



# ANTHOS MENU DESIGN

Katelyn Wardell

October 7 - October 27, 2025

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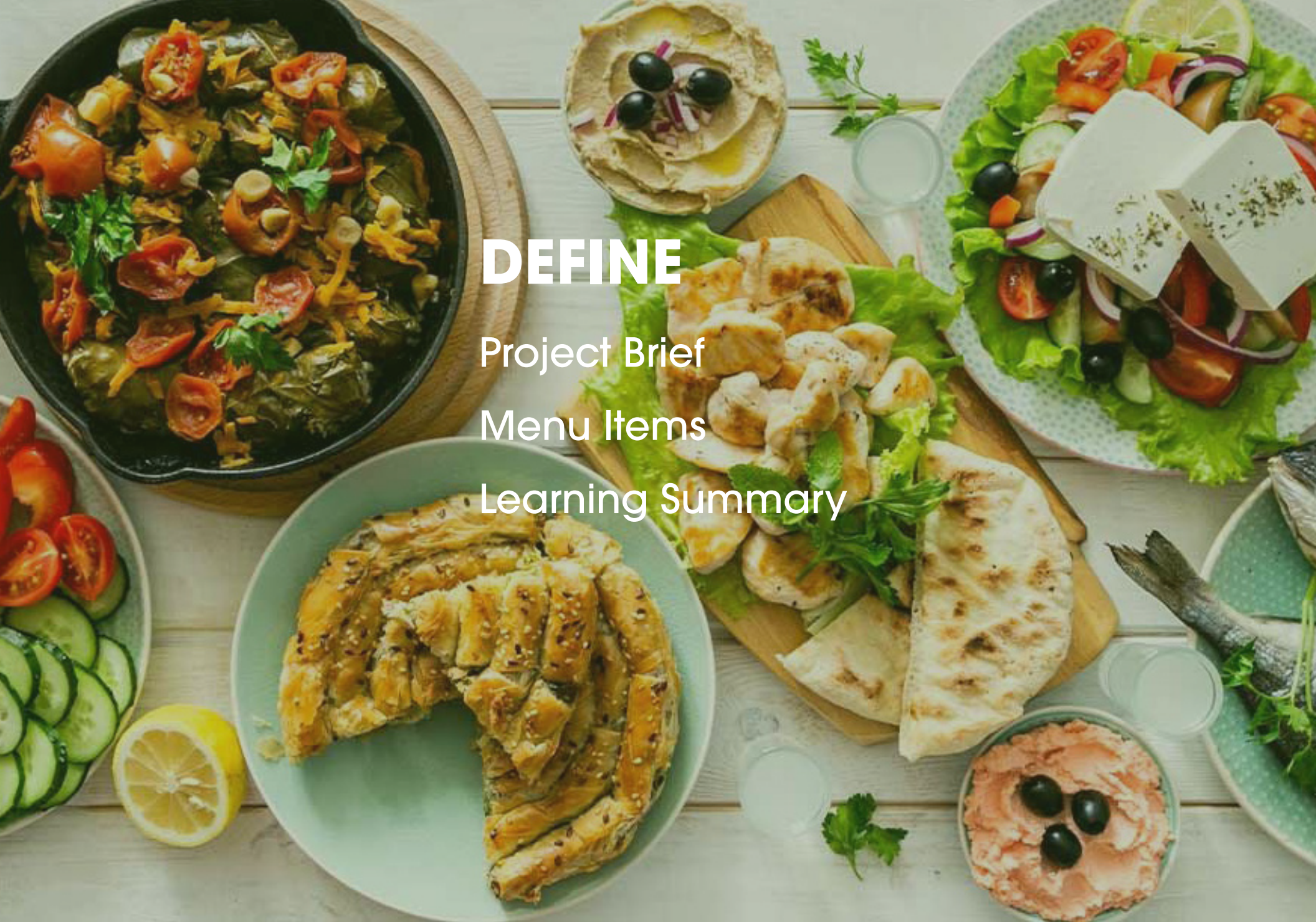
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# DEFINE

Project Brief

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### DEFINE

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## PROJECT BRIEF

Create a cohesive, cost-effective menu, logotype, and receipt for a single location sit-down restaurant.

The goal is to develop a visually consistent system, without photography or excessive illustration, that reflects the restaurant's character, stays affordable to reprint each season, and appeals to mid-range diners similar to those at Outback Steak house, Pei Wei, or Carrabba's Italian Grill.

MENU ITEMS



Regular Entrées

Served with your choice of side.  
Add a side salad for \$3.99

Greek Chicken Plate  
590 Cal — \$15.99  
Grilled chicken breast topped with lemon and oregano, served with tzatziki.

