

Step into the bustling hive that is Please See//, where I Anchita Sohni, as a Junior Creative Design intern, have found a home infused with the irresistible charm of SOBO.

Amidst the constant buzz of activity and the aroma of freshly brewed coffee, I've spent six transformative months pouring my heart and soul into my graduation project.

Within the pages of this publication, you'll embark on a journey with me, exploring the intricacies of my creative process. From the initial stages of research to the countless rounds of ideation and iteration, every step of my project's evolution is laid bare.

PS// Join me as I delve into anecdotes that encapsulate my journey here.

JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

THE GRADUATION PROJECT 2024



VOLUME 01

IN THE THICK OF ACTION

Designing an identity for a high end restaurant

By Anchita Sohni

JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

In The Thick of Action:
Designing An Identity For A High End Restaurant.

VOL. 1 of 2

Student : **Anchita Sohni**

Sponsor : **Please See//**

Mentor : **Aastha Gohil**

Consultant : **Kassandra Fernandes & Yash Gohel**

Programme :
Bachelor of Design (B.Des)
Interdisciplinary Design

THE GRADUATION PROJECT 2024

The Evaluation Jury has recommended **Anchita Sohni**
for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**
with specialization in **Interdisciplinary Design**

Herewith, for the project titled "**IN THE THICK OF ACTION : Designing an identity for a high end restaurant"**
on fulfillment of requirements by

Jury Chairman _____ _____

Jury Member _____ _____

Jury Member _____ _____

Subsequent remarks regarding fulfillment of requirements

_____

_____

_____

_____

_____

Dean, Institute of Design
JK Lakshmipat University

Originality Statement

I hereby declare that the work submitted here is entirely my own and does not contain any substantial portions or complete copies of previously published material. It also does not include significant portions of material that have been accepted for the completion of another degree or final graduation from any other educational institution, unless proper acknowledgment has been provided in this Graduation Project. Additionally, I affirm that I have not borrowed or copied any concepts without giving appropriate credit. The intellectual content of this Graduation Project is solely the result of my own efforts, except for any assistance received from others in the project's design, conception, style, presentation, and linguistic expression, which have been duly acknowledged. Finally, I assert that this Graduation Project, or any part of it, has not been and will not be submitted as assessed work for any other academic course.

Student Name in Full: _____

Signature: _____

Date: _____

Place _____

Copyright Statement

I hereby authorize the Institute of Design, JK Lakshmipat University to archive and provide access to my Graduation Project, either in its entirety or partially, within the Institute for academic purposes. This permission applies to all existing and future forms of media, in accordance with the provisions outlined in the Copyright Act. I confirm that either no significant portions of copyrighted material have been used in my document, or I have obtained the necessary permissions to utilize such material.

Student Name in Full: _____

Signature: _____

Date: _____



PS // *This book contains coffee breaks, to desk escapades...*



Grateful *to those who have made the past months not just bearable, but meaningful, guiding me, sharing their wisdom, and helping me flourish both personally and professionally.*

Aastha Gohil (Faculty Mentor)
Kassandra Fernandes & Yash Gohel (Industry Mentors)
Aditi Monde, Annika Gaundolkar, Avanti Morarka, Prita Shirsekar, Priyanka Vikram, Ramit Bhargava, Shanayaa Patel, (The Team)
Akriti Karnany, Anushka Kumar, Anvi Mangalmurthi, Dhriti Shah, Divyanshi Sharma, Kavita Singh, Kritisha Ramesh, Namrata Ledey, Neha Singhal, Nidhi Amin, Netra Parikh, Pranjali Dwivedi, Shamyuktha San, Shraddha Maheshwari, Shivika Rai, Urja Shah, Ugesh.K, Vaibhav.Sharma (Co-Hustlers)

Speacial Thanks to my cheerleaders Kalpana Sharma & Sanjay Sohni



SINCERE GRATITUDE *to JK Lakshmipat University, Jaipur, Rajasthan, for their steadfast support throughout my four-year B.DES program here. I extend a special acknowledgment to all the devoted faculty members whose mentorship and guidance significantly enriched my comprehension and enhanced the quality of my work. The assistance provided by the administrative staff was invaluable and greatly appreciated. I am thankful for the collaborative atmosphere and varied perspectives of my peers, which contributed to an inspiring academic setting. My heartfelt thanks to everyone at JK Lakshmipat University who played a role in my journey and contributed to my professional and personal growth.*

VOLUME 01

01 Prologue

About Author

About Sponsor

About Client

Client Brief

Background

Methodology

02 Identify

Giga Map 0.1

Giga Map 0

Triggers

03 Investigate

5W 1H Approach

User Interviews

User Insights

Visits

04 Integrate

Synthesis

Problem Statement

05 Ideate

Mezzo Mezzo

Brand Concept

Site

Inspiration

Mood Boards

Explorations

VOLUME 02

06 Iterate

Visual Identity

Route 1

Route 2

Route 3

The Identity

07 Implement

Menu and Coasters

Artwork File

Uniform Design

Consumer Journey

Reflection

08 Epilouge

Secondary Brands

Bombay Sweet Shop

The Good Craft Co.

Meemee's

Meatigo

Haldiram's

PROLOGUE





Author - Anchita Sohni

A little about me...

I am Anchita Sohni, An Interdisciplinary Designer with a passion for creating and a knack for communicating visually. Besides doing this, I make a hard decision daily to choose between Chai (Tea) or Coffee for my energy boost.

I'm in my element when I'm crafting something. Whether it's sketching out my ideas, designing garments, or bringing them to life. And, of course, there's Chess and shopping - my therapy for any creative block!

WHO, WHAT, & WHY?

As a fourth-year Interdisciplinary Design student, my journey has been a dynamic blend of diverse design disciplines, offering me the freedom to delve into various facets of the field. Throughout my academic tenure, I've had the opportunity to explore the design realms such as Graphic, Product, Packaging, Spatial, and Systems Design.

Among these, branding and packaging have always captivated my interest, igniting a passion to work within a vibrant agency environment boasting a diverse portfolio. I sought a workplace that wouldn't confine itself to a singular style or segment but rather embraced a spectrum of creative expression. My vision was to be part of a team characterized by diversity in people, skills, culture, and portfolio—a place where learning and growth are at its core.
It was in Please See// that I found the perfect place.

PLEASE SEE//





In this bustling hive where people are always busy, with projects and coffee flowing abundantly, I have often found myself absorbing and observing everything around me. Please See// had quickly turned into a home for me, infused with the perfect SOBO charm.

Even before becoming a part of Please See//, I was an admirer of their exceptional work, from Theobroma to Bombay Sweet Shop, Belgium Waffle, and Veronicas. Peering through the window, I yearned to be a part of their world.

During my time here, I've had the opportunity to contribute to the creation of a brand for a high-end European cuisine restaurant. This involved developing various elements of branding, packaging, and experience design, adding my touch to the agency's remarkable portfolio.

