

## Hoai Huê Vietnamese Restaurant

## 1 Brand Overview

#### Hoai Hue

Hoai Hue is a restauraunt that serves authentic Vietnamese cuisine to its consumers within the Little Saigon area of San Diego

#### Mission/Attributes

The client's mission is to serve authentic Central Vietnamese cuisine within the diverse community/neighborhood of City Heights.

### Cultural Service

**Family** 





#### **Audience Personas**



#### **Allison Turner**

**Age:** 21

**Employment:** Student Bookstore

Salary: N/A

**Summary:** Allison often works often before or

after classes and needs to study as well

**Core Needs:** Allison needs to find a place that is local to her college while also being affordable

Pain Points: Most of the local places are costly

in comparison to their portions



#### **Stephen Ly**

**Age:** 16

**Employment:** High School Student

Salary: N/A

**Summary:** Stephen loves to eat local foods and

also enjoys hanging out with his friends

**Core Needs:** Stephen needs to be able to walk to the restrauraunt while also being properly

accomodating for a small group

**Pain Points:** The more popular restaraunts in the area often don't cater or seem quite dated



#### **Vivian Tsu**

**Age:** 35

**Employment:** Nurse

Salary: N/A

**Summary:** Vivian works long hours at her job and often times isn't able to enjoy a good meal

**Core Needs:** Vivian needs a meal that can be taken out or catered for her place of care

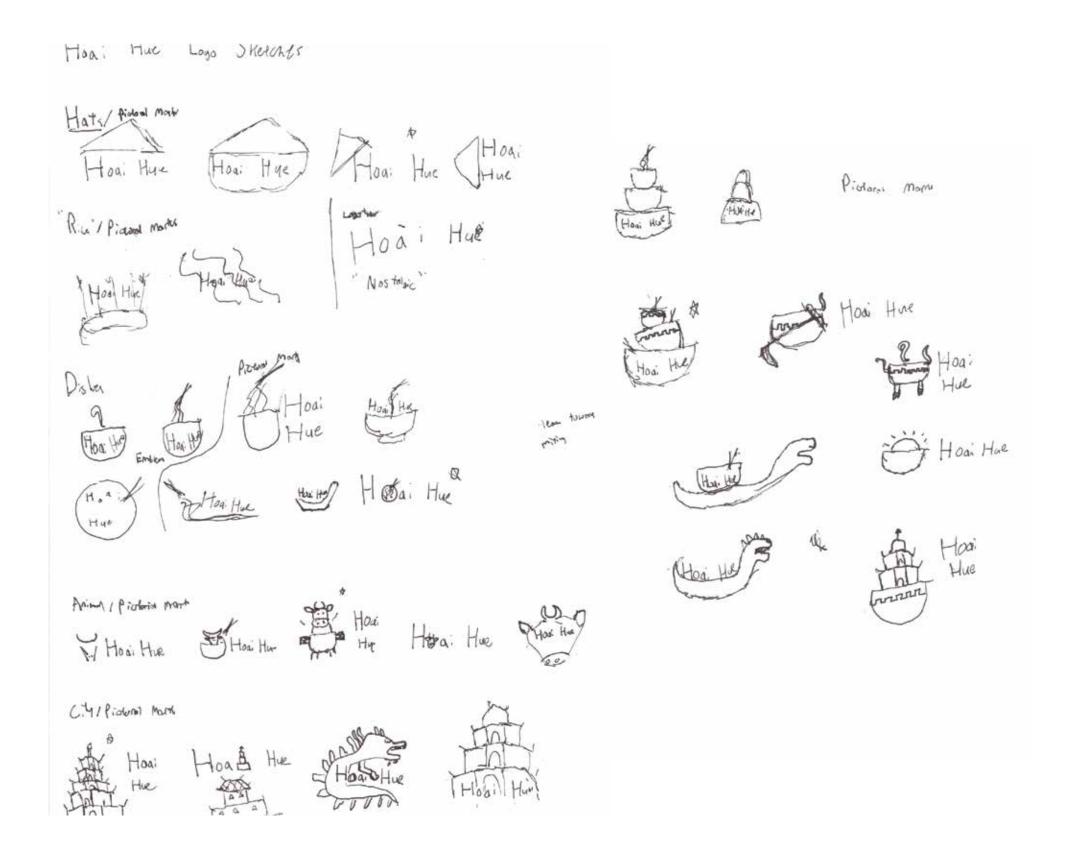
**Pain Points:** Many of the restauraunts in the area don't offer catering or hard to get a hold

of for such orders easily

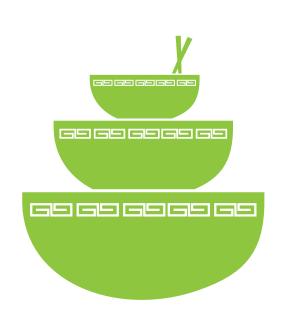
## 2 Brand Mark

#### Sketches

The original vision for the brand/logo was to lean in towards culture and food. Inspiration was drawn from elements like Vietnam itself, food, and cows.





