



Julie Elwood

HELLISH APT

Professional Practices: International Client

INTRODUCTION

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Client: Tsurugi Sato

Company: Hellish APT Cafe & Bar

Deliverables: Logo, Menu, Signage, Final PDF booklet

After researching the aesthetic and overall personality of the Hellish APT Cafe & Bar, a rebrand was created to update and fit the needs of the client, Tsurugi Sato. Typefaces and a color palette were first created to establish a theme that would contribute to later deliverables. A logo was created with this notion in mind, including a subtle nod to the cheeky Hellish APT title.

A menu redesign was then completed to give the client an idea of how this new theme would be replicated physically. The menu was carefully researched and laid out to include all of Hellish APT's best and most popular beverages. Finally, signage was created using the redesigned logo, with the intention of bringing the Hellish APT personality from inside its bustling halls to the public sphere.

Included in this final PDF are all deliverables made for this project, including all rough ideas and any final mockups that were used to demonstrate how these designs would be portrayed physically. This booklet will be submitted for clientele review and any future changes will be included in an updated PDF.

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ACIER BAT

TITLE FONT: TEXT SOLID

Sofia Pro

BODY FONT: REGULAR

HELLISH APT

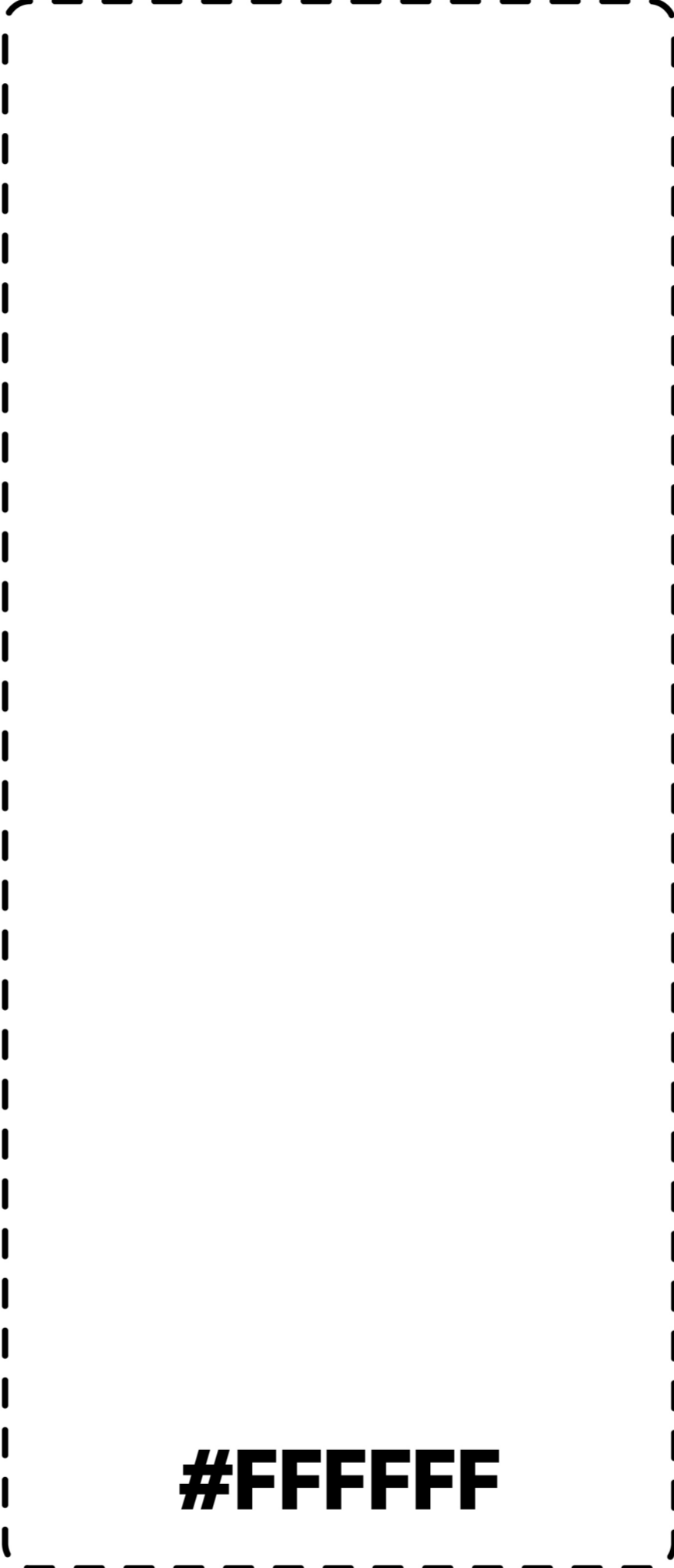
Project Typefaces

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Primary



Secondary



Tertiary

HELLISH APT
Project Color Palette



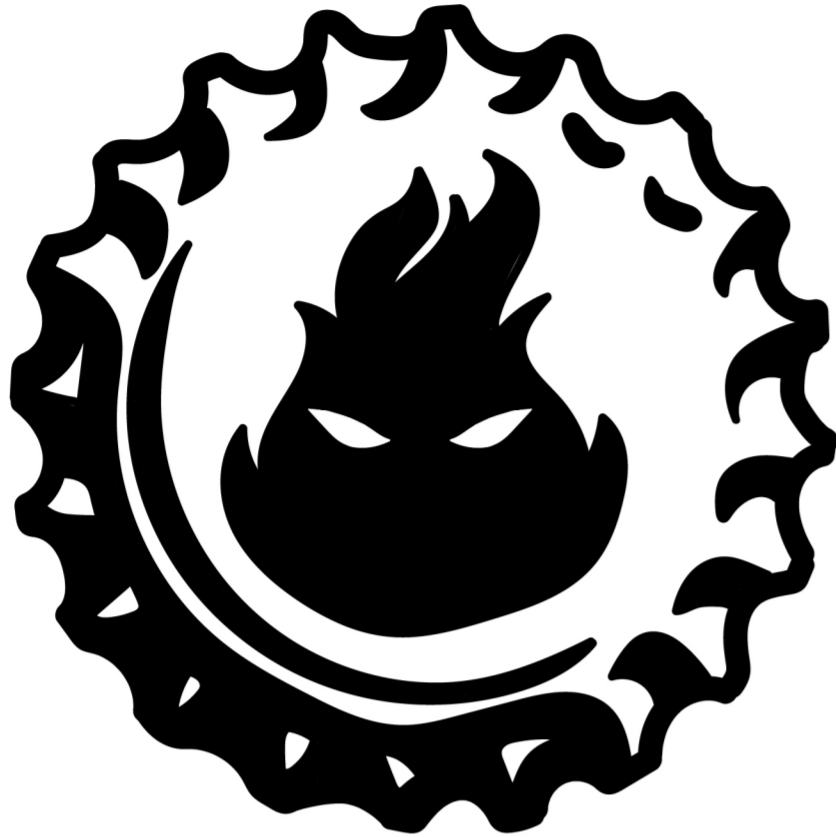
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LOGO DESIGN

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Beer Cap Idea



Title Font Idea



Martini Glass Idea



Beer Glass Idea



Alcohol Barrel Idea

HELLISH APT