JW MARRIOTT





Nestled along Juhu Beach, JW Marriott Mumbai Juhu stands as a five-star hotel, part of the renowned American luxury hotel brand owned by Marriott International. It presents a world of refined luxury with meticulously designed rooms and suites, an array of culinary delights at its upscale restaurants and bars. The hotel invites guests to enjoy scenic retreats by the outdoor pools, complemented by leisurely strolls along the beach. Its versatile event spaces are tailored for seamless gatherings, accommodating meetings, conferences, weddings, and social occasions with ease. Embraced by celebrities and Bollywood icons, JW Marriott Mumbai Juhu is one of Mumbai's most elegant destinations along the glittering Arabian Sea.

CLIENT BRIEF

Intro duction 01

Mezzo Mezzo is set to open at the JW Marriott in Juhu, Mumbai, India. The restaurant will feature an open kitchen concept and specialize in European cuisine with a strong emphasis on Italian culinary traditions. It will also offer an extensive bar program, with a particular focus on wines and cocktails.

Mezzo Mezzo will have three distinct areas: Alfresco, Bar Deck, and Kitchen-Adjacent, each crafted to provide a unique dining experience.

Project objective 02

To create a distinct brand identity and a cohesive visual language that captivates non-JW Marriott guests, particularly millennials. We envision Mezzo Mezzo as a unique destination, separate from the JW Marriott, where people from all walks of life can come together to enjoy exceptional food and drinks. It will be a vibrant space for guests to socialize, unwind, and experience memorable nights. all within an atmosphere that exudes its own exclusive charm.

Target audience 03

Food enthusiasts discover new dinning experiences. Millennials, professionals, and socialites are drawn to its trendy, Instagram-worthy spaces, seeking memorable experiences to share. Wine and cocktail connoisseurs savor diverse offerings crafted to satisfy discerning tastes. Meanwhile, non-JW Marriott guests seek out Mezzo Mezzo for exclusive, unique dining beyond traditional hotels, making it a coveted destination for unforgettable experiences.

Brand essence 04

Everyone is invited to join a captivating soirée by the sea. Here, guests linger until the last song, returning home with creased linens and memories of an unforgettable night. The essence of the brand is alive with energy, sophistication, and a sense of exclusivity, truly a place where everyone longs to be. Paired with exceptional dining experiences & distinctive drinks, Mezzo Mezzo promises an atmosphere where every moment becomes a cherished memory.

Design direction 05

Mezzo Mezzo's design direction should be a of blend European sophistication with a modern aesthetic, forging a new identity independent from its past. Mezzo aims to embody richness and classic elegance while appealing to contemporary tastes, blending traditional charm with a millennial flair. This fusion will redefine the brand as a destination where timeless European essence meets modern appeal, offering a unique and inviting atmosphere for all.

Deliver ables 06

Brand Logo & Identity System

Brand Experiences

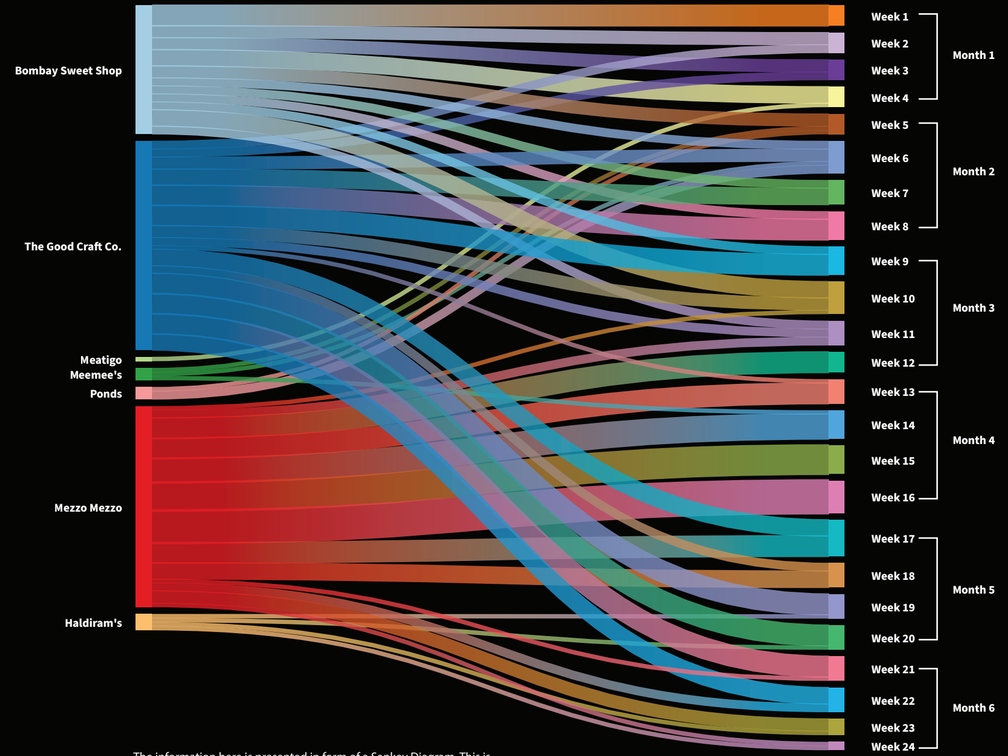
Menu & Coaster Design

Uniform Design

Facade Design

Digital Assets and

Marketing Collateral



The information here is presented in form of a Sankey Diagram. This is done to show the chaos and the overlap that went behing the scene.

During my six months at Please See //, my experience was split into two distinct phases: before Mezzo Mezzo and after. The first three months were all about learning the ropes. I got to work on five different brands, which was a fantastic way to understand the company, its clients, and the industry overall.

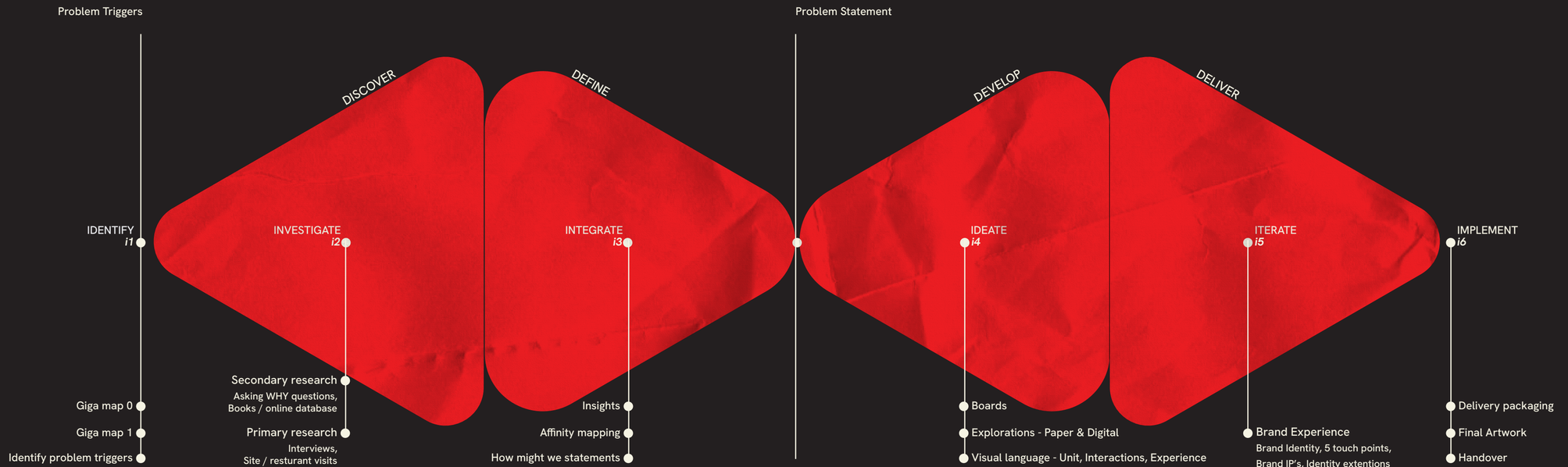
When I joined, Mezzo Mezzo was assigned to me as my Graduation Project, but it wasn't set to start until three months later. While some might see that as a drawback, I thought it was perfect. It gave me the chance to work on other brands, get a feel for everything, and most importantly, do my own research on Mezzo Mezzo.

