Table of contents

3 About me
4 Abstract
5 Problem statement
6 Project objective
8 Timeline
9 Deliverables
10 Ideation
14 Design guideline
18 Light/dark mode
20 Website
28 Menu
32 Reflection
About me

I am Kevin Shin-Wheeler (he/him/his), a fourth-year Graphic Communication major. I am from Eugene, Oregon, and I am concentrating in User Experience/User Interface (UX/UI). Last spring, I switched to UX/UI after being exposed to more website development coursework. I am excited to share my project with you, as it has tested a lot of the skills that I have learned over the past couple of years.
My goal for this project was to provide engaging branding and collateral for the fictitious Montagna restaurant to increase its consistency and tangibility. I wanted to create a design guideline for all aspects of the Montagna brand to ensure that Montagna’s logo, typefaces, colors, interaction elements, and other stylistic choices are aesthetically pleasing and match the brand’s identity. Next, set out to make an accessible, interactive, and exciting website for the restaurant and a cohesive menu aligning with the design specifications. Although the brand is fictitious, I wanted to design it with actual needs in mind so that somebody could theoretically turn it into something real later.
Problem statement

The Montagna brand was previously underdeveloped, inconsistent, and intangible. With the limited development of this brand, I had an opportunity to make an initial impact on the cohesiveness of its identity.

Below is a basic website I made last year, which featured the Montagna brand on a plain website. It had a nice logo but not much other branding or consistency otherwise.
Project objectives

Organization

Files and other elements put together in a way that makes it easy to access and make modifications.

It should be easy for someone else to theoretically take what I have provided and develop it into an actual brand.

Design

I want all materials to be on point regarding aesthetic consistency, branding, and information hierarchy.

Feedback from consumers, mentors, and people familiar with the industry.

Approachability of the final designs.

Adherence to universal design principles.
User-friendliness and accessibility

I want everything I create for this project to be easy to use and accessible.

User testing and feedback.

Online accessibility testing.

Adherence to principles of quality user interaction and accessibility.
Timeline

**Week 1**  Defining project deliverables  
Background research

**Week 2**  Project planning  
Project proposal

**Week 3**  Logos and typefaces  
Colors and icons

**Week 4**  Brand voice  
Final designs

**Week 5**  Website main page content  
Website general styling

**Week 6**  Contact and menu page content

**Week 7**  Menu styling and about page

**Week 8**  Website final styling and dark mode  
Menu content  
Final layout

**Week 9**  Final presentation and reflection
Deliverables

**Design guideline**
A design guideline for all aspects of the Montagna brand to ensure that Montagna’s logo, typefaces, colors, interaction elements, and other stylistic choices are aesthetically pleasing and match the brand’s identity.

**Responsive website**
An accessible, interactive, and interesting website for the restaurant where customers are able to quickly find important information while having the website match the design specifications.

**Menu**
A cohesive, ready to print, custom menu that is interesting while aligning with the goals of Montagna’s brand.

**Mobile app**
I was originally going to create an interaction design for the Montagna mobile application, but I had to eliminate this deliverable since I did not have enough time to create it.
Ideation
I started with a logo but not much else. After getting some idea of what I wanted to do in my head, I sat down and started playing with different type and graphics.
Subhead
Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat.

Contact us!
20 Cerro Vista Circle
San Luis Obispo, CA 93410
805-756-2737
hello@Montangna.com
@MontangnaRestaurant
I then started experimenting with my design of different elements that I envisioned being useful on various collateral for this restaurant. Montagna is a fictitious brand, which meant that I had more leeway in determining what I wanted it to look like but also infinite directions that I could have gone.

I tried to choose a couple of brighter colors and different styles outside my comfort zone to challenge me. I knew that I wanted to create a dark mode for the website, so I started experimenting with alternative designs for that as well.
Welcome to the Montana brand. We hope to achieve a sleek voice while still appearing casual and approachable. Our customers want a well-orchestrated dining experience without any unnecessarily expensive ornamentation. Clean, approachable, and friendly are what we are going for here.
I wanted a visual language that was clean but also approachable and friendly. I tried to implement some different typographical styles to provide the brand with some variety and me with some more challenge.

