





Project Brief

Kumiko's Teriyaki in Grand Junction is refreshing its menu to enhance readability, modernize the design, and better reflect its authentic Japanese identity. The new menu will feature a clean layout, improved organization, and visually appealing elements to create a better dining experience. This update ensures a seamless blend of tradition and modern aesthetics while making it easier for customers to navigate their options.

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Chicken teriyaki	\$8.25	\$7.25
Beefteriyaki	\$9.25	\$8.25
Pork teriyaki	\$8.25	\$7.25
Salmon teriyaki	\$9.95	\$8.95
Broiled Mackerel	\$10.95	00.95
Tofu teriyaki	\$7.25	\$6.25
Vegetable with meat	\$8.95	\$7.95
Katsu *crunchy fried chicken or pork	\$9.25	\$8.25
Tempura shrimp & veggies	\$10.95	\$9.95
Sukiyaki w/egg*		\$9.95
Egg katsu don*egg covered crunchy pork or chicken		\$9.95
Fire shrimp bowl		\$7.95
Oyako don (chicken and egg)*		\$8.95
Curry rice with meat (chicken, I	beef, pork or shrimp)	\$8.95
Katsu curry (chicken, pork or shrimp)		\$9.95
Omurice*		\$7.95
Fried rice		\$7.95
	vegitable w/meat	kats

Noodle and soup	2		· · · · · · · · · · · · · · · · · · ·
Miso soup	\$1.50		Lunch special :
Udon noodle soup	\$6.25	COLL!	
Buckwheat soba soup	\$7.25	, ramen	Chicken teriyaki
Tempura udon or soba	\$9.25		Beef Teriyaki
Curry Udon	\$8.95	A PORTA	Pork teriyaki
Niku udon soup (Chicken, beef, or pork)	\$8.25		Salmon teriyaki
Niku udon soup w/egg* White chewy thick noodle with veggies, me	\$9.25 eat and dropped egg	yakisoba	Teriyaki with veggies
Charsui ramen Asian BBQ pork, egg*, veggies w/sog	\$9.95 y based broth ramen		Curry and rice w/mea Pork or chicken Kats
Sapporo miso ramen Chicken, egg*, corn, butter w/miso b	\$9.95 based broth ramen	tem.sobaor udon	Katsu curry Tofu teriyaki
Yakisoba fried thin noodle	\$8.25		Vegitable with sauce
(chicken, beef, pork or shrimp)			vegitable with succ
Yakiudon fried thick white nood (chicken, beef, pork or shrimp)	le \$8.25	manufan 24+104	· · · · · · · · · · · · · · · · · · ·
S	·····	curry udon	





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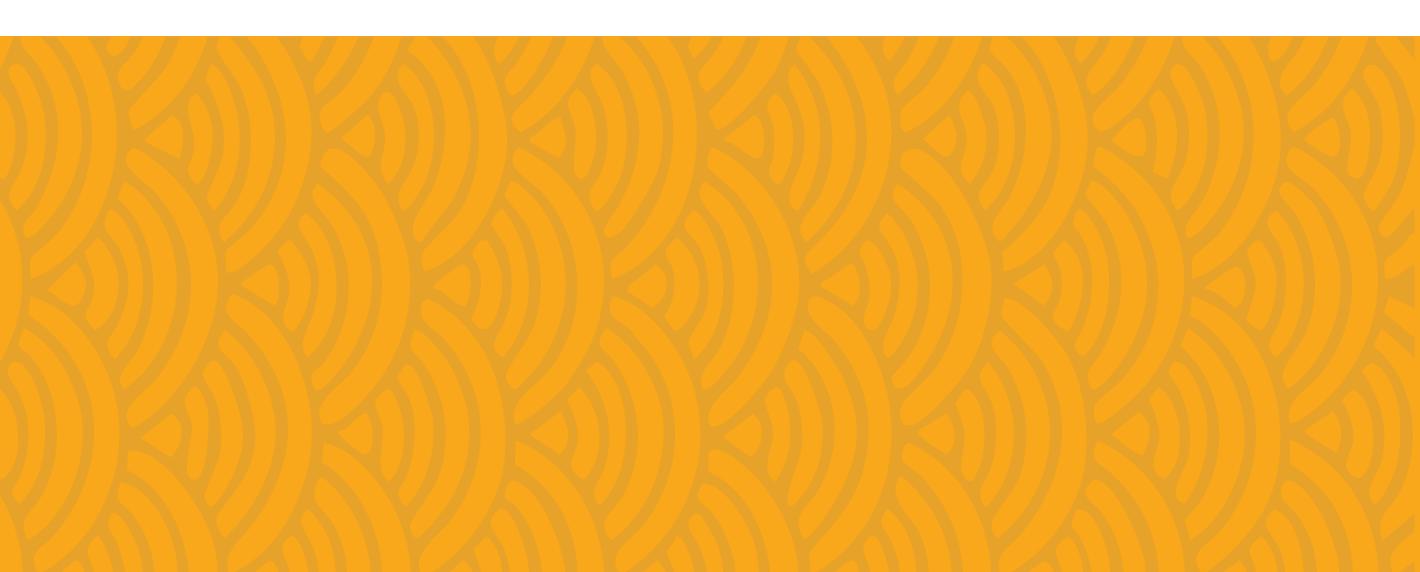