This project had been in the pipeline since December 2023 but was put on hold because of a lengthy decision-making process by the JW Marriott's team. The strategy team at Please See had already done their research and developed a strategy that JW Marriott approved. Still, I wanted to do my research to see if I'd come to the same or similar conclusions.

So, while juggling the five brands, I also dove into Mezzo Mezzo. This simultaneous focus not only broadened my understanding but also prepped me for the detailed work I'd be doing once the project kicked off. Those first few months set a solid foundation for everything I would later achieve with Mezzo Mezzo.

(DEC 23) PS // -
Brand Stratergy
& Research

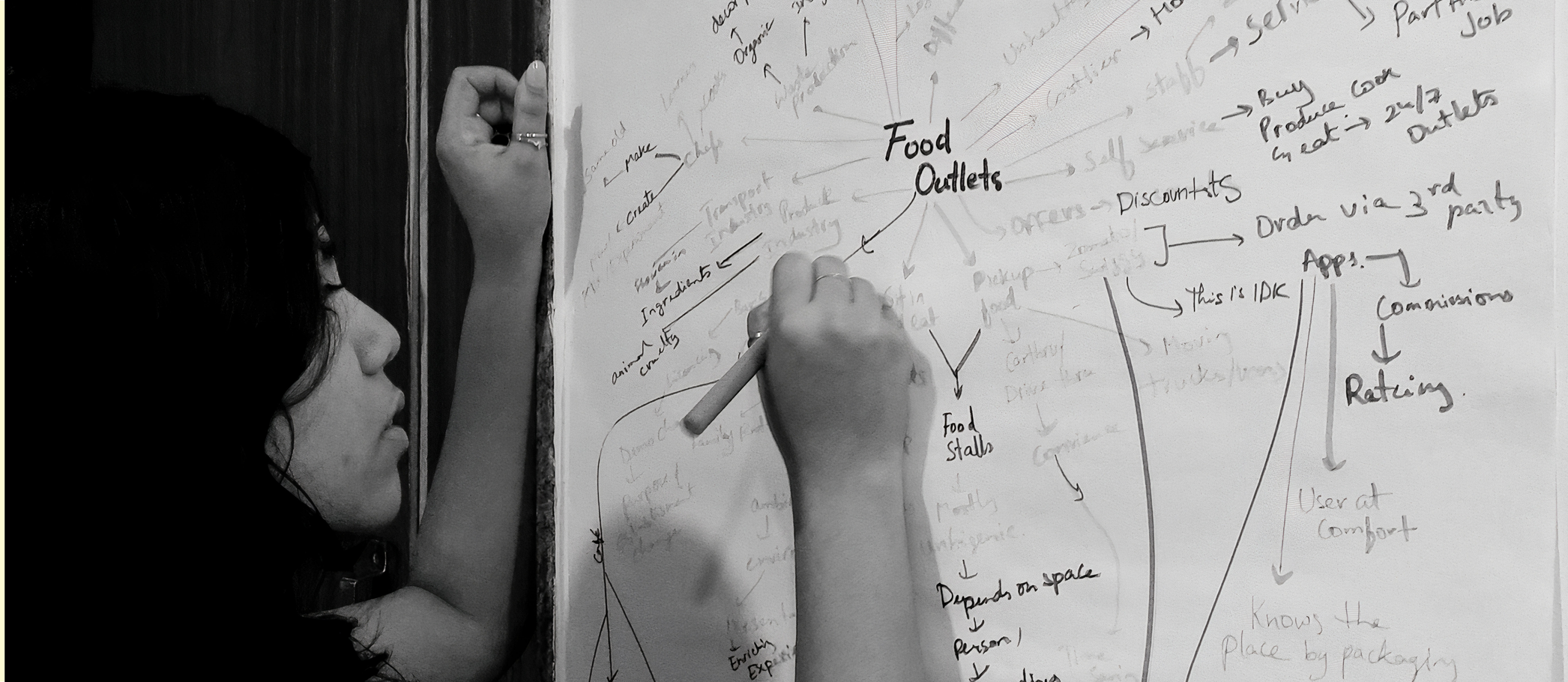
(FEB - MARCH 24) Research Phase - Identify, Investigate & Integrate



(APRIL - JUL 24) Development Phase - Ideate, Iterate, Implement

(2025 & BEYOND)
Brand Launch

IDENTIFICATION



GIGA MAP 0.1

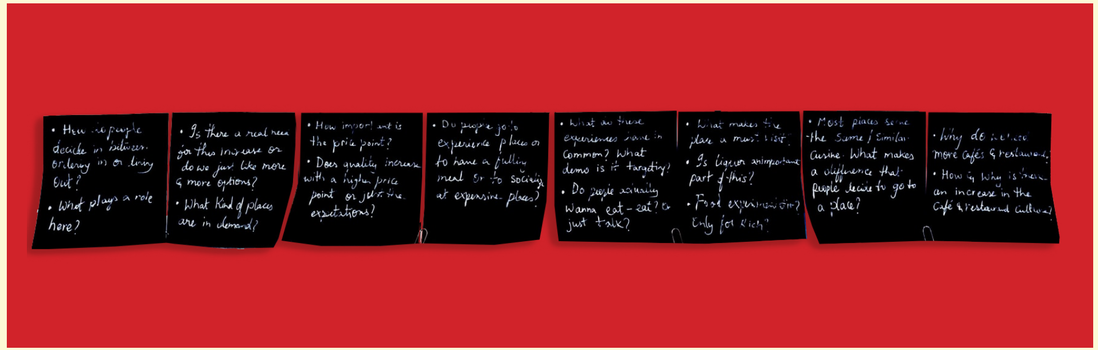
Gigamapping involves mapping across multiple layers and scales to explore relationships between seemingly separate categories. It starts simply but offers deep insights and significant learning potential.

