERRY smoothie 8.00

a bright drink of banana, blueberry, peach, chia seeds and your choice of milk.



AVOCADO GOAT CHEESE toast 8.00

housemade avocado spread, goat cheese, cherry tomatoes and arugula on ciabatta

coffee

new and old favorites...

ESPRESSO:

- SM: base
- MD: +1.50
- LG: +2.00

- 5.00 Mocha
- 6.50 Americano
- 4.35 Cappuccino

LATTES:

- 6.50 Lavender Latte
- 6.50 Turmeric Latte
- 7.64 Beetroot Latte

COFFEE:

- 4.00 Cafe au Lait
- 5.00 Bulletproof
- 6.50 Hot Drip Coffee
- 7.00 Cold Brew

TEAS:

- 6.00 Matcha
- 6.00 Chai Blend
- 6.00 Inca tea

brunch

a treat for the side...

SANDWICHES:

- 8.50 Chicken Sandwich
- 9.30 Beyond Burger
- 11.00 Steak Sandwich
- 7.50 ABLT Wrap
- 7.50 Prosciutto Sandwich

BAGELS:

- 7.50 Egg Cheese Bagel
- 8.50 Lox Bagel
- 4.00 Bagel + Cream Cheese

SALADS:

- 10.00 Strawberry Arugula
- 11.00 Avocado Power

BOWLS:

- 4.00 Chia Pudding
- 8.50 Quinoa Power Bowl
- 7.99 Acai Bowl

smoothies

a quick pick me up...

- SM: 5.00 Base + 2 Fruits + 1 Mix-in
- MD: 7.50 Base + 3 Fruits + 2 Mix-ins
- LG: 8.00 Base + 4 Fruits + 2 Mix-ins

BASE:

Skim, 2%, Oat, Almond, Coconut

FRUITS:

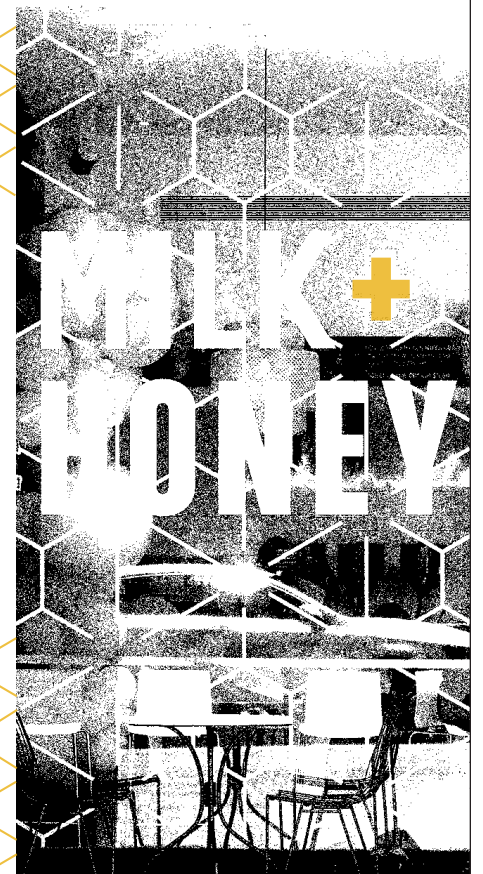
Pineapple, Strawberry, Banana
 Blueberries, Peach, Avocado

MIX-INS:

Chia seeds, Banana, Cinnamon
 Honey, Espresso, Yogurt

FAVORITE BLENDS:

- 4.99 Green Goddess
- 5.50 Tropical Swirl
- 5.50 Sunshine Love Berry
- 6.99 The Boost
- 6.99 Banana Honey



MILK+ HONEY

7:00 AM - 3:00 PM
63wald centre
1100 superior ave.
cleveland, OH 44114
(416) 558-7555

coffee
new and old favorites...

espresso:

- 1 - mocha.....00.00
- 2 - americano.....00.00
- 3 - cappuccino.....00.00

lattes:

- 1 - lavender.....00.00
- 2 - turmeric.....00.00
- 3 - beetroot.....00.00

coffee:

- 1 - cafe au lait.....00.00
- 2 - bulletproof.....00.00
- 3 - hot drip.....00.00
- 4 - cold brew.....00.00

teas:

- 1 - matcha.....00.00
- 2 - chai.....00.00
- 3 - inca tea.....00.00

and when love comes
love will hold you
love will give you
love will melt
sometimes though
love will hurt you but
love will never mean to
love will play no games
because love means life
has been hard enough already

small illustration of a coffee cup with toppings.

brunch
a treat for the side...

sandwiches:

- 1 - chicken salad sandwich.....00.00
- 2 - beyond burger.....00.00
- 3 - steak sandwich.....00.00
- 4 - ablt wrap.....00.00
- 5 - prosciutto sandwich.....00.00

bagels:

- 1 - (meat) egg cheese bagel.....00.00
- 2 - lox bagel.....00.00
- 3 - bagel + cream cheese.....00.00

salads:

- 1 - strawberry arugula.....00.00
- 2 - avocado power.....00.00

bowls:

- 1 - chia pudding.....00.00
- 2 - quinoa power bowl.....00.00
- 3 - acai bowl.....00.00

specials
the trendsetters...

CINNAMON TOAST CRUNCH
iced latte 5.00
crumbled cinnamon toast
crunch cereal paired with
milk and espresso.

SUNRISE LOVE BERRY
smoothie 8.00
a bright drink of banana,
blueberry, peach, chia seeds
and your choice of milk.

AVOCADO GOAT CHEESE
toast 8.00
housemade avocado spread,
goat cheese, cherry tomatoes
and arugula on ciabatta

SM : base
MD : +1.50
LG : +2.00

smoothies
a quick pick me up...

SM : base+2 fruits+1 mix-in.....00.00
MD : base+3 fruits+2 mix-ins.....00.00
LG : base+4 fruits+2 mix-ins.....00.00