I chose Acumin Pro as my primary font family since it was clean but interesting and had plenty of different weights. I chose Kestrel Script for decorative elements to complement the body text in an eye-catching way.
Brand voice

Tasty food with happy company
Friendly, Clean, Approachable

Allergens
Not on our watch! We try to make what is in our items as clear as possible. If you're not sure, just ask! It would be kind of sad if we didn't know what was in our own food.
The blue that I chose did not have enough contrast on a dark background, so I used this green color for my tertiary elements instead.
Light/dark mode

**Margherita**
Let's have a little bit of fun! Mozzarella cheese, tomatoes, and basil topped with olive oil.

$8.00

hello@Montagna.com

**Allergens**
Not on our watch! We try to make what is in our items as clear as possible. If you're not sure, just ask! It would be kind of sad if we didn't know what was in our own food.
I created my design guideline in both light and dark versions. I switched several colors and fills/strokes to ensure they had enough contrast.

Gluten 🌾 Nuts 🐷 Dairy 🥛
Vegetarian 🌿 Eggs 🐎 Soy 🍼

**Margherita 🍕**
Let’s have a little bit of fun! Mozzarella cheese, tomatoes, and basil topped with olive oil.

$8.00

✉️ hello@Montagna.com

**Allergens**

Not on our watch! We try to make what is in our items as clear as possible. If you’re not sure, just ask! It would be kind of sad if we didn’t know what was in our own food.

👤 Name

✉️ Email
Website

The website took me the most time compared to my other deliverables since I wanted to code it myself using HTML and CSS. I started with a simple landing page where users could find most of what they needed without clutter.
After some initial styling, I created the contact page. It was the last page, but I wanted to have some elements down before tackling the menu. I created the mobile version of each of my pages first.
Styling the website menu was quite labor-intensive. It took a while for me to understand why different elements were not aligning correctly and incorrectly adjusting for desktop screens.
The cool thing about HTML and CSS is that it is easy to add additional elements once you have established most of your styles. I spent much time deciding what elements would be helpful and where I should put them. I kept my copy and layout simple and elegant to avoid overwhelming users.
Website dark mode
Implementing a dark mode is not as simple as merely inverting all the colors. I carefully went through each element and changed its appearance so that it would function effectively in either mode. I learned how to have my CSS automatically change depending on browser preference.

```css
/* Dark mode on dark browser */
@media (prefers-color-scheme: dark) {
  body {
    background-color: #262626;
    color: #d8d9dc;
    border-color: #d8d9dc;
  }
}

body, body.light {
  background-color: #d8d9dc;
  color: #262626;
}
```
Dark mode toggle

For anyone who wanted to switch modes outside of their browser preference, I learned how to create a button that can toggle between each.
Usability fixes

Testing with different users and environments is crucial when developing a website. I needed to adjust the positioning of several small elements that appeared out of place on different devices. About 30% of the time I spent on the website was fixing these issues and other oversights like the toggle not working when the browser prefers light mode. I did not get to all the features I initially wanted, but I am otherwise the proudest of this website. Feel free to check it out below!
Menu

The menu only took me a few days compared to the website, which took me a few weeks because I just had to adapt the content I already had to a physical layout. I was able to keep most of the same elements with a few changes to how they fit on the page alongside how they fit within the confines of InDesign versus HTML/CSS.

Nutrition information

Each of our menus contain symbols to help you navigate any nutritional or allergy needs you may have. Let us know what we can do to support your presences and to make sure you stay alive.

- Gluten
- Nuts
- Vegetarian
- Eggs
- Dairy
- Soy
**Prosciutto e Funghi 🍝 🍄**

Ham it up with some mushrooms! Prosciutto, mushrooms, parmesan and mozzarella cheese, sauce, and basil, with a lovely topping of salt and olive oil.

$7.00

---

**Build your own!**

Time to eat!

Here’s what you’ve been waiting for! We’ve always found that the best thing about a restaurant is the food.

**PIZZA**

**Pepperoni**
Just looking for your basic Americanized pizza? This is an excellent place to start. Sauce and pepperoni. No strings attached.

$6.00

**Margherita**
Let’s have a little bit of fun! Mozzarella cheese, tomatoes, and basil topped with olive oil.

$8.00

**Prosciutto e Funghi**
Ham it up with some mushrooms! Prosciutto, mushrooms, parmesan and mozzarella cheese, sauce, and basil, with a lovely topping of salt and olive oil.

