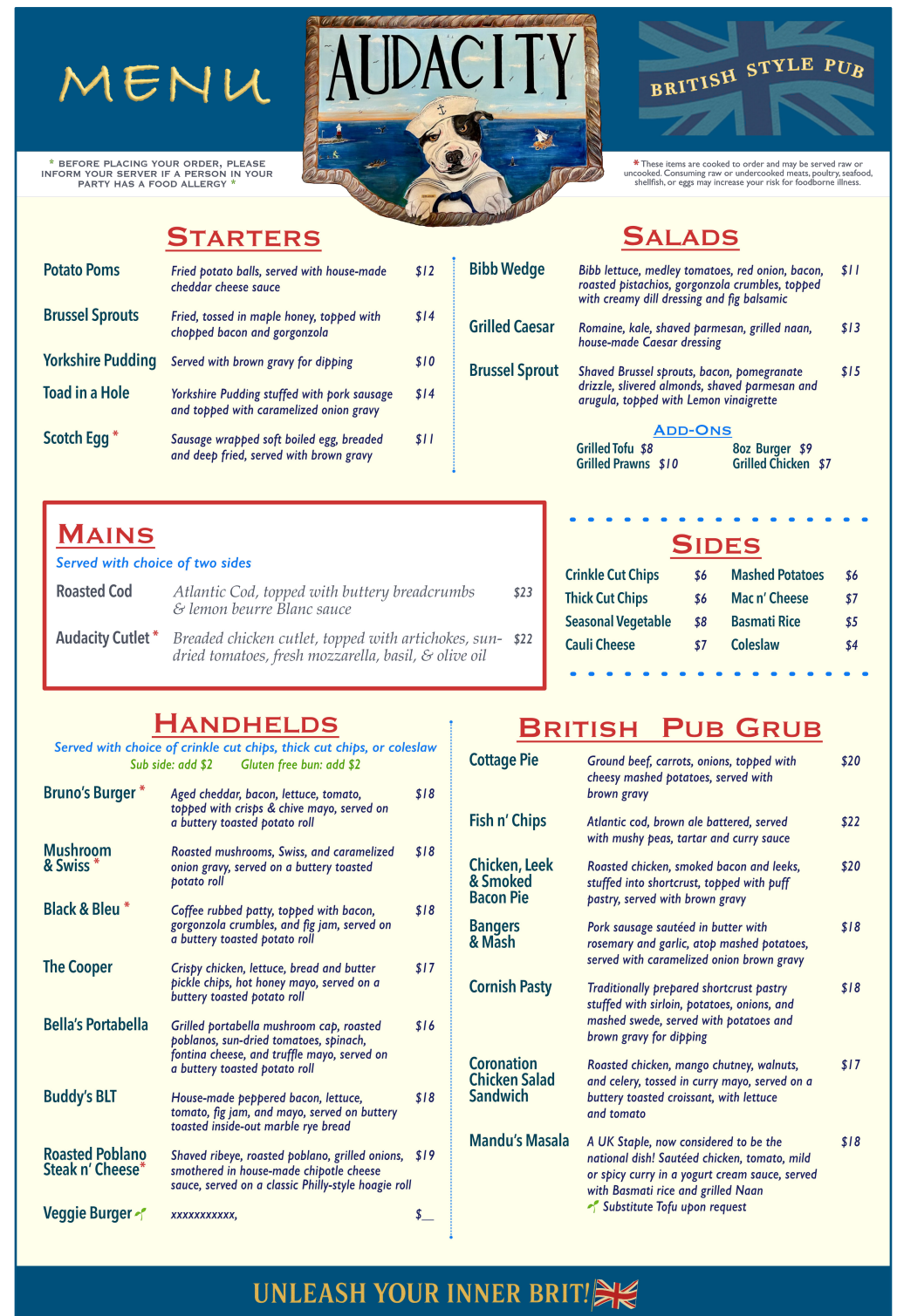


MENU DESIGN — BEFORE AND AFTER



BEFORE

- Difficult to read font and color choices, especially in dimly lit pub
- Redundant outdated logo did not reflect the quality of the restaurant
- An absence of any British look & feel
- Layout made it hard for patrons to navigate
- No space to add new items



AFTER

- A new color scheme based on the nautical mascot and branding on their building front
- More readable fonts and type styles
- British motifs for added branding
- Reorganized sections for easier use
- Created space for new items