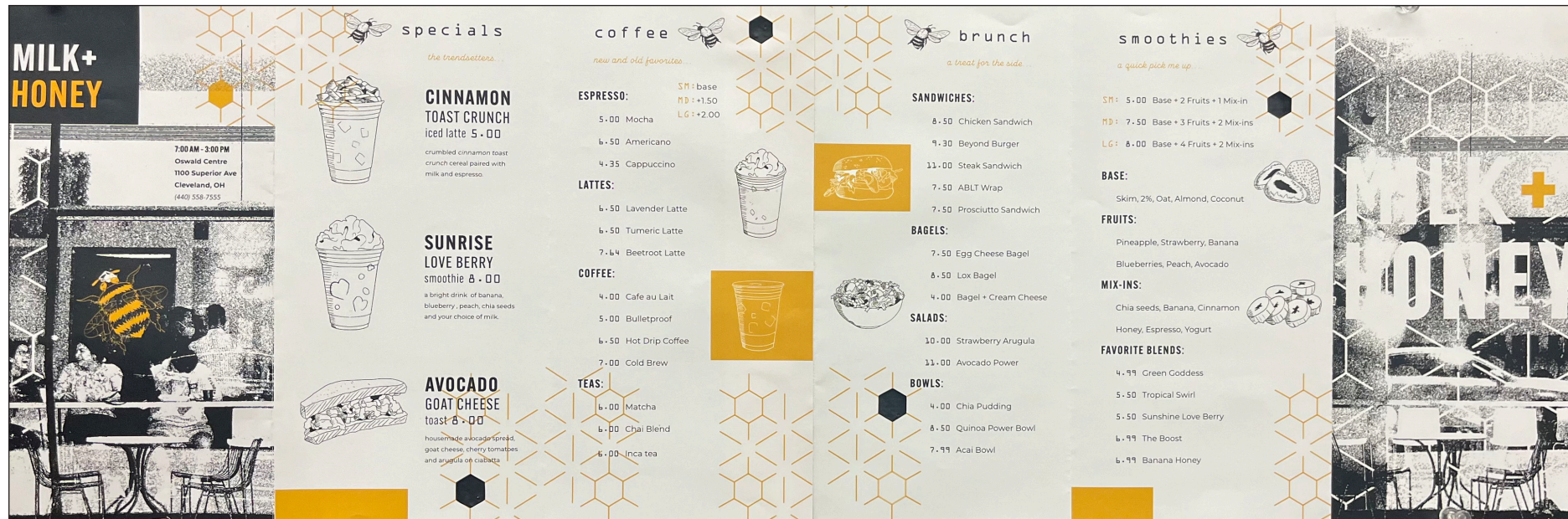
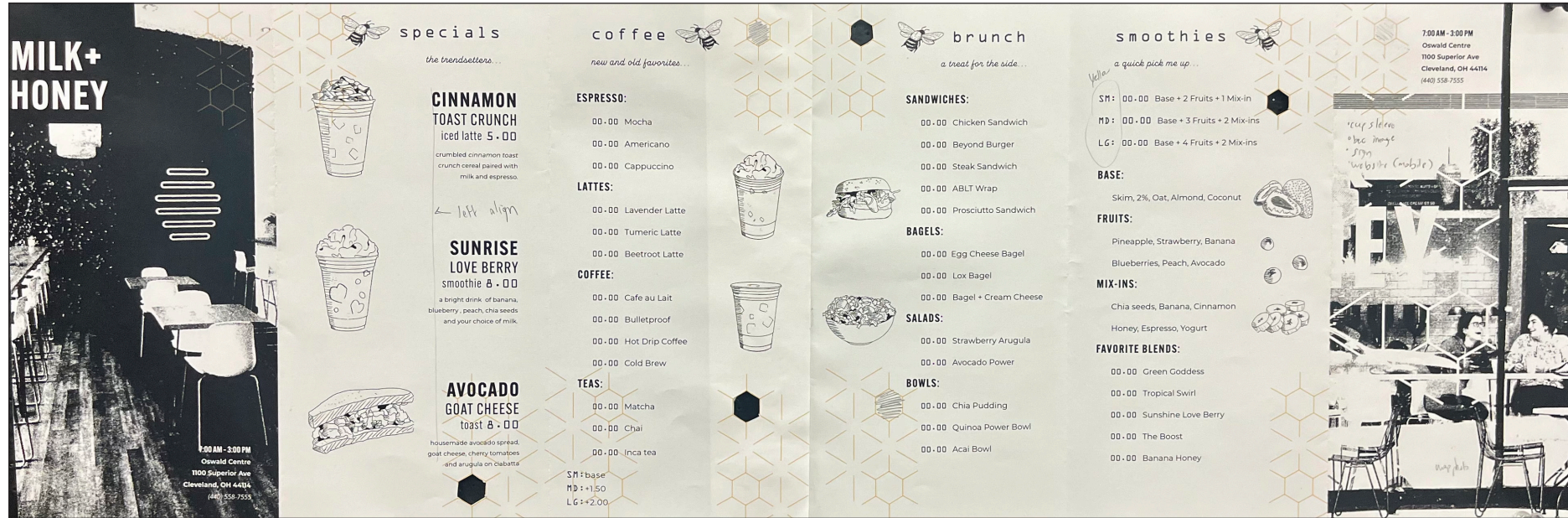
base:
skim, 2%, oat, almond, coconut



fruits:
pineapple, strawberry, banana
blueberries, peach, avocado

mix-ins:
chia seeds, banana, cinnamon
honey, espresso, yogurt

favorite blends:


- 1 - green goddess
- 2 - tropical swirl
- 3 - sunshine love berry
- 4 - the boost




specials

the trendsetters...