Beef Gyro Plate  
640 Cal — \$16.49  
Thinly sliced beef and lamb gyro with tomatoes, onions, and tzatziki.

Falafel Plate  
490 Cal V VG — \$14.99  
Crispy chickpea patties with hummus, cucumber salad, and pita.

Mediterranean Pasta  
760 Cal V — \$15.49  
Penne pasta tossed with roasted vegetables, feta, and olive oil herb sauce.

Specialty Entrées

Served with a side salad and your choice of side.

Steak Souvlaki  
270 Cal — \$18.99  
Marinated sirloin skewers grilled and served with tzatziki, lemon wedge, and warm pita.

Chicken Souvlaki  
140 Cal — \$16.99  
Tender grilled chicken skewers, served with garlic yogurt sauce and grilled vegetables.

Mediterranean Sea Bass (Lavraki)  
420 Cal — \$21.99  
Pan-seared sea bass with lemon butter and herbs, served over wilted spinach.

Lamb Moussaka  
720 Cal — \$19.99  
Layers of eggplant, seasoned lamb, and creamy béchamel sauce baked to perfection.

Desserts

Baklava  
350 Cal - \$6.49  
Phyllo Dough, Walnuts & Honey

Froyo  
350-455 Cal - \$5.99  
Topped your way:  
Add Baklava & Honey +\$1  
Add Chocolate Shell +\$1

Greek Donuts aka Loukoumades  
660-900 Cal - \$7.49  
Greek Donuts drizzled with honey syrup, cinnamon, and walnuts.  
Plain or chocolate-filled.

Galaktobourek  
450 Cal - \$6.99  
A syrupy custard pie with layers of crispy phyllo pastry filled with a creamy semolina custard.

Salads

Tahini Crunch Salad  
790 Cal V - \$12.49  
Lettuce, Kale, Cucumbers, Tomatoes, Pickled Onions, Fried Chickpeas, Pita Crunch, Harissa, Chimichurri, Hummus, Banana Peppers, Basil, Tahini Dressing

Greek Salad  
550 Cal VG GF - \$11.99  
Tomatoes, Cucumbers, Onions, Bell Peppers, Olives, Feta Cheese with Red Wine Vinaigrette

Chopped Salad  
670 Cal V - \$11.49  
Lettuce, Pickled Onions, Banana Peppers, Persian Cucumbers, Tomatoes, Fresh Chickpeas, Olives, Bell Peppers, Pita Chips, Feta Cheese, Scallions & Dill Mix, with Lemon Zest Dressing

Soup of the Day: Fasolada (White bean soup)  
Cup \$4.99 / Bowl \$6.99  
Made fesh daily

Dressing Substitutes: Lemon Zest, Tahini, Red Win Vinaigrette, Greek Yogurt Ranch

Appetizers

Hummus & Pita  
510 Cal V VG — \$7.99  
Classic creamy chickpea dip with olive oil drizzle, served with warm grilled pita.

Dolmades (Stuffed Grape Leaves)  
420 Cal V — \$8.49  
Tender grape leaves filled with herbed rice, lemon, and olive oil. Served chilled with tzatziki.

Spanakopita  
380 Cal V — \$8.99  
Flaky phyllo pastry filled with spinach, feta, and herbs, baked until golden brown.

Calamari Fritti  
580 Cal — \$10.49  
Lightly breaded calamari rings, flash-fried and served with lemon aioli and marinara.

Sides - \$3.99 Each

Chicken Souvlaki 140 Cal

Grilled Vegetables 190 Cal V VG GF

Pita Bread 230 Cal V VG

Hummus with Pita 510 Cal V VG

Beverages - \$2.99

Pepsi Products

Unsweetened Tea

Coffee

“Consuming raw or undercooked meats, poultry, seafood, shellfish, eggs, or unpasteurized milk may increase your risk for foodborne illness.”

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**DISCOVER**

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## LEARNING SUMMARY

### A List of Options

For this project we chose a restaurant type and name from a designated list.

I chose Greek food and the name “Anthos” because I wanted to choose a type of food that I wasn’t too familiar with so I would be able to come up with something less generic. I also thought it would be a great way to help challenge myself.

### Small Menus

That being said, I realized that there is a lot of information that goes into creating a menu! Once I had everything written down, I realized that it was going to be a challenge to create a menu layout that was legible, but visually interesting. I was hoping to make the text larger and easier to read, but I suppose that’s why all menus have smaller type.



