



RoK

our brand

RoK is here to establish a new restaurant in the Uptown area of Minneapolis. With that, we want to bring a new and refreshing experience to those of the area.

The overall design is to create the a professional, unique and simple feeling, as well as a sense of harmonic convergence, where two seemingly opposite elements come together seamlessly.

The brand created and shown throughout this book will help customers to build an association with the **RoK** restaurant. This association will create loyalty and trust in the customers.

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design team*



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project description

The purpose of this project is to create a brand for a new restaurant. Included with this brand identity will be a logo, website, exterior architecture, business card, menu, a standards manual and this proposal book. The project will also be one that will challenge the design team's creativity and design skills in a new way. It will cause the design team to have to look at things in a new way, and to come up with innovative ways to conquer age old design challenges.



personality

There are four key elements that define the **RoK** brand personality.

Professional
customer-oriented, reliable, intelligent

Unique
innovative, an experience, one of a kind

Harmonic Convergence
modern, aesthetic, nature & technology

Simple
quality, reliable, easy-going, relaxing

These elements capture the essence of who **RoK** is. By staying true to these elements, the design can be kept at the highest standard possible and keep consistency among the design.

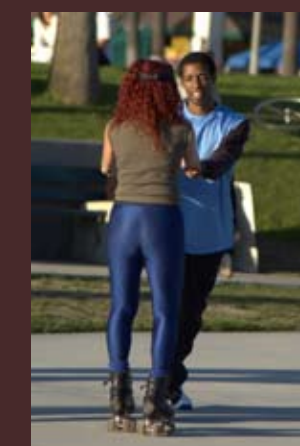
intended consumer

The intended consumer encompasses all genders, cultures, and races of people between the ages of 22 and 35 with a emphasis on the professional & cosmopolitan consumer. With the location of the restaurant being in Uptown Minneapolis, it will be targeted towards business people, as well as people looking for a new, casual culinary experience.

The intended consumer is willing to try new things, especially if there is something familiar about the experience. They also like to share their interests with their friends. The consumer tends to be a frequent buyer of nonessential leisure items.

The business is not marketed towards families, especially with young children. Nor is it targeted toward people that want to go out to eat just for the sake of eating (i.e. a quick, fast meal).

The intended consumer's existing attitudes include a desire for custom experiences and the opportunity to play a role in their own purchase. They want an experience that allows them to enjoy their meal and socialize without hassle.



fonts

Eras

Eras Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Eras Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Eras Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Eras was chosen because of the simple and geometric appearance of the sans serif font. Eras has the elegance that many serified fonts have, but holds true to the element of simplicity that **RoK** is. Eras Book was chosen to be used for all of the body font. Eras Demi and Eras Light is to be used to emphasis certain words.

cone Handwrite

abcdefghijklmnopqrstuvwxyz

Cone Handwrite is an original font that was chosen because of the personal handwritten quality that it has and the contrast that it would create with Eras. Cone Handwrite is used for headers, and any text that is used in correlation with the **RoK** logo.



RoK Rust
PANTONE® 1535



Rok Red
PANTONE® 188



Rok Blue
PANTONE® 2955



Rok Green
PANTONE® 5753



Rok Brown
PANTONE® Black 5

colors

The **RoK** color scheme is one of bold and high contrast colors. This helps for **RoK** to stand out and attract attention. **RoK** has five colors that make up the color system as well as five tints of black. All of the colors are to be used at full opacity and full tint. **RoK** Rust and **RoK** Red are the primary colors because many people associate them with heat and food. **RoK** Blue and **RoK** Green are the secondary colors used for accents. **RoK** Brown will be used for many backgrounds and the text when a white background is needed.



RoK

logo, name and process



In-Progress Logos

name

The name for the **RoK** restaurant went through more of a process than many other elements in the project. This is because of the importance the name holds, as well as the fact that a clear personality had not been defined yet.

First, many general ideas were thrown around, and while some were worthy candidates; translating words like “stone” and “rock” into other languages appeared to have much more potential.

The process then went through different languages until Roka was reached, and then after analyzing the letters and other possibilities, it was shortened to the current name, **RoK**.

The accent mark was added to the “o” in the logo, but not in general typing. This is not done to the name **RoK** in general typing because that accent mark does not exist over the “o” in any language.

name process

General Ideas

- Elements
- Hot Stone Eatery
- Stone’s Throw
- Heisse Stein
- Prometheus
- Steaming Stone

Honed Ideas

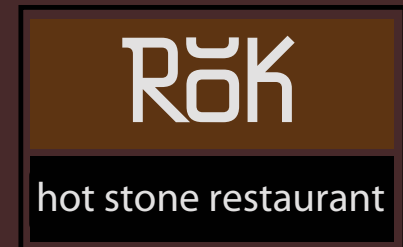
- Piedra
- Roccia
- Roche
- Roca
- Roka
- RoK

logo

The **RoK** logo went through many changes till it became what is at the top. The process of working on the logo wasn’t in a process from one to another, but much more in a web breaking away from one idea, and sometimes merging back together with another idea. It was this process that allowed the logo to become what it is.