Illustration Style

The illustration style brings energy and movement to the menu, making the food feel dynamic—tossed in the air, mid-flip, or landing perfectly in the bowl. Going back to physical art, the illustrations will be watercolored and scaned in to create an authentic feel. This approach adds a sense of liveliness, making each dish feel freshly prepared and full of motion.



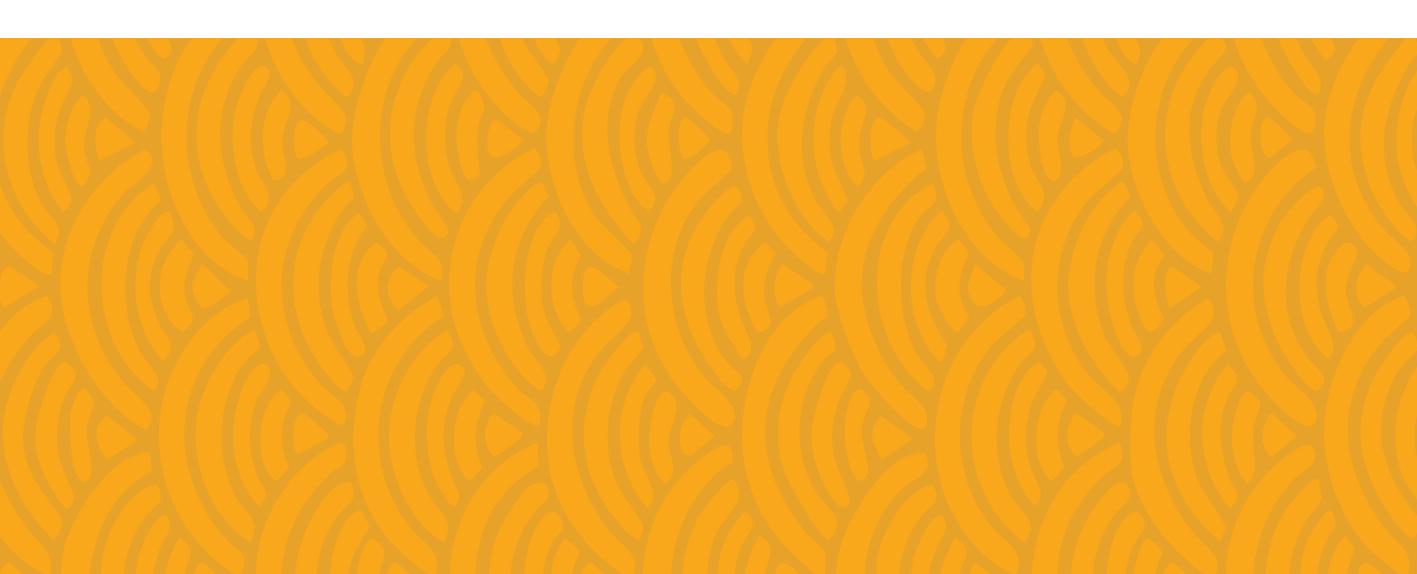




CMYK 71, 51, 94, 57 RGB 48, 61, 28 #303dlc CMYK 66, 41, 100, 30 RGB 82, 100, 45 #52642d