# DISCOVER

Visual Inspiration

Font Variations

Sketches

Learning Summary

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DEFINE

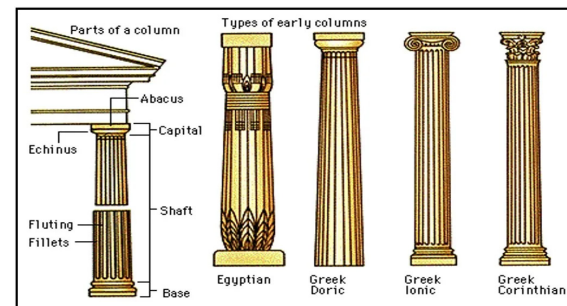
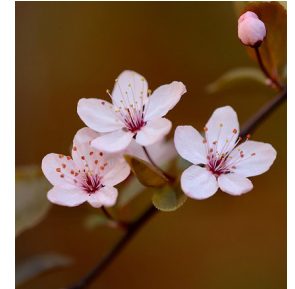
**DISCOVER**

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## VISUAL INSPIRATION | GREECE



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## VISUAL INSPIRATION | GREEK LOGOS



## PONDER



### PASTA

**Spaghetti with Meat Sauce** \$7.99  
 Served with a side of bread and a choice of salad or vegetables.  
**Spaghetti with Meat Sauce** \$8.99  
 Served with a side of bread and a choice of salad or vegetables.  
**Spaghetti with Meat Sauce** \$9.99  
 Served with a side of bread and a choice of salad or vegetables.



### STEAK

**Steak with Potatoes and Vegetables** \$12.99  
 Served with a side of bread and a choice of salad or vegetables.  
**Steak with Potatoes and Vegetables** \$13.99  
 Served with a side of bread and a choice of salad or vegetables.  
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### CHICKEN

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CONTENTS

DEFINE

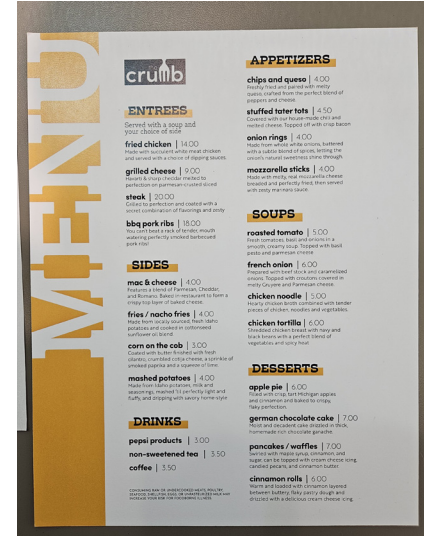
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## VISUAL INSPIRATION | MENUS CONTINUED



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## VISUAL INSPIRATION | RECEIPTS

**FIORE DI Sicilia**  
3008 ROSS AVE.  
DALLAS, TX 75204  
(214) 879-4270

Check: 045      Table: 07  
Server: Sydney      02/21/25  
Guests: 4      7:39pm

ARANCINI SICILIANI \$9.00  
POLLO ALLA MARSALA \$20.00  
CAPRESE SALAD  
R.O MASHED POTATOES  
SICILIAN SAUSAGE & PEPPERS \$14.00  
SAUTEED SEASONAL VEGETABLES  
EGGPLANT PARMIGIANA \$18.00  
SICILIAN HERB RISOTTO  
BRANZINO AL LIMONE \$20.00  
INSALATA SICILIANA  
R.R. POTATOES  
NON-SWEETENED TEA \$3.75  
DR. PEPPER \$3.50  
PEPSI \$3.50  
COFFEE \$4.50

SUBTOTAL \$96.25  
TAX (8.25%) \$7.94  
AMOUNT **\$104.19**

TIP \_\_\_\_\_  
TOTAL \_\_\_\_\_

Signature \_\_\_\_\_

**TIP CALCULATION**  
18%: (TIP: \$18.75      TOTAL: \$122.94)  
20%: (TIP: \$20.83      TOTAL: \$125.02)  
25%: (TIP: \$26.04      TOTAL: \$130.23)  
30%: (TIP: \$31.25      TOTAL: \$135.44)

TIP PERCENTAGES ARE BASED ON THE  
CHECK PRICE AFTER TAXES

**Grazie!**

**THE ZESTY DRAGON**  
3008 ROSS AVENUE • DALLAS TX 75204  
(214) 123-4567  
05/31/24  
9:40 PM

1 Gyoza ..... \$10.00  
1 Chicken Ramen ..... \$14.00  
2 Garlic Tonkotsu ..... \$18.00  
1 Spicy Beef Ramen ..... \$16.00  
1 Soda ..... \$4.00  
1 Tea ..... \$4.00  
2 Water ..... \$0.00

Subtotal ..... \$66.00  
Tax ..... \$7.45  
Tip ..... \$ \_\_\_\_\_

**Total** ..... \$ \_\_\_\_\_

THANKS FOR DINING WITH US!

