


MENU DESIGN ELEMENTS

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

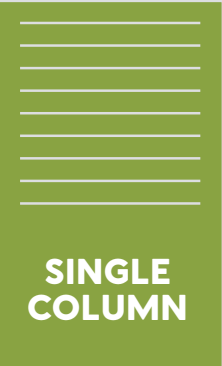


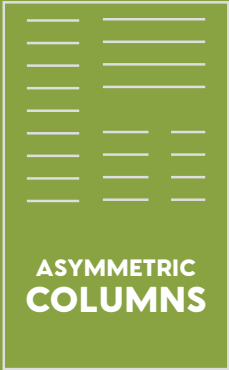
FONT TYPES

modern	typewriter	DECORATIVE
WESTERN	<i>script</i>	farm house
RUSTIC	handwriting	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	elegant	modern	warm
vintage	romantic	diner	muted
historic	industrial	deli	clean
antique	ritzy	americana	stark
old-fashioned	whimsical	mom & pop	minimal
art deco	grungy	irish pub	organized
retro/era	worn/weathered	family friendly	contained
psychedelic	feminine	gastro pub	curvy/flowy
upbeat	masculine	upscale	boxed
bold	sporty	coastal	asymmetrical
bright	northwoods	chalkboard	structured:
cartoon-y	farm-to-table	dark	clear boxes of content and hard edges.
childish	home cooking	light	organic:
cheerful	classic	fresh	earth color tones, open unrestricted layout (no hard edges)
festive	contemporary	graphic	
playful	urban	photographic	
		rich, jewel tones	

While we pride ourselves in creating custom designed menus to fit every restaurants 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

#25954



GASTROPUB
INDUSTRIAL
MASCULINE
METAL ACCENTS

#44281



LIGHT BACKGROUND
VIBRANT ACCENTS
MODERN CANTINA
MIXED FONTS

#33804



MODERN ANTIQUE
ART DECO
HIGH CONTRAST
BACKGROUND

#27882



NAUTICAL
DISTINCT SECTIONS
ASYMMETRIC COLUMNS
TEXTURED BACKGROUND

#58242



COUNTRY
FARM TO TABLE
VARIETY OF FONTS
VECTOR IMAGES

#26601



RETRO FONTS
DINER
BREAKFAST

#FP0W



CLEAN
MODERN
MONOCHROMATIC
BREW PUB

#33159



CLASSIC PHOTOGRAPHY
HEAVY DEFINED SECTIONS

#33769



MODERN
STEAKHOUSE
CLEAN AND SIMPLE

#39864

US FOODS®
MENU
HOW TO TALK
MENU STYLES

FOR MORE MENU PROGRAM
INFORMATION VISIT:
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