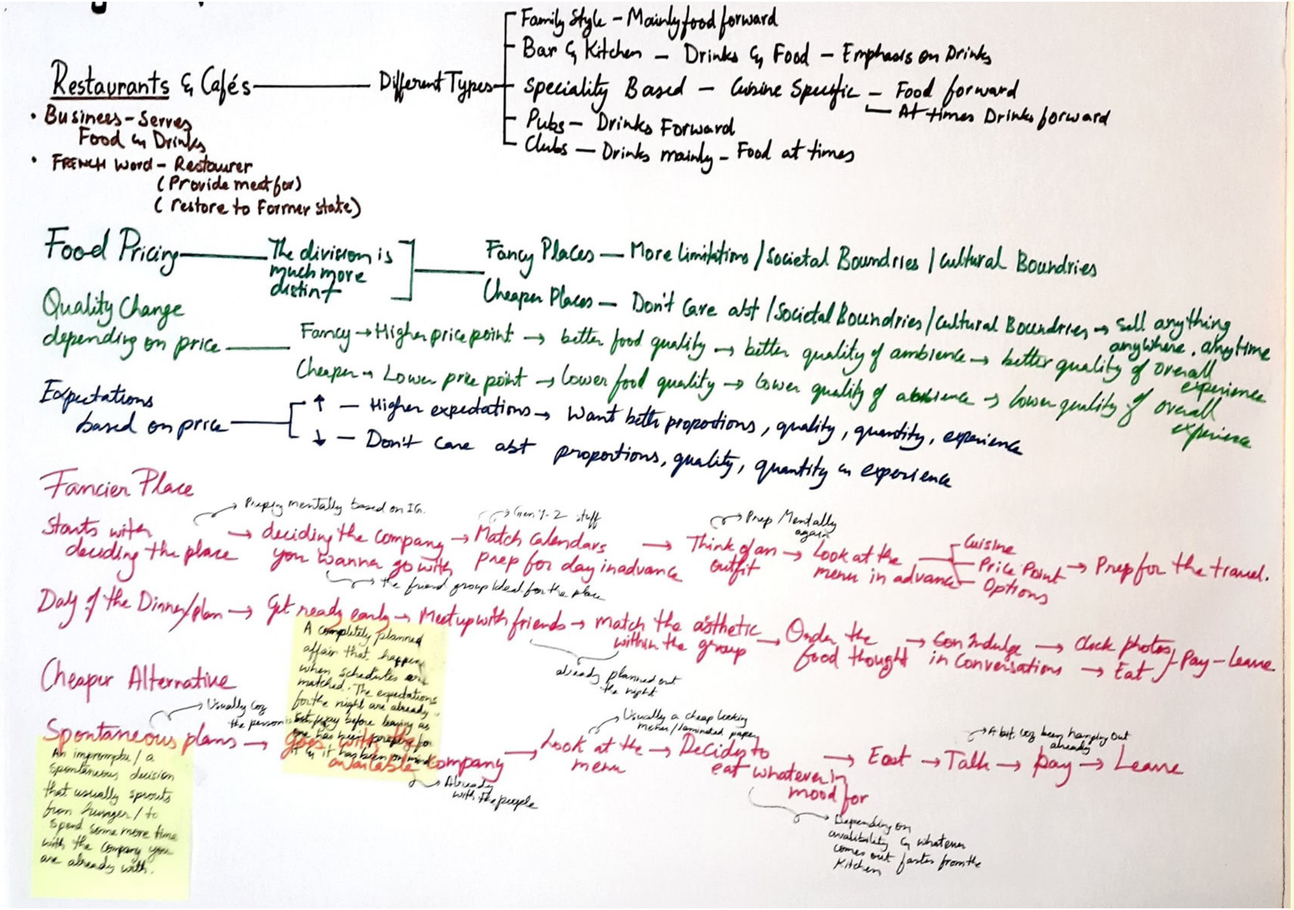
While gigamapping, I aimed to see the entire food system's interconnectedness, not just the restaurant sector. At the nucleus of my map were food outlets, forming the core and connecting to the service industry, transport sector, and restaurant industry. This revealed a web of interdependencies that formed an ecosystem.

What fascinated me were the emerging themes and abstract ideas. The social aspect of food outlets stood out—how these places serve as hubs for connection & community. I was intrigued by the experiences around food, whether the ambiance of dining out or the convenience of ordering in.

Another critical element was the dynamic between price and quantity. How do consumers perceive value? What drives their choices? This relationship seemed crucial for the success of any food outlet.

As I pieced the GigaMap 0.1, I was left with more questions.





GIGA MAP 0

Building on the insights, my next step, GigaMap 0, delved deeper into understanding consumer expectations and their journey. I wanted to explore fundamental questions like: How and why did the restaurant and food outlet industry begin? What motivates people to own a restaurant? Initially, my answers came from my own thoughts and experiences, but I knew I needed more comprehensive insights. I turned to the internet, books, and conversations with others to gather diverse perspectives. One of my key tasks was mapping out a rough consumer journey, comparing experiences at high-end establishments versus more affordable ones. I was particularly interested in the psychology behind why people choose pricey places. Are they there to savour the cuisine, to socialize, or to flaunt their status? This led to insights, each answer prompting more questions. A deeper dive into the motivations and goals behind the evolving restaurant culture. Through this process, I tried to understand the evolving dynamics of the food industry, & how consumer expectations shape the landscape of dining experiences & how those expectations are met.

- What are the factors people don't want to compromise on when the price point increases?
- What are the Consumer expectations? How are they met?

- How are 'Experiences' created and what makes a perfect food experience?
- Does the company/ People you are with matter for the experience?

- Is the experience just from the consumer's side? What about the staff?
- What is the driving force for going to fancy places? Hunger?