**luce DE SOLE**  
08/15/2022      12:00 PM  
CHECK #1740      TABLE: 12  
SERVER: 5 LILY      PARTY: 2  
VISA      XXXX XXXX XXXX 1111  
EXP DATE      10/25

GRISSINI \$4  
2 SOUP \$8  
SHRIMP SCAMPI \$12  
LAMB CHOPS & RAGU \$15  
STRAWBERRY GELATO \$4  
2 PEPSI \$6

TAX: \$2.94  
SUBTOTAL: **\$51.94**

GRATUITY: \_\_\_\_\_  
TOTAL: \_\_\_\_\_

SIGN: \_\_\_\_\_  
*Thank You!*

**PURO FUEGO.**  
3008 Ross Avenue  
Dallas TX 75204  
(214) 983-2784

HOST: KACEY T

10/18/23      18.06

3 Soda 3.75  
1 Coffee 2.00  
1 Stuffed Jalapenos 7.00  
1 Beef Burrito 12.00  
2 Soup Of Day Bowl 14.00  
1 Chicken Quesadilla 13.00  
1 Fajitas Fiesta 16.00

Sales Tax 5.59  
Subtotal 73.34

+Tip: \_\_\_\_\_  
Total: \_\_\_\_\_

X \_\_\_\_\_

\*\*\*\*\*  
Thanks for visiting  
Puro Fuego

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## FONT EXPERIMENTS

### 1 Trade Gothic Next LT Pro Bold

Adobe Garamond Pro

Ánthos

### 3 ITC Avant Garde Gothic Pro Book

Baskerville Pro Regular

Ánthos

### 5 Corbel Bold

Arno Pro Regular

Ánthos

### 1 PF HELLÉNICA BOLD

Bermino Sans Light

ÁNTHOS

### 3 Brother 1816

Neue Haas Grotesk Display Pro 55 Roman

Ánthos

### 5 Savoye Regular

Segoe UI Variable

Anthos

### 2 Futura PT Heavy

Palatino Linotype

Ánthos

### 4 ITC Benguiat Medium

Avenir LT Pro 45 Book

Ánthos

### 2 CHARLEMAGNE STD BOLD

Calibri Light

ÁNTHOS

### 4 Abril Display

Proxima Nova

Ánthos

ITC Avant Garde  
Gothic Pro Book

Arno Pro Regular

## LOGO SKETCHES



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DEFINE

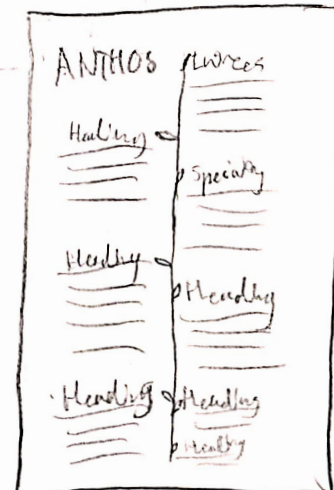
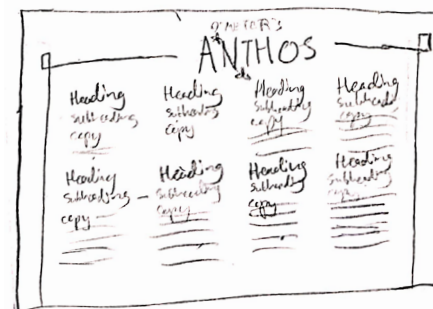
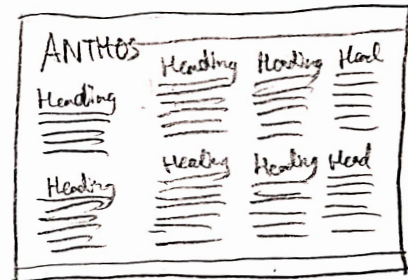
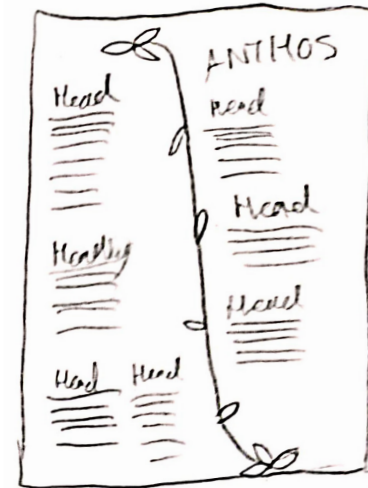
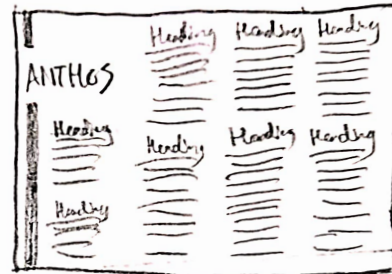
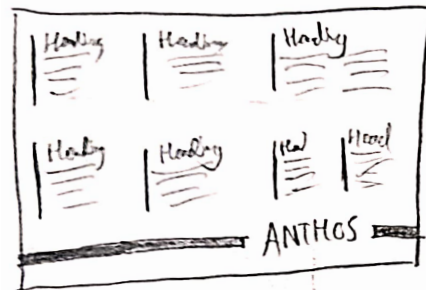
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## MENU SKETCHES



