





Problem:

Develop an effective and unified brand to a restaurant. The design should extend throughout the logo, packaging, interior and exterior of the restaurant.

Restaurant: Town-Topic Hamburgers

I chose to redesign one of Kansas City's oldest and highest rated burger restaurants, Town-Topic Hamburgers. I wanted to create a brand for Town-Topic that reflects the quality of their food.





Blanc Burger is one of the top rated burger restaurants in the Kansas City Metro area according to urbanspoon.com. The restaurant's design is very clean and modern, with contemporary furniture and modern overall layout. I liked the use of bright orange as the only accent color in their interior, which mirrors the vibrant orange in their logo.





Logo Design



Apron



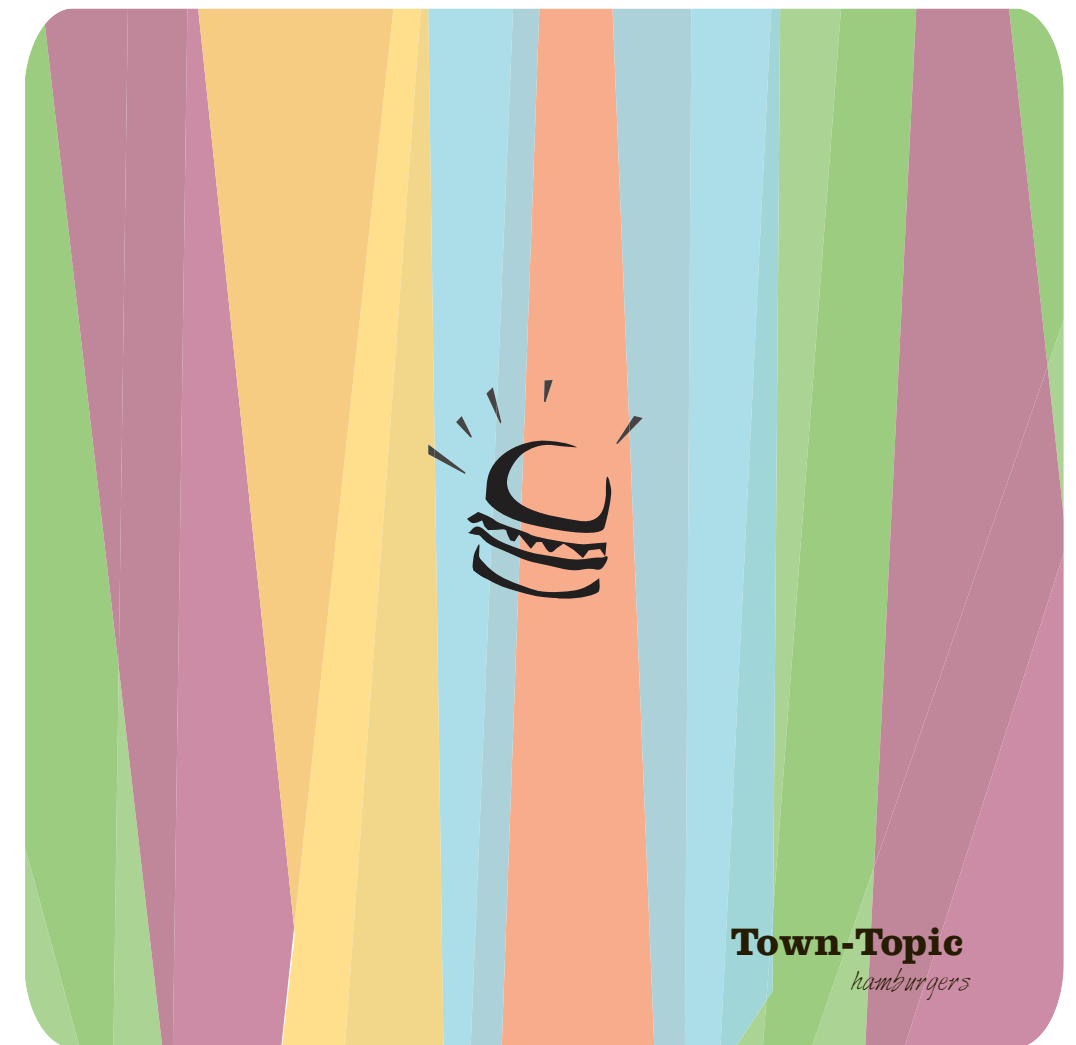
To-Go Cup



Gift Card



To-Go Boxes



Burger Wrapper



Table



Lighting



Chairs



Interior Overall Look

Town-Topic

hamburgers



hamburgers

Town-Topic

hamburgers



hamburgers

proudly serving kansas city since 1901

American Kobe Burger **8.75**

port wine onions, mustard aioli, truffle butter, watercress, salt & pepper on a brioche bun

Classic Burger **6.50**

aged white cheddar, butter lettuce, tomato, pickles, red onion, made-from-scratch ketchup & mustard on a brioche bun

Au Poivre **7.75**

pepper crusted burger, creamy green peppercorn sauce, grilled onions, watercress, salt & pepper on a brioche bun

\$100 Burger **12.50**

red wine braised short rib-stuffed burger, foie gras butter, onion marmalade, balsamic glaze, watercress, rosemary on a focaccia bun

Meatloaf Burger **5.50**

grilled onions, sweet ketchup, on an onion brioche bun

Inside Out **6.50**

blue cheese stuffed burger, smoked bacon, onion ring, ketchup, mustard, butter lettuce, on an onion brioche bun

The Barnyard **6.50**

big-eyed swiss, berkshire ham, fried egg, pickles, red onion, honey mustard, on a 4-seed brioche

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hamburgers

Hand Cut Fries **1.75**

Sweet Potato Fries **2.50**

Onion Rings **2.75**



Exterior