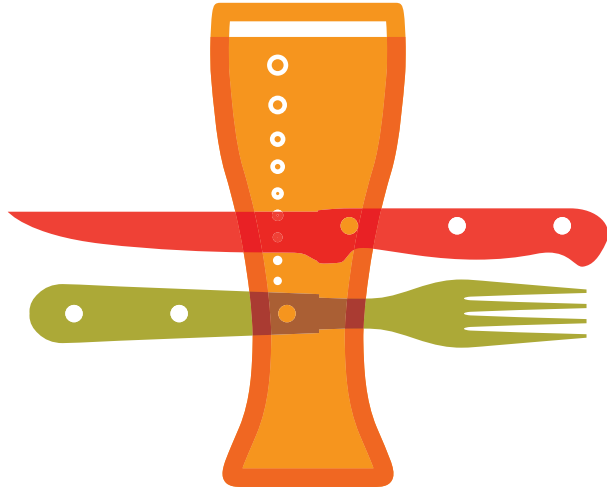




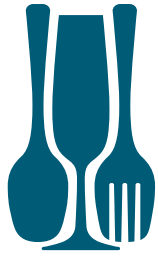
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Inspiration: Mid-century modern

The modern feel of your recent hotel renovations are bordering on mid-century modern. The preliminary colour boards, dining chairs, and bar stools in the PDF you sent also suggest a mid-century aesthetic.

The classic early '60s mid century colour palette typically includes turquoise, coral, and chartreuse.



Inspiration: Bradbury Thompson

This American graphic designer influenced generations of designers and art directors. You have very likely seen his work, or derivations of his work. One of his distinctive devices was the overlapping of flat graphic shapes printed in transparent colours — usually the primaries of cyan, magenta, and yellow.

His work is also associated with mid-century modern design.



Inspiration: Typography

One of the classic serif fonts of the mid-century style is Clarendon. Helvetica and Univers were both widely used for sans-serif fonts.

Clarendon Light
Helvetica Regular
Univers extended



FLASHY
FLASHY
FLASHY
FLASHY

The “FLASHY” text in the Bradbury Thompson cover shown previously is Clarendon Light.

The combination I’ve used in the suggestion on the cover of this document is Clarendon Light for the “Cornerstone” text with Univers Extended for the “KITCHEN & LOUNGE” subscript.

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I’m hoping we can omit “the” from the branding and focus on the essential elements of the name and the customer experience of the restaurant.

Design Elements

The graphic elements — the champagne flute and utensils — have positive and negative shapes that are evocative of the late '50s and early '60s.

The all caps subscript provides a solid base for the more casual upper and lower case "Cornerstone" text.

The transparent overlay of the graphic elements borrows from Thompson's distinctive technique, but uses a close variation of the mid-century colour palette.



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Let's talk about next steps!