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DEFINE

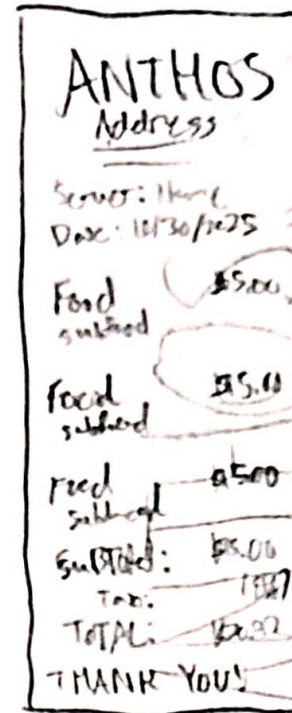
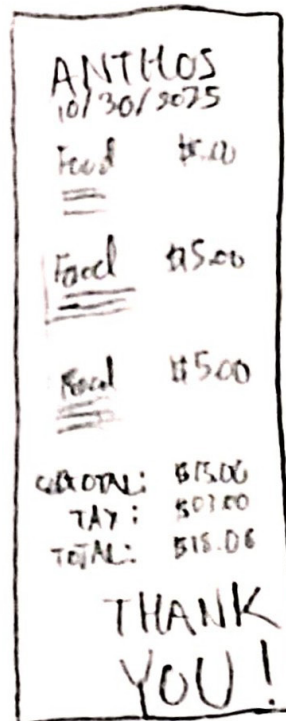
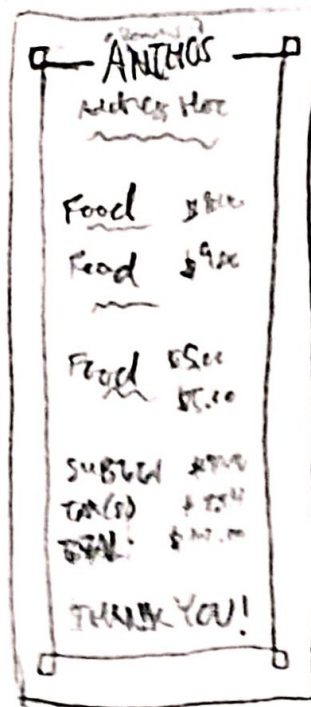
DISCOVER