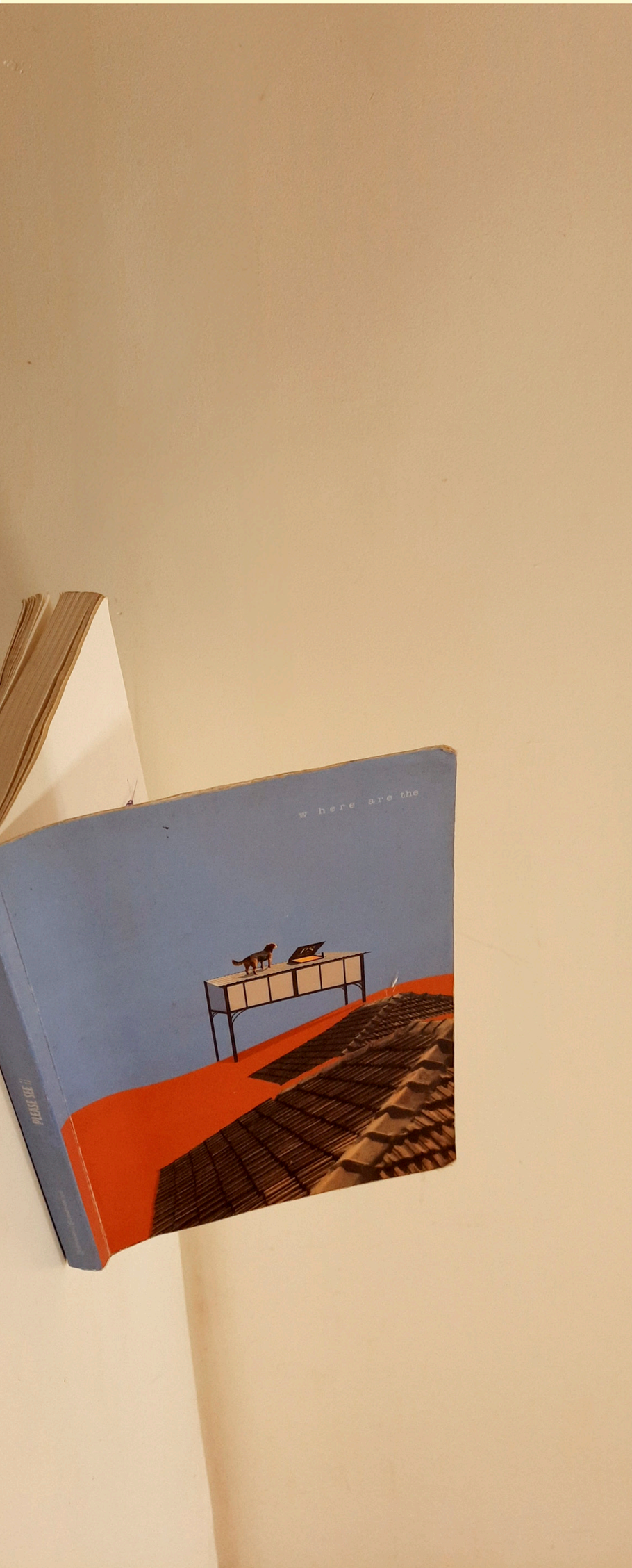
- Does branding & Packaging become a part of the experience? How so and to what extent?
- Can branding become the main focus of the experience?



CONVERSATION TRIGGERS

I renamed problem triggers to conversation triggers a term often used in design thinking refers to various factors or situations that signal the existence of a problem or an opportunity that needs to be addressed through the design process. These triggers typically originate from user pain points, which are the problems or frustrations the user has encountered in the specific context. A trigger can be a shift in consumer behaviour or market demands that creates a new gap. A trigger can be direct feedback or complaints from stakeholders and customers. A trigger can be an insight derived from data, journey mapping, product patterns, and consumer patterns. A trigger can be a lack of resources or operational inefficiencies. So in a given scenario where a certain circumstance is bothering any of the parties involved, including people, the environment, quantity, quality, time, and space, it can be considered a problem trigger. These triggers help in design thinking to frame a problem statement and guide the ideation and prototyping phases towards effective solutions. Towards solutions that are actually addressing the core issue. Now, in the context of this project, the problem triggers / conversation triggers have sprouted from the gigamaps, daily observations, and journey mapping I have done. The triggers rose from a place of wonder and curiosity as the final output of this project had been set by the client. The emerging themes of these triggers were branding challenges, challenges in creating new experiences, building a recall value for the brand, and staying trendy yet sustaining in the industry. Basically, using visual communication and strategy as a tool to come up with a solution to stay in the game for the long term and keep up with set expectations.

INVESTIGATION





WHY DO WE NEED MORE CAFÉS AND RESTAURANTS?

DO PEOPLE JUST WANT MORE?

WHAT MAKES PEOPLE RETURN TO THE SAME RESTAURANT?

ORDERING IN AND DINING OUT?

HOW IMPORTANT IS THE PRICE?

HOW DOES QUALITY FACTOR IN?

HIGHER PRICE BETTER QUALITY?

EXPENSIVE RESTAURANTS, FULFILLING MEALS? SOCIALIZE? EXPERIENCE?

WHAT ARE THE COMMON FEATURES?

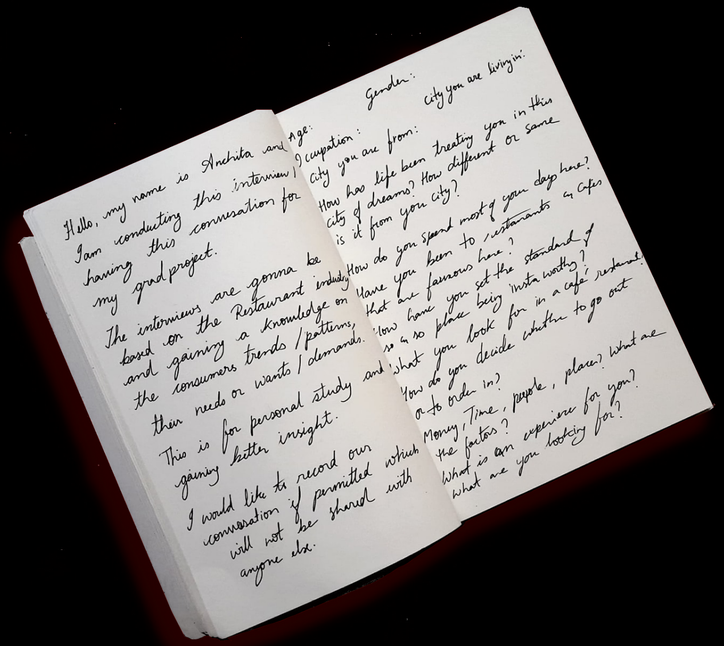
WHAT MAKES A PLACE A MUST-VISIT?

IS ALCOHOL A SIGNIFICANT FACTOR?

WHAT?WHY?WHEN? WHERE?WHO?HOW?

I have used the 5W1H approach, which addresses WHAT, WHO, WHEN, WHERE, WHY, & HOW, as a problem-solving method to gain a comprehensive view of a situation. When I jotted down the triggers, I tried to transform those insights into "Why" questions. These questions allowed me to delve deeper into the fundamental aspects of the issue, helping to uncover core insights. By asking "Why" questions, I can formulate a problem statement and frame essential questions for primary research, including conducting interviews and engaging in user conversations. This transition from identifying the conversation triggers to posing "Why" questions is crucial for developing a thorough understanding and guiding the design process. My 'Why' questions revolve around the main themes of the market gap—want vs. need. Is there a market gap for good cafes and restaurants, or does the audience simply enjoy having options and seeking new experiences? What motivates users to dine out versus ordering in? Does fashion influence these decisions? Additionally, understanding food pricing and consumer expectations is key—how significant is the impact of expensive food prices? Is there a correlation between quality and quantity when food is priced higher? And do consumers have higher expectations when paying more for food?





USER INTERVIEWS

Based on the 5W1H questions, I roughly prepared a questionnaire and noted down the areas I wanted to explore. This step was crucial to understanding different perspectives and gaining a better understanding of the topic beyond my own viewpoint. The people I interviewed came from diverse social and occupational backgrounds, including doctors, CAs, and designers. They were all in their 20s, either early (21-23) or late (26-29). These individuals were from various parts of India, such as Assam, Delhi, Hyderabad, Jodhpur, Jaipur, Nagpur, and Navi Mumbai, but were currently living in Mumbai or had been living in the city for at least two years. Everyone had experienced the cafe and restaurant culture in their home town and Mumbai and were eager to share their views. One noticeable trend in the mentioned demographic was that the majority of female participants preferred the cafe and restaurant culture, enjoying visiting new places and trying new food. In contrast, the male participants tended to prefer meeting up at home or hanging out at spots like ‘Tapris’.