$7.00

**Cosacca**
Quite similar to the Margherita except for the cheese. We flip-flopped the first two ingredients to make it seem a bit different. Tomatoes, parmesan cheese, and basil topped with olive oil.

$8.00

**Diavola**
Feel like dancing with the devil? Watch out for that salami (it’s hot)! Sauce, mozzarella cheese, salami, and peppers, with olive oil. Ask us to add some chili peppers for extra fun.

$8.00

**'Nduja**
Spice it up with some pork! Sauce, mozzarella cheese, 'nduja, and peppers topped with olive oil.

$10.00

---

**TASTY food with happy company**

**PASTEAS**

**Pesto**
Warm and easy. Spaghetti, pine nuts, garlic, and Pecorino with sea salt and olive oil.

$7.00

**Tortellini**
Iconic and textured. Cook Italian cheese, nutmeg, etc.

$8.00

**Carbonara**
Famous and fresh. Spaghetti guanciale, pecorino, and fresh black pepper and oil.

$7.00

**Lasagna**
Traditional and garnished. Spaghetti sauce, lasagne noodles, Parmesan cheese with oil.

$9.00

**Pomodoro**
Simple and thick. Garlic, tomatoes, salt, and Parmesan cheese with basil and olive oil.

$8.00

---

**Build your own!**


---

**Nutrition information**

Each of our menus contain symbols to help you navigate any nutritional or allergy needs you may have. Let us know what we can do to support your presence and to make sure you stay alive.

- Gluten
- Nuts
- Dairy
- Vegetarian
- Eggs
- Soy

---

**SANDWICHES**

**Chicken Parmesan**
Want your mouth to water? Crispy fried chicken cutlets, marinara sauce, tons of basil, and melted provolone.

$5.00

**Muffuletta**
Want the best sandwich in the country? Deli meats, cheeses, and olive spread.

$6.00

**Roasted chicken Caprese**
Need more chicken? Arugula, fresh basil, mozzarella pearls, and truffle mustard.

$6.00

---

**ALLERGENS**

Not on our watch! We try to make what is in our items as clear as possible. If you’re not sure, just ask! It would be kind of sad if we didn’t know what was in our own food.

---

**20 Cerro Vista Circle
San Luis Obispo, CA 93410
805-756-2737
hello@Montagna.com
@MontagnaRestaurant**

Happy to help

Need fulfilling food? Somewhere to catch up with friends? Somewhere to take a date? Somewhere to host a party? We are here to make it happen.

---

**PIZZA**

Build your own!

Want the best sandwich in the country? Deli meats, cheeses, and olive spread.

$6.00

**Pomodoro**
Simple and thick. Garlic, tomatoes, salt, and Parmesan cheese with basil and olive oil.

$8.00

---

**Happy to**

Need fulfilling food? Catch up with friends? Take a date? Stop by! We are here to make it happen.

- 20 Cerro Vista Circle
- San Luis Obispo, CA 93410
- 805-756-2737
- hello@Montagna.com
- @MontagnaRestaurant
**SALADS**

- **Cesar garlic**
  We hope you’re ready for a salad. Romaine lettuce, anchovies, garlic, lemon, egg yolks, Parmesan cheese, olive oil, pepper, and croutons.
  $3.00

- **Asparagus and Parmesan**
  We hope you like green. Asparagus, Parmigiano-Reggiano cheese, lemon juice, olive oil, and pepper.
  $4.00

- **Crunchy vegetable**
  We hope you like herbs. White bread, Olive oil, garlic, pepper, ricotta, radishes, asparagus, basil, and carrot.
  $4.00

- **Antipasto**
  We hope you aim to finish your plate. Olive oil, vinegar, shallot, oregano, pepper, provolone cheese, salami, onion, olives, cabbage, and arugula.
  $5.00

**DRINKS**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lemonade</td>
<td>$1.00</td>
</tr>
<tr>
<td>Strawberry lemonade</td>
<td>$1.00</td>
</tr>
<tr>
<td>Orange juice</td>
<td>$1.00</td>
</tr>
<tr>
<td>Cranberry juice</td>
<td>$1.00</td>
</tr>
<tr>
<td>Cream soda</td>
<td>$2.00</td>
</tr>
<tr>
<td>Limoncello</td>
<td>$2.00</td>
</tr>
<tr>
<td>Cappuccino</td>
<td>$3.00</td>
</tr>
<tr>
<td>Blackberry Italian soda</td>
<td>$3.00</td>
</tr>
</tbody>
</table>