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## RECEIPT SKETCHES



## LEARNING SUMMARY

### Surprising Realizations

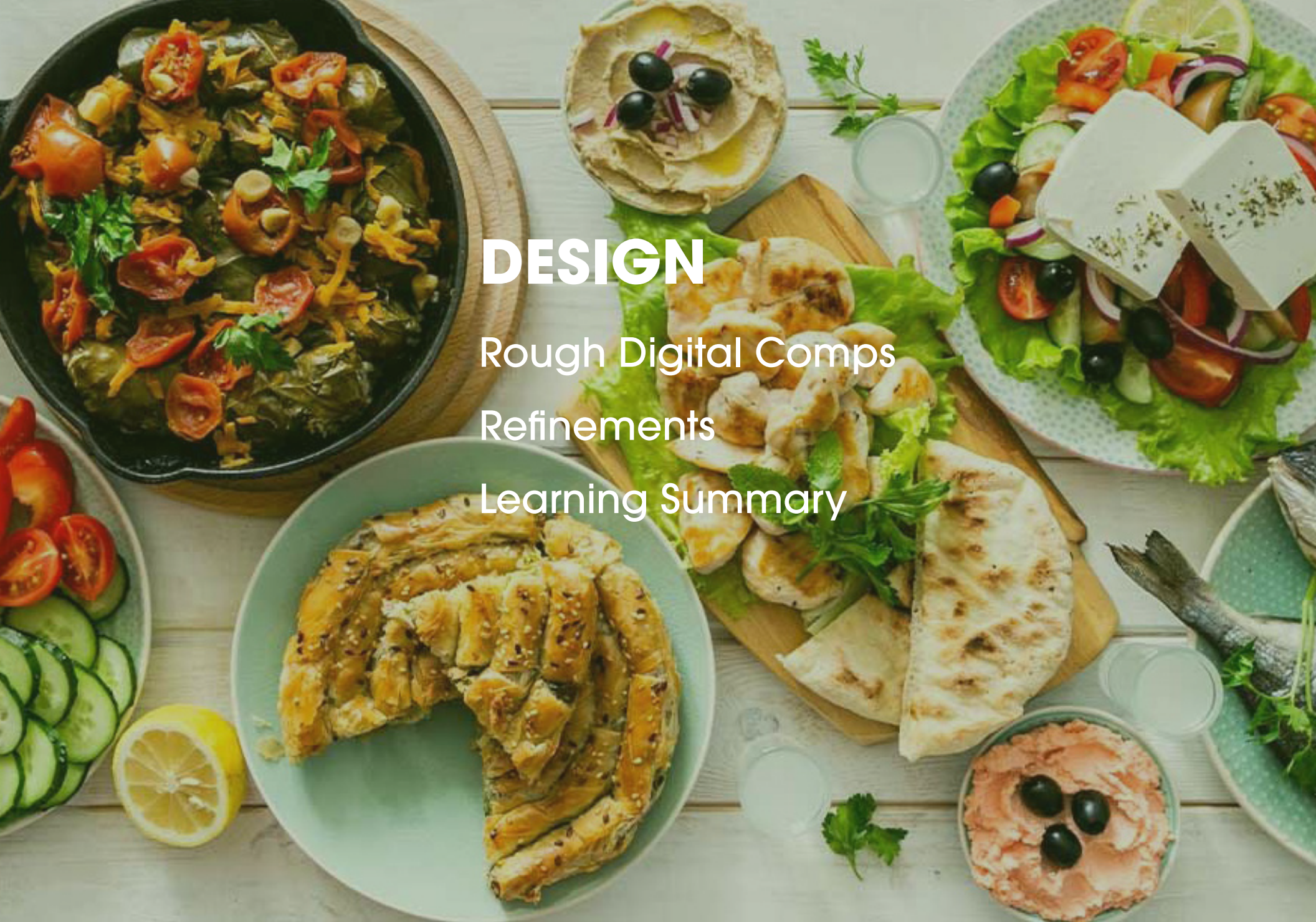
The biggest surprise in my Discovery phase was the Greek restaurant signs. Perhaps I was just searching in the wrong place, but it shocked me how the signs that I found were extremely similar. This really inspired me to create something different than all the inspiration I found, but using elements of Greek culture and/or cuisine to influence my design.

Even though I wanted to make something unique, I was still trying to explore all the usual options for my

sketches, including a common pattern in Greek signs, classical architecture, and simple typefaces reminiscent of mythological writing.

### Classical Inclinations

With the classical Greek Architecture, I wanted my type to be very geometric to convey that sense of perfect shapes and simplicity. This is what drew me to ITC Avant Garde Gothic Pro. I chose a simple serif, Arno Pro, to compliment my Sans Serif.



# DESIGN

Rough Digital Comps

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## LOGO ROUGH DRAFTS

DÉMÉTÉR'S  
**ANTHOS**

DÉMÉTÉR'S  
**ANTHOS**

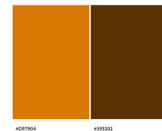
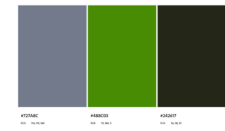
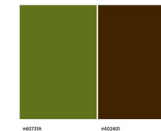
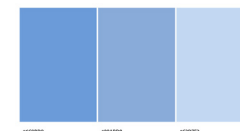
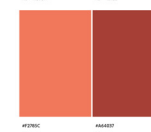
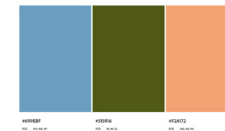
DÉMÉTÉR'S  
**Ánthos**

DÉMÉTÉR'S  
**ÁNTHOS**

Déméter's  
**Anthos**

déméter's  
**ANTHOS**

déméter's  
**ANTHOS**



## MENU ROUGH DRAFTS



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## RECEIPT ROUGH DRAFTS



---

**Date:** 11/21/2025  
**Time:** 1:20 p.m. **Server:** Sarah

2 BEEF GYRO PLATE	\$32.98
1 FALAFEL PLATE	\$14.99
1 MEDITERRANEAN PASTA	\$15.49
1 PEPSI	\$2.99
1 UNSWEETENED TEA	\$2.99
1 SPANAKOPITA	\$8.99
2 SPRITE	\$2.99

---

<b>SUBTOTAL:</b>	<b>\$81.42</b>
<b>TAX:</b>	<b>\$16.28</b>
<b>TOTAL:</b>	<b>\$97.70</b>
<b>TIP:</b>	_____

THANK YOU!