The **RoK** logo is to convey the essence of the company - simple, unique, professional, and a harmonic convergence. It should also give the viewer an idea of what the restaurant is.

With these ideas, the final logo chosen. This logo gives the viewer an idea of what the restaurant is without knowing through the fire element which creates the negative space in the “o”. The accent mark over the “o” was added to help with pronunciation, and is also where the “c” from “rock” was moved and rotated to.



In-Progress Logos

Final Logo





RoK

business card and process

The processes of the business card was much different than that of the logo or name. All of the elements for the business card were there, it was just a matter of arranging them in a way that would work with the **RoK** personality, as well as be effective.



The shape of the card stayed generally the same through the whole process. Attempts were made to stretch the card different directions, but the square type format was found to be the most effective, as well as the most eye pleasing.

One element that can only be seen on the actual business card is the embossing of the flame in the center of our logo. This allows for the flame to be seen on the back of the business card also. The idea of using a die cut instead of embossing was considered, but because of the intricate nature of our logo, embossing was the best decision.

The business card uses the two **RoK** fonts on the back to provide contact information to the viewer. Few people in the company will have business cards, so they can be more extravagant.



menu

- There are three parts to the menu:
- The tri-fold menu
- Build Your Own card
- Drink & Dessert menu

These all follow the same simple design as the rest of **RoK** material. There are also very few item choices making it simple for the customer to make a decision.

table platter

The platter is another piece that was designed because the dining experience as a whole is something that needs to also be designed. Each customer would get their food on a table platter and be able to cook their own food. This once again follows our simple design



RoK

meal experience



RoK website

The **RoK** website has a fairly simple layout, much like the rest of the designs. The website is not one of the primary means of communication for the company, but it does contain all the important information about the restaurant and is an effective way to educate potential customers, or to answer current customer's questions about **RoK**.



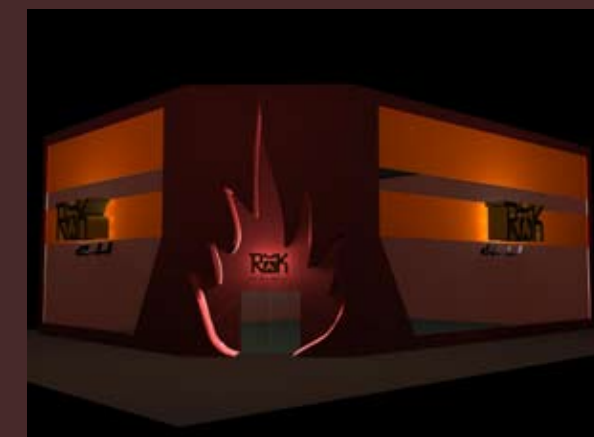
Final Restaurant Exterior

RoK restaurant exterior

The **RoK** restaurant is a two-story building utilizing glass for much of the exterior to allow light and allow for the customers to enjoy the exciting street life that the Uptown area has to offer. The main entrance is on the corner of the building was the flame from our logo expanded to a point and cut into the building. This is done to help immerse the customers in the **RoK** experience.



In-Process Restaurant Exteriors



The process of the restaurant exterior, went from a building with a curved roof and an overhang, into the building with a corner cut out. This cut corner is similar to the business card shape as well as the "o" in the logo. On the second floor, there will be bar type seating against the window, allowing for customers to have a meal by themselves and watch the street life. The whole atmosphere will be social while allowing for professional activity to occur.



RoK stationery

Although stationery may be seen by a fewer number of people, it is still an important element in any company. It is used to communicate information both internally and externally, thus it will leave a lasting impression. The **RoK** stationery is simplistic and designed for its ease to read.



Creating the **RoK** brand identity was a process of design, redesign and tweaking. The whole design process was initiated and strongly influenced by the background market research that was conducted for an appropriate location as well as identifying our intended consumer.

A strong and cohesive brand identity was created based on the identified **RoK** personality; professional, simple, unique, and a harmonic convergence

The solution that you see here is the best solution for the company. It will attract customers and keep them coming back. It was a great experience working on this project.

“There will always be rocks in the road ahead of us. They will be stumbling blocks or stepping stones; it all depends on how we use them.”