Interview - 10 people
Age Bracket - 21 to 28
City - Living In Mumbai

USER INSIGHTS



VISITS

Americano - A famous restaurant in South Mumbai, known for its lively atmosphere and ambiance with great food and cocktail selection, targeting a similar audience as Mezzo Mezzo.

To better understand Mumbai's cafe and restaurant culture, Annika (Mid Designer on the project) and I visited several restaurants to observe, bond, and have an icebreaker session before starting the project.



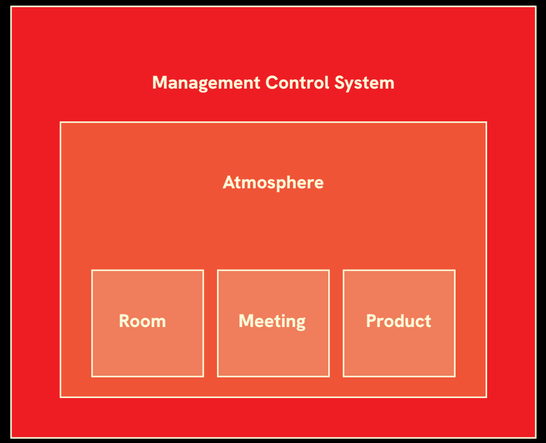


The devil is in the details.
Observing and absorbing it all.



INTEGRATION





The understanding I arrived at after researching online, talking to people, visiting places, and observing are perfectly encapsulated by the Five Aspects Meal Model (FAMM). This model, described in a 2006 article by the Department of Restaurant and Culinary Arts at Örebro University, Sweden, suggests that several steps occur before a consumer enjoys a meal. These include planning and preparing to go to a restaurant & the experience of reaching the location. The meal then takes place in a specific setting (room), where the consumer interacts with waitstaff and other patrons (meeting), and enjoys dishes and drinks (products). Behind the scenes, various rules, laws, and economic and management resources (management control system) are necessary to create a comprehensive dining experience (entirety – expressing an atmosphere). These five factors are critical in developing meal service in restaurants and collectively form the Five Aspects Meal Model (FAMM). In today's world, food and its consumption have evolved into symbols of social distinction. It reflects individual preferences, lifestyle, and status, much like during the French Revolution when wealthy households employed skilled cooks while less affluent households ate solely for sustenance. Today, there's a clear distinction between eating for pleasure and eating out of necessity, with the former becoming a way to showcase one's lifestyle. In the fast-paced cafe and restaurant culture of today, we consume meals with all our senses – sight, hearing, smell, taste, and touch. It's not just about the smell, appearance, and texture of the food, but also the surroundings. The overall perception of a meal depends on prior experiences and the cognitive image of the meal in our minds, shaped by our memories, knowledge, experiences, and contexts. As a designer, I understood that the task at hand was to create a controlled atmosphere where we manipulate sensory touchpoints to provide the consumer with a memorable experience. The ideal approach includes elements of nostalgia, something relatable, and an experience that isn't overly formal. The perfect blend of ambiance, good food, excellent service, a new experience, and a relaxed yet lively atmosphere is key to creating a memorable dining experience.

"How might we help Mezzo Mezzo stand out to non-JW Marriott guests and create a desire for them to return, not just for the food but for the brand itself, by crafting a perfect blend of sophisticated, lively, and inviting space?"

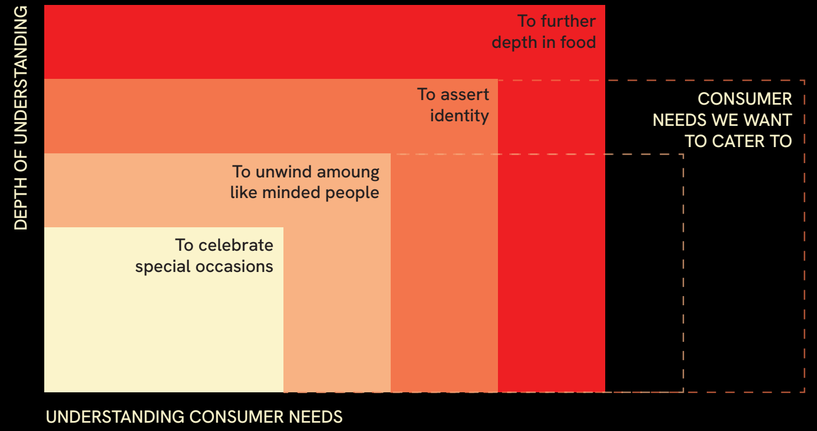
PROBLEM STATEMENT

After having understood what the consumer wants and in the deliverables given by the client, The perfect blend of ambiance, good food, excellent service, a new experience, and a relaxed yet lively atmosphere is key to creating a memorable dining experience, would be majorly covered under the Brand experiences. To create something memorable we need an identity for Mezzo Mezzo that stands out, is formal enough to be the part od JW Marriott but informal enough for the consumer to feel comfortable and at easy.

The tone and visual appeal of the restaurant space had to be the same as mentioned above. The menu and coaster design need to be in the visual treat zone when the consumer falls in love with its beauty and makes it a thing to capture its picture. Having branded elements integrated in the space but not on the nose for the brand to stay in the recall zone.

IDEATION





MEZZO MEZZO

A study conducted by Please See// in December 2023 aimed to understand consumer needs and develop a strategy and brand idea. This strategy was approved internally and by the client before I joined the project. After conducting my own research and gaining an understanding of the industry, I was pleased to find that our insights aligned. My brand statement focused on making the brand desirable by creating an inviting, lively, yet sophisticated environment. The study by Please See//, which involved conversations with people aged 23-45 from Juhu, Bandra, Mahim, and Colaba, revealed that consumers felt disconnected from the food they ate and that their dining experiences felt transactional. Five-star restaurants often exacerbated this disconnection, making the experience cold and one-dimensional. While I was still figuring out how to address this issue, Please See// had already identified the solution: targeting emotions and connecting people through food.

THE CONSUMER IS AT
THE CENTER OF IT ALL

Middle
Middle















BRAND CONCEPT

Based on the study conducted by Please See//, which revealed that consumers felt disconnected from the food they ate and their dining experiences felt transactional, it made sense for the brand idea to focus on everyone being involved and getting their hands dirty. This concept was inspired by the idea that everyone takes care of each other and helps each other out, similar to Italian families who gather every summer to make sauce for the entire year. This led to the brand idea "IN THE THICK OF ACTION," "Twisting past Lisbon, Sorrento, and Crete, the southern coast is notoriously known for pulling bystanders by the hand and inviting them into their meal-turned-revelry. It's customary for the chef to cover tables with off-menu favorites, for the sommelier to be fluent in charm and terroir, and for the salt air to be thick with roaring laughter and crystal clinking crystal. As the sun dips, the music swells. You can't help but stay for the last dance — breaking into chorus with strangers. And when you're headed back in creased linens, you carry the feeling of being part of something special."