3008 Ross Avenue  
Dallas TX 75204

214-839-8626



---

**Date:** 11/21/2025  
**Time:** 1:20 p.m. **Server:** Sarah

---

2 BEEF GYRO PLATE	\$32.98
1 FALAFEL PLATE	\$14.99
1 MEDITERRANEAN PASTA	\$15.49
1 PEPSI	\$2.99
1 UNSWEETENED TEA	\$2.99
1 SPANAKOPITA	\$8.99
2 SPRITE	\$2.99

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<b>SUBTOTAL:</b>	<b>\$81.42</b>
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<b>TOTAL:</b>	<b>\$97.70</b>
<b>TIP:</b>	_____

THANK YOU!

3008 Ross Avenue  
Dallas TX 75204

214-839-8626

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## LOGO FIRST DRAFTS





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## RECEIPT FIRST DRAFTS

dēmētēr's

ANTHOS

11/21/2025

1:20 p.m.

Server: Sarah

Order #163

2 BEEF GYRO PLATE

\$32.98

1 FALAFEL PLATE

\$14.99

1 MEDITERRANEAN PASTA

\$15.49

1 PEPSI

\$2.99

1 UNSWEETENED TEA

\$2.99

1 SPANAKOPITA

\$8.99

2 SPRITE

\$2.99

SUBTOTAL:

\$81.42

TAX:

\$16.28

TIP:

\$ \_\_\_\_\_

TOTAL:

\$ \_\_\_\_\_

THANK YOU!

3008 Ross Avenue, Dallas TX 75204

214-839-8626

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## LOGO SECOND DRAFT





## LEARNING SUMMARY

### No Space To Spare

During my first experiments, I focused on comfortably fitting the text within the space before launching into decorative paragraph styles. I was shocked when I realized just how much text goes into making a menu. I struggled during my rough drafts to get an idea of where to place things.

My second drafts weren't terrible, but rather plain and boring, and while my style for this project had been simple, I felt that it still had a way to go. That's when I reviewed examples and turned to my receipt.

For my layout, I began to see how others had begun to display their

work, and I noticed that aligning the text both on the right and left towards the middle, gave more room for design elements and gave me greatly needed white space.