Rough Logo Designs

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Black Version



White Version

HELLISH APT
Final Logo Design

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Logo on Coasters



Logo on Beer Labels



Logo on Liquor Label

HELLISH APT
Final Logo Mockups



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MENU DESIGN

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SPECIALTY DRINKS

Hellish APT does not use commercially available liquor or tea. Drinks are made with in-house pickled sake. Black tea, green tea, oolong tea, and mate tea are all made in house.

SAKURA BIACH ¥900 SAKURA & GIN

A spins-like liquor with a slight salty taste. Salted cherry blossom petals are soaked in gin for over a month.

RECOMMENDED PAIRINGS

Saltiness can be cut by tonic water or a carbonated drink.

UNDERWEAR SECRET ¥900 STRAWBERRY & WHISKEY

Recommended for those who can't handle the taste of strong alcohol. Strawberries are soaked in whiskey for 2 months.

RECOMMENDED PAIRINGS

Soda or milk make this drink even easier to handle for first time drinkers.

DICK WHISKY ¥900 BANANA & WHISKEY

A quirky liquor with a strong whiskey taste and a hint of sweet banana. Banana and brown sugar soaked in whiskey for a month.

RECOMMENDED PAIRINGS

Adding milk to this drink is definitely not for the pure of heart.

SHANGHAI GIRL ¥900 ANNIN & VODKA

An easy-to-drink Chinese liquor with a hint almond tofu. Homemade amaretto. Apricot seeds are soaked in vodka for 6 months.

RECOMMENDED PAIRINGS

Ginger ale or soda give a unique sweet flare to this drink.

OTHER DRINKS

Hellish APT is home to over 40 types of sour, including homemade lemon sour, banana whiskey, craft gin, and herbal liquor. Whiskey and craft beer are also available.

YES, WE HAVE FOOD AVAILABLE!

Snacks are available upon request, including Hellish APT's famous popcorn. Hellish APT popcorn uses carefully selected olive oil.