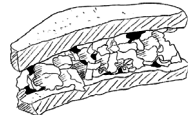
CINNAMON TOAST CRUNCH iced latte 5.00

crumbled cinnamon toast crunch cereal paired with milk and espresso.



SUNRISE LOVE BERRY smoothie 8.00

a bright drink of banana, blueberry, peach, chia seeds and your choice of milk.



AVOCADO GOAT CHEESE toast 8.00

housemade avocado spread, goat cheese, cherry tomatoes and arugula on ciabatta

coffee

new and old favorites...

ESPRESSO:

- SM: base
- MD: +1.50
- LG: +2.00

- 5.00 Mocha
- 6.50 Americano
- 4.35 Cappuccino

LATTES:

- 6.50 Lavender Latte
- 6.50 Turmeric Latte
- 7.64 Beetroot Latte

COFFEE:

- 4.00 Cafe au Lait
- 5.00 Bulletproof
- 6.50 Hot Drip Coffee
- 7.00 Cold Brew

TEAS:

- 6.00 Matcha
- 6.00 Chai Blend
- 6.00 Inca tea

brunch

a treat for the side...

SANDWICHES:

- 8.50 Chicken Sandwich
- 9.30 Beyond Burger
- 11.00 Steak Sandwich
- 7.50 ABLT Wrap
- 7.50 Prosciutto Sandwich

BAGELS:

- 7.50 Egg Cheese Bagel
- 8.50 Lox Bagel
- 4.00 Bagel + Cream Cheese

SALADS:

- 10.00 Strawberry Arugula
- 11.00 Avocado Power

BOWLS:

- 4.00 Chia Pudding
- 8.50 Quinoa Power Bowl
- 7.99 Acai Bowl

smoothies

a quick pick me up...

SM: 5.00 Base + 2 Fruits + 1 Mix-in

MD: 7.50 Base + 3 Fruits + 2 Mix-ins

LG: 8.00 Base + 4 Fruits + 2 Mix-ins

BASE:

Skim, 2%, Oat, Almond, Coconut

FRUITS:

Pineapple, Strawberry, Banana

Blueberries, Peach, Avocado

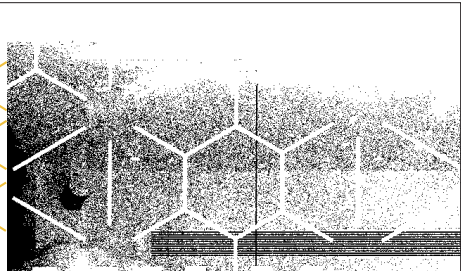
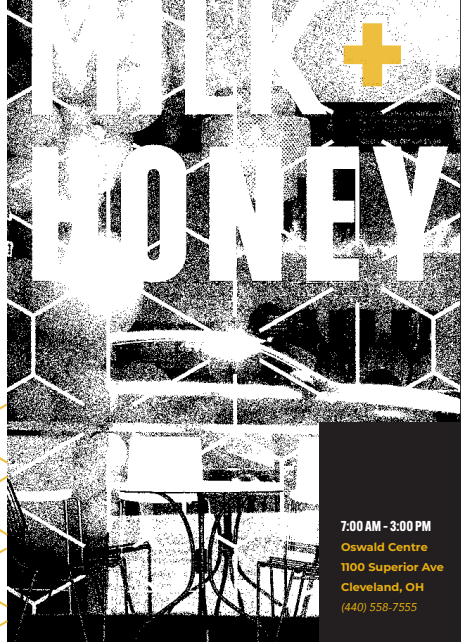
MIX-INS:

Chia seeds, Banana, Cinnamon

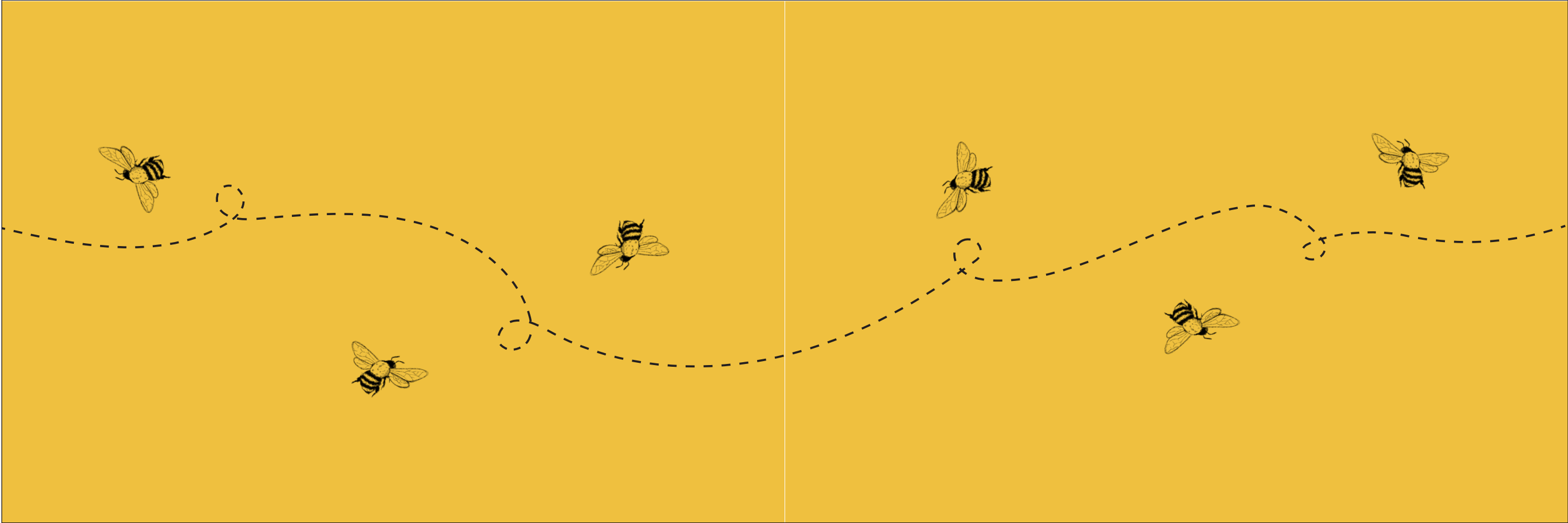
Honey, Espresso, Yogurt

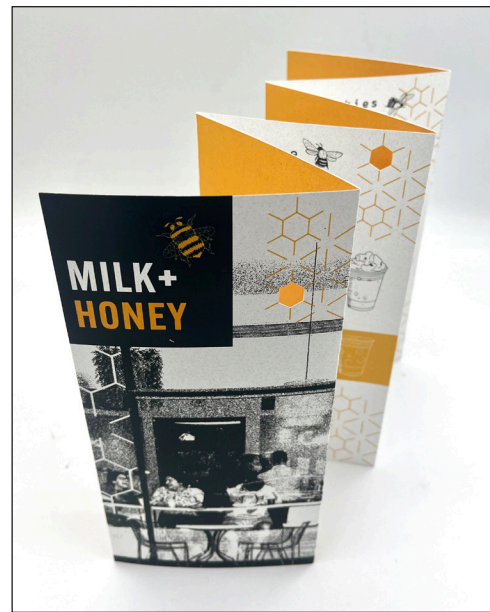
FAVORITE BLENDS:

- 4.99 Green Goddess
- 5.50 Tropical Swirl
- 5.50 Sunshine Love Berry
- 6.99 The Boost
- 6.99 Banana Honey

7:00 AM - 3:00 PM
 Oswald Centre
 1100 Superior Ave
 Cleveland, OH
 (440) 558-7555





EXTRA ITEMS



T-shirt design for employees



Hand Towel with motif pattern



Drink Sign to be placed at tables



Mobile Site homepage