BEING PART OF THE PROCESS,
INDULGENCE,
HUSTLE- BUSTLE

In The Thick Of Action





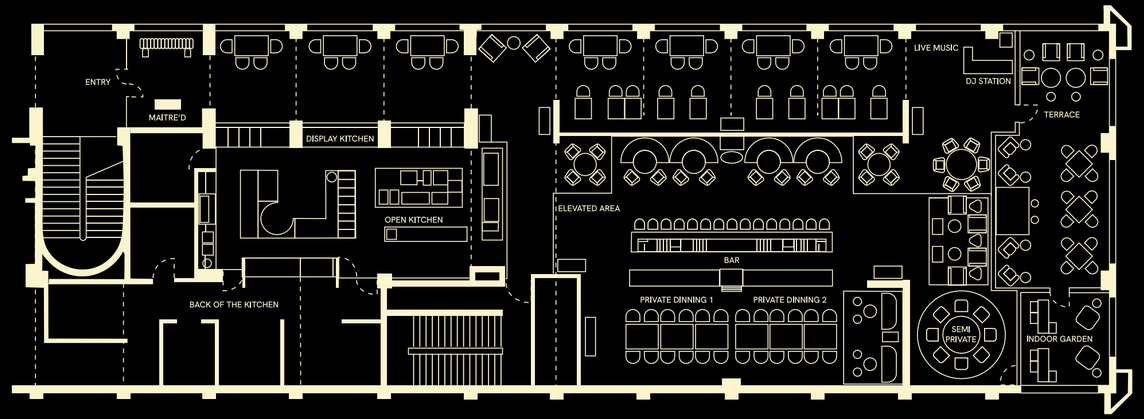


SITE

Mezzo Mezzo, which quite literally translates to Middle Minddle in Italian made perfect sense as the name of the brand as it portrays in the center of it all or caught in the middle. I shows the user being captured in the middle of the action.

Mezzo Mezzo as a brand had been around since the 2000s at JW marriott but was only know to the guests there. The brand that Mezzo Mezzo aims to be now is completely disassociated with its old identity and looks and tone.

Now Mezzo Mezzo is going to be a European speciality restaurant with, Indoor seating capacity being 92, Private Room capacity being 24, Bar capacity 15, and outdoor capacity being 30. Making its total capacity to 161.





INSPIRATION

"In the Thick of Action" focuses on making customers feel deeply connected to their food by placing them at the center of the dining experience. Through an open kitchen concept, we aim to bring the sights and sounds directly to them, fostering experiences that make them feel more engaged with their food and drinks. Inspired by the European ethos of dining, we strive to create a high-energy, personal, and approachable environment. We have associated the brand with attributes of being lively, sophisticated, and inviting. Based on these attributes, we began seeking design inspiration. We explored images, design styles, and objects around us that evoke emotions of liveliness, warmth, classiness, and elegance.

JUXTAPOSE

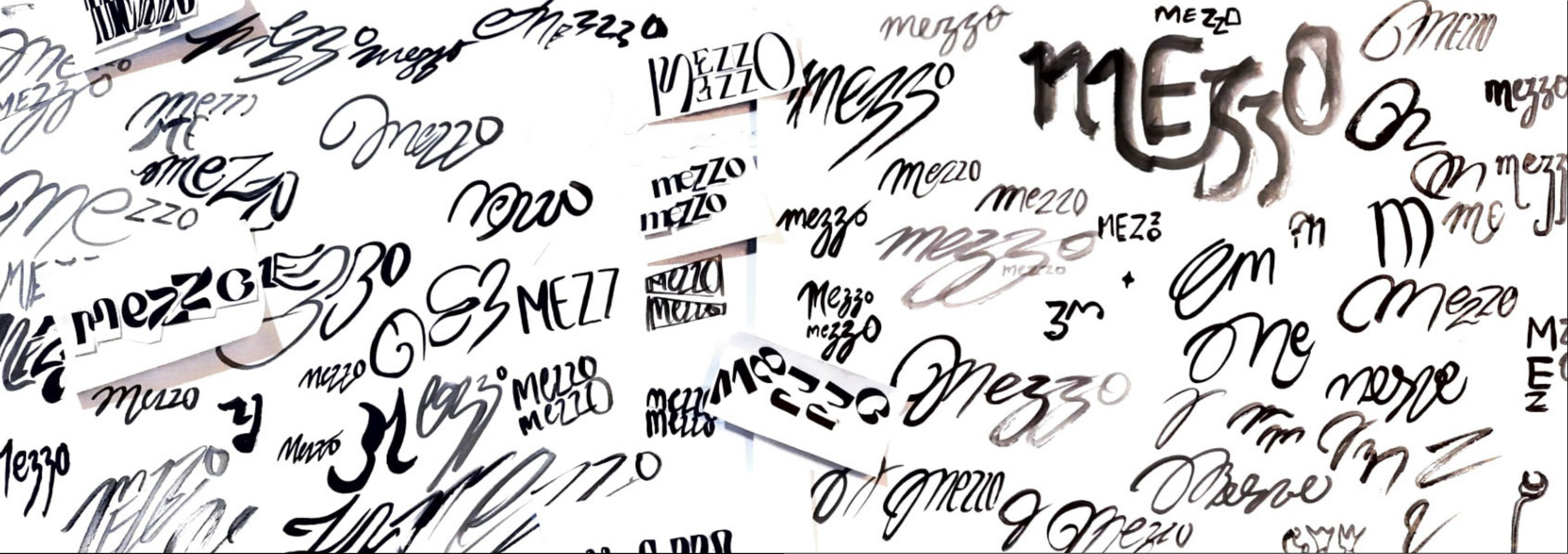


Mood Board 1: Juxtapose The concept is to juxtapose different elements to highlight contrast, making something premium appear approachable. To infuse a fun, “Oh La La” factor into the structured world of luxury. Achieved by pairing neo-classical oil paintings with quirky sketches and minimal typefaces, creating a brand that feels both young and mature. With the restaurant’s proximity to water, blue naturally became a key part of the color palette.

SUNDOWN



Mood Board 2: Sundown This mood board captures the transition from day to night, showing how energy picks up and the pace changes, with the consumer at the center. Rich, warm colors create an inviting atmosphere, while detailed sketches convey the maturity of Mezzo Mezzo. Gradients illustrate the rhythm and energy flowing through the space.


mezzo
MEZZO
MEZZ
3M



IDEATION PROCESS

After presenting the mood boards internally, I received feedback suggesting the need to merge the two. One mood board appeared too mature, while the other felt too Gen Z. As I began ideating the form of the logo on paper, I found myself drawn to the idea of creating something abstract. However, I started to question why the focus was on a wordmark rather than an abstract design. It soon became clear that in the bustling restaurant industry, where new places open daily, abstract marks can be challenging for people to recall, even if they are directly associated with the brand name. Recognizing the importance of a wordmark with personality for better recall value, I saw it as essential to stand out and stay true to the core brand idea: "In the Thick of Action." With this understanding, I moved from countless paper explorations with pen, pencil, paint, and print to digital formats, building on the designs that showed promise. Please See// has a structured approach where they present three completely distinct routes to the client, each including the logo, visual language, color palette, and typography. Based on the feedback, the selected route is then further developed. For Mezzo Mezzo, the three routes presented were a blend of contributions from Kassandra (Senior Designer), Annika (Mid Designer), and Anchita (Junior Designer).