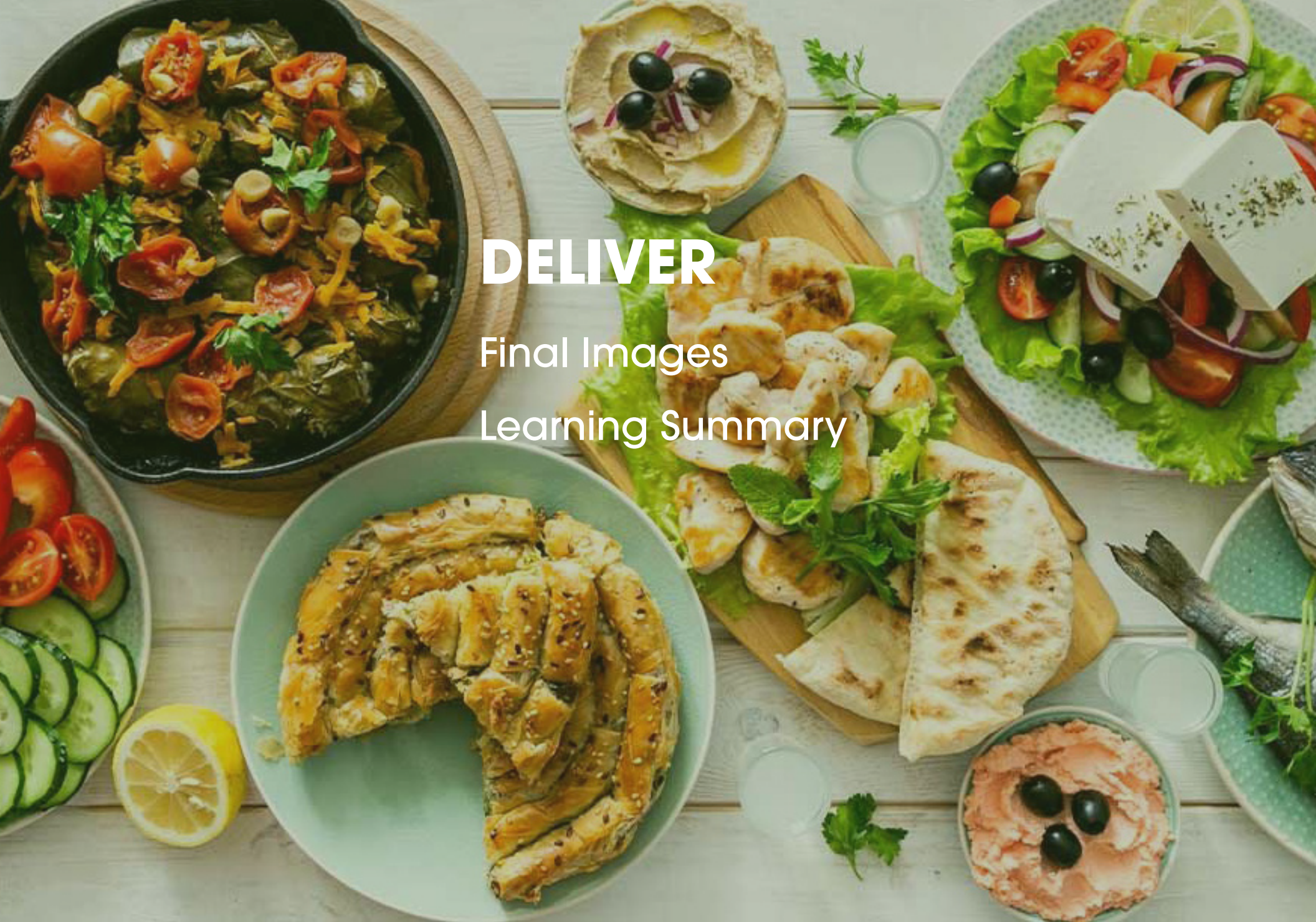
### A Solution Begins To Bloom

The Greek word Anthos, means to “bloom” or “blossom.” This had already inspired my earthy color palette and the logo design as an actively growing and blossoming franchise. Someone had pointed out to me that I had used the leaves in my logo as an end decoration for my lines, and they suggested that I could utilize it again in my menu.

Encouraged by this idea, I began

to apply this idea by simply making the leaves grow from the middle stem. That however, gave more playful and unrefined look than I was hoping for, so I cut the middle man out, and started experimenting it in the form of lines as I had in my receipt design.

It was fascinating to me to see that what had simply started as a simple embellishment to make the receipt unique, became the element that tied the whole system, including the logo, together.



# DELIVER

Final Images

Learning Summary



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## FINAL IMAGES



**LEARNING SUMMARY****Colors And Typefaces  
Are Hierarchy's Best  
Partners In Crime**

One of my last, but most crucial steps in this process, was refining my typography. I made sure that all the menu item amounts were the same font and that everything was both legible and compelling on both the menu and on the receipt.

Color played a big part in this process. Since I couldn't add color to the receipt, it was all about exploring what typefaces would give the same hierarchical order as the menu, but would

still function properly for the receipt's purposes. This helped me realize how changing text to be all caps can make a large difference in typographical texture. As far as the menu goes, I knew color had to be used as an eye-catcher. I decided that the best way to use color was to make the sections and the menu item names be most different colors. This really helped the user to know exactly what section to go to and what item they would be interested in after they navigated to that section.



# PROJECT PONDER

## PROJECT PONDER | CONSIDERING THE ENTIRE PROJECT INCLUDING CLASS DISCUSSIONS:

### What Did I Learn?

Overall, this project was a great exercise in utilizing hierarchy and branding elements together without the use of excessive illustration or photography.

While I have always known that hierarchy is important, I didn't realize how crucial it becomes when it is one of your only design options. For companies that have a low budget, or would like to have a high end, anti-fast food style, it is important to learn how you can design without those more decorative elements.

I also learned that whether you are creating a project that has

two pieces, or fifty pieces, you absolutely need to consider branding and how you are going to make everything feel unified. Sure, you can just put the same element on each thing, but ideally for it to be compelling, it should carry a concept forward, similar to the idea of blossom or bloom, that opens the door to other applications of that brand in the future.

Whether you are designing something incredibly simple, or complex, contrast is, and has always been, an essential principle to create effective hierarchy and design.