Colors

The color palette for Kumiko's Teriyaki menu is inspired by the rich hues of Japanese cuisine—plum wine gold and nori green. These vibrant shades bring warmth, energy, and authenticity to the design, creating a fresh and inviting visual experience that reflects the restaurant's bold flavors and cultural heritage. CMYK 15, 7, 67, 0 RGB 22, 216, 117 #ded875 CMYK 0, 39,100, 0 RGB 250, 168, 25 #faa819





Textures & Other Elements

Textures that will be in use include the water color paper that has been scanned in and edited in photoshop. In addition, there will be section separators in form of colored bars neatly packing and organizing sections to avoid confusion.





kunikos teriləki

Noodle & Soup Sushi Rolls Beer & Wine Lunch Special

Modified Desplay Type - Wordmark

ADS IL > IS a dynamic display typeface with a bold, rhythmic character that lends itself well to expressive branding. Your modified version refines its distinct geometric forms to enhance readability while maintaining its playful energy. As a wordmark, it commands attention, and your planned header modifications will ensure a cohesive yet flexible typographic system.

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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18/23



	Tempura Shrimp & Veggi
	Tempura Shrimp & Veg
	Tempura Shrimp & V
TEMPURA SHRIMP & VEGGIES	Tempura Shrimp 8
Delicately battered, perfectly crisp, and irresistibly light.	
Light, crispy, and perfectly golden—our tempura shrimp and vegetables are delicately	
battered and fried to perfection. Enjoy the satisfying crunch of fresh shrimp alongside a	Tempura Shrir
seasonal selection of vegetables, served with a side of savory dipping sauce. A classic dish	
that's simple yet indulgent. 14/23	Tempura Shrin
	Tempura Shrir
	Tempura Shrir
	Tempura Shrin
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	To some Claurin

Menu Type

Brother 1816 is a versatile and clean typeface that complements ADSルンバ with its smooth curves and modern structure. Its clarity makes it an excellent choice for body text, ensuring readability while maintaining visual harmony with your modified display type. This pairing creates a cohesive typographic system that balances character and functionality in your menu design.

ies 8/23 ggies 9/23 Veggies 10/23 & Veggies 11/23

mp & Veggies

Tempura Shrimp & Veggies

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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SUSHI COMBO & BOWL

Sushi Deluxe* 19.95 Raw Fish, California Tobiko Roll and 8 Nigiri– 2 Tuna, 2 Salmon, 1 Unagi, 1 Hamachi, 1 Shrimp

Sushi Special* 17.95 Raw FishCalifornia Robiko Roll and 7 Nigiri– 2 tuna, 2 Salmon, 1 Unagi, 1 Hamachi, 1 Shrimp

Chirashi* 9.95 Raw Fish, Tuna, Salmon, Eel, Egg, Shrimp, Tobikp, and Sweet Pork

Tekka (Tuna) Don* 10.95 Raw Fish

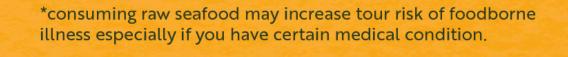
Unagi Don 12.95 Eel On Rice

Inari 4.95 Sweet Tofu Skin with Rice

Nigiri* 2.00 Raw Fish, Tuna, Salmon, Hamachi, Shrimp, Unago, Tamago

Menu Sample

This menu sample is a cohesive blend of all the carefully chosen elements from the refresh-type, color, and illustration working together to create a unified visual identity. The bold yet refined display type, the clean and approachable body text, and the energetic, motion-filled illustrations all contribute to a fresh and engaging dining experience. Every detail is curated to enhance readability, aesthetic appeal, and the overall personality of the menu.









rice job :)