ITERATION



ROUTE 1

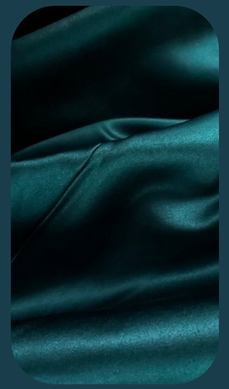
MEZZO
MEZZO

Primary Logo

Ⓜ

Secondary Logo

Colour Palette



SQUASH
1B3E4C
PRIMARY



SKY BLUE
8DBBFF
PRIMARY



LAKE SUMMIT
3085A2
SECONDARY



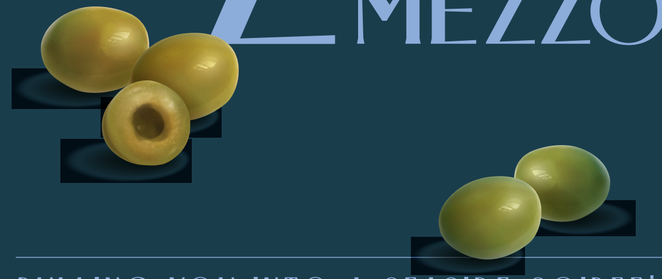
NUDE
D8D1B6
SECONDARY

ORANGE
FF670F
TERTIARY

Style



MEZZO
MEZZO



PULLING YOU INTO A SEASIDE SOIREE!

PULLING YOU INTO *Pies, Pastas, Parties* EVERY LOVELY BITE

THIS IS WHERE YOU SEE, TASTE, SMELL—FEEL THE MOST.

Typography

Belarus

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
HEADLINE

BEBAS NEUE

ABCDEFGHIJKLMNOPQRS
TUVWXYZ
SUB HEADLINE

General Sans

Regular
Medium
Semibold
Bold

abcdefghijklmnopqrs
uvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
BODY COPY

Sloop

ACCENT FONT

MEZZO
MEZZO

EST. 2015

PULLING YOU INTO A SEASIDE *Soiree!*

AT

JW MARRIOT

IN THE THICK OF THE ACTION

Twisting past Lisbon, Sorrento and Crete, the southern coast is notoriously known for pulling bystanders by the hand, and inviting them into their meal-turned-revelry.

Visual Language



PASS!
PROMOSSO!
PASSAR!






TIN–
TIN–
NARE!
MEZZO
MEZZO
PULLING YOU INTO A SEASIDE SOIREE!
CHASING SUNSET RAISING COCKTAILS
EST. 2015
PULLING YOU
INTO A SEASIDE
Soiree!
AT
JW MARRIOT
TIN– TIN–
NARE!

ROUTE 2

MEZZO Mezzo

Primary Logo

Secondary Logo

Colour Palette



#e5b445

Tuscan Sea

PRIMARY



#efefed

Parisian fog

SECONDARY



#0f2593

Yellow

TERTIARY



#947f51

Brown

TERTIARY

Style



MEZZO Mezzo

CHASING SUNSETS,

RAISING COCKTAILS



As the sun dips, the music swells.

You can't help but stay for the last dance–breaking into chorus withstrangers. And when you're headed back in creased linens, you carry the feeling of being

Part Of Something Special.

Typography

Aa

PF Marlet Display

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

Aa

Neuzeit Grotesk

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

MEZZO Mezzo

CHASING SUNSETS, RAISING COCKTAILS



Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Visual Language

MEZZO Mezzo





MEZZO Mezzo


MEZZO
Mezzo


MEZZO
Mezzo


In the thick
OF ACTION!


PROMOSSO!
PASSAR!


MEZZO
Mezzo

ROUTE 3

MEZZO MEZZO

Primary Logo

Secondary Logo

Dynamic Logos

MEZZO MEZZO

MEZZO MEZZO

Colour Palette



#F2DCBD
Bread crumb
PRIMARY



#F2DCBD
City Sky
PRIMARY



#F2DCBD
Midnight Sea
SECONDARY



#F2DCBD
Dough
SECONDARY

#F2DCBD
Sunset

Typography

Aa

CAVIAR DREAMS
BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ

Aa

STIX GENERAL
REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ

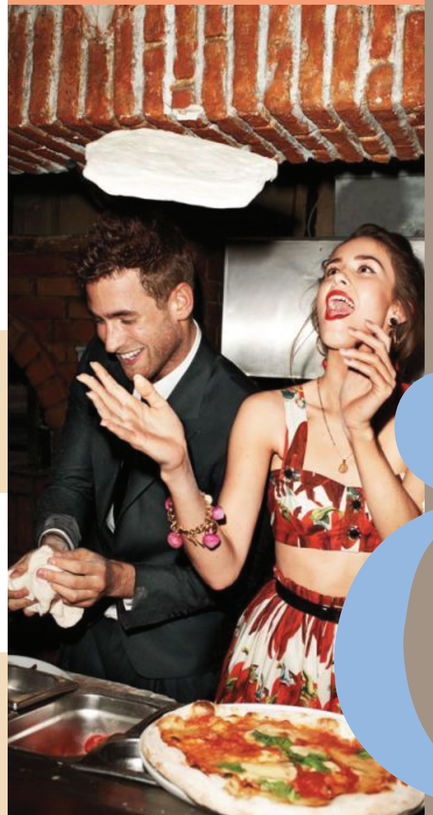
PULLING YOU INTO A SEASIDE



MEZZO MEZZO

MEZZO MEZZO

TIN-TIN-NARE!











THE IDENTITY

The development of three routes for Mezzo Mezzo was completed in three weeks, which involved numerous presentations, feedback, and revisions internally. The clients were impressed with all three options and had a tough time choosing one. Ultimately, they decided on Route 3 to develop further, incorporating elements from the other two routes. The extended identity of Route 3 was scheduled to be presented in the next three weeks, providing time to make necessary changes and create brand extensions such as uniform design, menu design, and brand experiences.

MEZZO
MEZZO

ROUTE 1

MEZZO
MEZZO

ROUTE 2

MEZZO
MEZZO

ROUTE 3



VOLUME 02

06 *Iterate*

Visual Identity
Route 1
Route 2
Route 3

The Identity

07 *Implement*

Menu and Coasters

Artwork File

Uniform Design

Consumer Journey

Reflection

08 *Epilouge*

Secondary Brands

Bombay Sweet Shop

The Good Craft Co.

Meemee's

Meatigo

Haldiram's