Menus typically incorporate several design elements. “De-constructing” helps determine the various elements used.

**FONT TYPES**
- modern
- typewriter
- script
- handwriting
- Western
- rustica
- typewriter
- script
- handwriting
- Decorative
- farm house
- vintage

**COMMON COLOR SCHEMES**
- SEAFOOD RESTAURANT
- ITALIAN RESTAURANT
- BAR & GRILL
- DINER
- FINE DINING

**LAYOUT**
- SINGLE COLUMN
- TWO COLUMN
- THREE COLUMN
- ASYMMETRIC COLUMNS

**TALK THE TALK**
**HELPFUL WORDS WHEN YOU WANT A CERTAIN LOOK, BUT DON’T HAVE A THEME**
- old world
- vintage
- historic
- antique
- old-fashioned
- art deco
- retro/era
- psychedelic
- upbeat
- bold
- bright
- cartoon-y
- childish
- cheerful
- festive
- playful
- elegant
- romantic
- industrial
- ritzy
- whimsical
- grungy
- worn/weathered
- feminine
- masculine
- sporty
- northwoods
- farm-to-table
- home cooking
- classic
- contemporary
- urban
- modern
- diner
- deli
- americana
- mom & pop
- irish pub
- family friendly
- gastro pub
- upscale
- coastal
- chalkboard
- dark
- light
- fresh
- graphic
- photographic
- rich, jewel tones
- warm
- muted
- clean
- stark
- minimal
- organized
- contained
- curvy/flowy
- boxed
- asymmetrical
- structured:
  - clear boxes of content and hard edges.
- organic:
  - earth color tones, open unrestricted layout (no hard edges)
While we pride ourselves in creating custom designed menus to fit every restaurant's branding, here are some examples to give you inspiration for your personalized design. We have included some key words to describe the menu style and help you communicate what you like to the Menu Manager.

- Modern
- Pastel colors
- Three columns
- Vector images
- Distinct sections
- Nautical
- Industrial
- Masculine
- Metal accents
- Retro fonts
- Modern diner
- Light background
- Vibrant accents
- Modern cantina
- Mixed fonts
- Clean and simple
- Steakhouse
- Modern
- Brewpub
- Classic photography
- Heavy defined sections
- N.Y. Sirloin steak
- Two eggs any style
- Bacon/ham/scrapple/Canadian bacon
- Soda jerk feast
- French toast or pancakes
- Country style eggs
- Soda jerk bear or steak
- Three eggs
- Omelettes
- Eggs
- Omelette and eggs
- Cheese
- Add cheese
- Smoothies
- Milkshake
- Cookies
- Chips
- Nachos
- Pretzel
- Wings
- Brat
- Substitutions
- Additions
- Menu styles
- How to talk
- Menu images
- Menu program
- US FOODS
- USFOODS.COM/MENU

For more menu program information visit: USFOODS.COM/MENU