8.5" x 11" Portrait



SPECIALTY DRINKS

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SAKURA BIACH ¥900 SAKURA & GIN

A spins-like liquor with a slight salty taste. Salted cherry blossom petals are soaked in gin for over a month.

RECOMMENDED PAIRINGS

Saltiness can be cut by tonic water or a carbonated drink.

UNDERWEAR SECRET ¥900 STRAWBERRY & WHISKEY

Recommended for those who can't handle the taste of strong alcohol. Strawberries are soaked in whiskey for 2 months.

RECOMMENDED PAIRINGS

Soda or milk make this drink even easier to handle for first time drinkers.

DICK WHISKY ¥900 BANANA & WHISKEY

A quirky liquor with a strong whiskey taste and a hint of sweet banana. Banana and brown sugar soaked in whiskey for a month.

RECOMMENDED PAIRINGS

Adding milk to this drink is definitely not for the pure of heart.

SHANGHAI GIRL ¥900 ANNIN & VODKA

An easy-to-drink Chinese liquor with a hint almond tofu. Homemade amaretto. Apricot seeds are soaked in vodka for 6 months.

RECOMMENDED PAIRINGS

Ginger ale or soda give a unique sweet flare to this drink.

OTHER DRINKS

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WOMB SOUR ¥800 LEMON & VODKA

A perfect storm of vodka, unsweetened lemon sour, and carbonated water. Lemon is soaked in vodka for over a month.

RECOMMENDED PAIRINGS

This drink is perfect on its own, but is recommended for the beginning of thirst.

AWESOME CASSIS ¥800 CASSIS & VODKA

Unlike liquor cassis, this drink is modestly sweet with a hint of red wine. Cassis soda and real cassis soaked in vodka.

RECOMMENDED PAIRINGS

Adding oolong tea transforms this drink into an awesome cassis ooron.

BROOKLYN APPLE ¥800 CINNAMON & VODKA

A liquor with notes of refreshing apples and spicy cinnamon. An homage to New York's famous apple cider.

RECOMMENDED PAIRINGS

This drink creates a dangerous temptation all on its own.

OLD FRIEND ¥800 BLUEBERRY & WHISKEY

This drink may be slightly bitter, but it is a perfect storm of sweet and sour. Blueberries are soaked in whiskey for over a month.

RECOMMENDED PAIRINGS

This drink is a perfectly dangerous combination on its own.

SHANGHAI GIRL



8.5" x 14" Portrait



SPECIALTY DRINKS

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A spins-like liquor with a slight salty taste. Salted cherry blossom petals are soaked in gin for over a month.

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WOMB SOUR ¥800 LEMON & VODKA

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RECOMMENDED PAIRINGS

This drink is perfect on its own, but is recommended for the beginning of thirst.

DICK WHISKY ¥900 BANANA & WHISKEY

A quirky drink with a strong whiskey taste and a hint of sweet banana. Banana and brown sugar soaked in whiskey for a month.

RECOMMENDED PAIRINGS

Adding milk to this drink is definitely not for the pure of heart.

BROOKLYN APPLE ¥800 CINNAMON & VODKA

A liquor with notes of refreshing apples and spicy cinnamon. An homage to New York's famous apple cider.

RECOMMENDED PAIRINGS

This heavenly drink is a dangerous temptation all on its own.

UNDERWEAR SECRET ¥900 STRAWBERRY & WHISKEY

Recommended for those who can't handle the taste of strong alcohol. Strawberries are soaked in whiskey for 2 months.

RECOMMENDED PAIRINGS

Soda or milk make this drink even easier to handle for first time drinkers.

AWESOME CASSIS ¥800 CASSIS & VODKA

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8.5" x 11" Landscape

HELLISH APT
Rough Menu Designs

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Front



Back

HELLISH APT
Final Menu Design

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Table Tent Menu



Standard Menu

HELLISH APT
Final Menu Mockups

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SIGN DESIGN

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HELLISH APT
CAFE & BAR

HELLISH APT



FREE DARTS



FREE PINGPONG

Black Signage Ideas

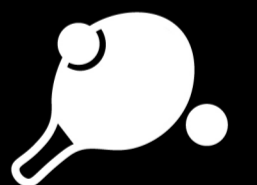


HELLISH APT
CAFE & BAR

HELLISH APT



FREE DARTS



FREE PINGPONG

White Signage Ideas

HELLISH APT
Rough Sign Designs

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Signage Without Text



Signage With Text

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Plaque Wall Sign



Hanging Wall Sign

HELLISH APT
Final Sign Mockups



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