**SANDWICHES**

- **Chicken Parmesan**
  Want your mouth to water? Crispy fried chicken cutlets, marinara sauce, tons of basil, and melted provolone.
  $5.00

- **Muffuletta**
  Want the best sandwich in the country? Deli meats, cheeses, and olive spread.
  $6.00

- **Roasted chicken Caprese**
  Need more chicken? Arugula, fresh basil, mozzarella pearls, and truffle mustard.
  $6.00

- **Porchetta**
  Like to admire glorious construction? Pork, rosemary, fennel, garlic, salsa, and tomatoes on ciabatta.
  $7.00

- **Grilled portobello**
  Want a burger that’s not a burger? Mushrooms, red peppers, spinach, and mozzarella.
  $6.00

**PIZZA**

- **Pepperoni**
  Just looking for your basic Americanized pizza? This is an excellent place to start. Sauce and pepperoni. No strings attached.
  $6.00

- **Margherita**
  Let’s have a little bit of fun! Mozzarella cheese, tomatoes, and basil topped with olive oil.
  $8.00

- **Prosciutto e Funghi**
  Ham it up with some mushrooms! Prosciutto, mushrooms, parmesan and mozzarella cheese, sauce, and basil, with a lovely topping of salt and olive oil.
  $7.00

- **Cosacca**
  Quite similar to the Margherita except for the cheese. We flip-flopped the first two ingredients to make it seem a bit different. Tomatoes, parmesan cheese, and basil topped with olive oil.
  $8.00

- **Diavola**
  Feel like dancing with the devil? Watch out for that salami (it’s hot)! Sauce, mozzarella cheese, salami, and peppers, with olive oil. Ask us to add some chili peppers for extra fun.
  $8.00

- **’Nduja**
  Spice it up with some pork! Sauce, mozzarella cheese, ’nduja, and peppers topped with olive oil.
  $10.00

**PASTAS**

- **Pesto**
  Warm and easy. Spaghetti, fresh basil, pine nuts, garlic, and Pecorino Romano with sea salt and olive oil.
  $7.00

- **Tortellini**
  Iconic and textured. Cooked pork, mortadella, Italian cheese, nutmeg, egg, and salt.
  $8.00

- **Carbonara**
  Famous and fresh. Spaghetti, eggs, guanciale, pecorino, and Parmesan cheese with black pepper and olive oil.
  $7.00

- **Lasagna**
  Traditional and garnished. Butter, Bolognese sauce, lasagne noodles, pepper, and Parmesan cheese with olive oil.
  $9.00

- **Pomodoro**
  Simple and thick. Garlic, tomatoes, salt, and Parmesan cheese with basil and olive oil.
  $8.00

**ALLERGENS**

- Nut free
- Dairy free
- Gluten free
- Egg free
- Soy free
- Vegan

**Allergens**

- Not on our watch! We try to make what is in our items as clear as possible. If you’re not sure, just ask!

**Happy help**

- Fulfilling food? Somewhere to catch up with friends? Somewhere to take a date? Somewhere to host a party? We are here to make it happen.

20 Cerro Vista Circle
San Luis Obispo, CA 93401
805-756-2737
hello@Montagna.com
@MontagnaRestaurant
Reflection

I initially was going to create a design guideline, menu, website, and then a mobile app. I eliminated the mobile app since I did not have enough time to start it. It felt good for me to understand that the mobile app was a “nice to have” deliverable and that it was okay to cut it loose if I needed to. I was also going to make the menu before the website, but doing it in reverse order meant that I could finish the more time-consuming deliverable first.

I often prefer to complete assignments all at once rather than come back to them repeatedly. I regularly put off getting started on a portion of the project because I knew that I would not have enough time to finish it in one sitting. I should have split up tasks even smaller so that I did not require myself to get hours of work done in each sitting. I did have more manageable elements in my work breakdown. However, I still tried to accomplish multiple things at once whenever I had time.

I am still incredibly proud of this project since I was able to apply a lot of what I have learned and learn some new things. I kept realizing different things that I knew how to do that applied to what I was doing.

Feel free to reach out! kevin@cpandc.com