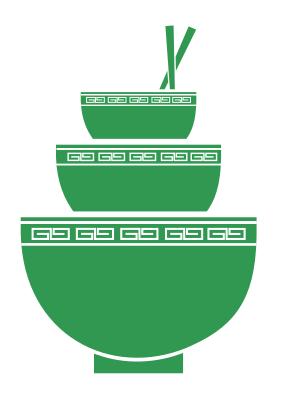






#### **Three Designs**

The final considerations would become a pagoda, a tower of bowls, or a mix of the two concepts



### Hoài Huế Vietnamese Restaurant



#### Final Mark

The primary logo employs simplicity in both text and emblem. The stacked bowls are inspired by pagodas while the text aims to show culture.





#### Secondary Mark Variations

The secondary logo's vertical motif can be used where the formatting requires a taller logo over a wider one

The emblem variation can be used in situations where no text is required such as favicons or on social media

# 3 Mark Usage



#### Logo Usage

The logo must follow a series of rules or it will lose the meaning behind the brand. These rules act as a guideline for the Hoai Hue brand.



The smallest the logo should go before losing clarity is at 1.5" width

#### **Incorrect Usages**



\*Sizing must be consistent with either lock-up



\*Don't remove any part of the text



\*Don't resize any part of the \*Ensure every part of the logo is aligned properly



\*Don't use any colors that aren't on the color palette



\*Don't sandwich the emblem between the text



text

\*Don't add a drop shadow effect



\*Don't heavily modify or cover the logo

#### **Background Usage**

The background usage of Hoai Hue's logo is intended to be rather simple. It will utilize the color scheme and will be inversed on certain colors.









## 4 Visual Identity System

#### **Color Palette**

The primary green color chosen is meant to be representative of Hue's nature and the city itself.

The accents acted to support the primary color. Red was chosen as a complement alongside spicy feel reminscent of Bun Bo Hue. The off-white was chosen to ease the strain on the viewers' eyes.

R: 50 R: 155 R: 238 G: 152 G: 46 G: 238 B: 81 B: 53 B: 236 C: 80% C: 26% C: 3% M: 16% M: 3% M: 2% Y: 3% Y: 91% Y: 78% K: 3% K: 2% K: 22% Pantone 555 C Pantone 7628 C Pantone 663 C

#### Logotype/Primary

#### Karmina

#### Hoai Hue Hoai Hue Hoai Hue Hoai Hue Hoai Hue

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ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?



(slightly modified)

#### **Secondary**

Futura PT

### Hoai Hue Hoai Hue Hoai Hue Hoai Hue

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ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?

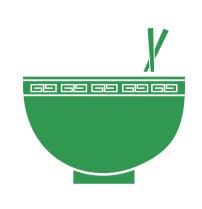
#### **Typography**

The typography was chosen to both give a rustic and modern feel for the brand. Karmina has a french-style type that gives thaat rustic feel. Futura PT gives the brand a modern touchup towards the times.

#### **Icons**

The icons were created with the culture behind the brand in mind. Designed for use as a highlight in parts or within icons such as social media usage.

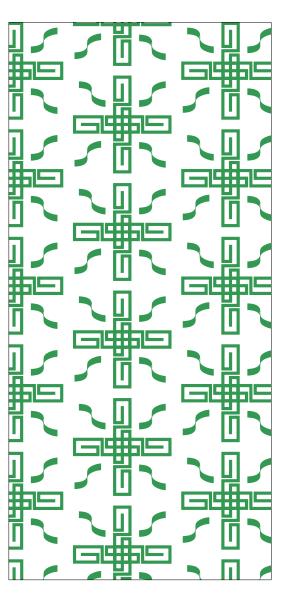


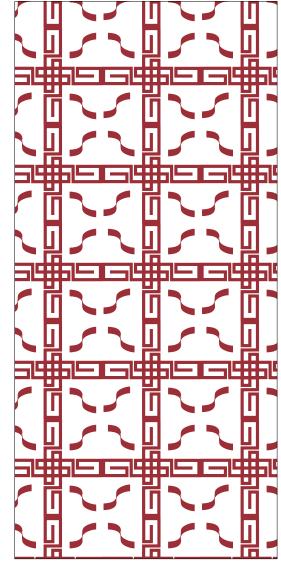


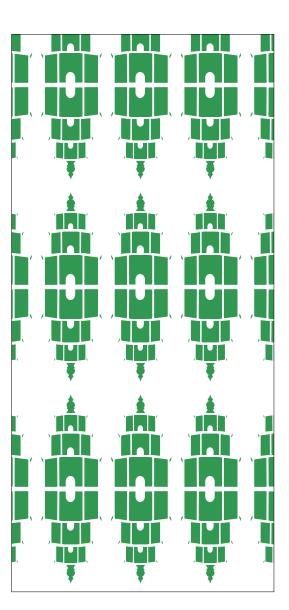


#### **Patterns**

The patterns were created with a similar mindset as the icons. Utilizing the pattern and rearranging them created patterns reminescent of the one seen in the various bowls alongside the regular icons.







#### Photographic Treatment

Imagery used in any material typically has a green or red overlay dependent on the situation it's used in, otherwise there are not treatment in areas such as online ordering











# 5 Applications

#### Stationery



#### **Hiep Diep**

Owner

#### Phone

+1 (619) 563-5358

#### Website

hoaihue.com

#### Address

4660 El Cajon Boulevard Suite 102 San Diego, CA, 92115





4660 El Cajon Boulevard Suite 102, San Diego 92115 +1 (619) 563-5358 hoaihue.com

Kevin Muno

Meat Supplier

#### Perennial Pastures Ranch

27955 CA-79, Santa Ysabel, CA 92070

9 May 2024

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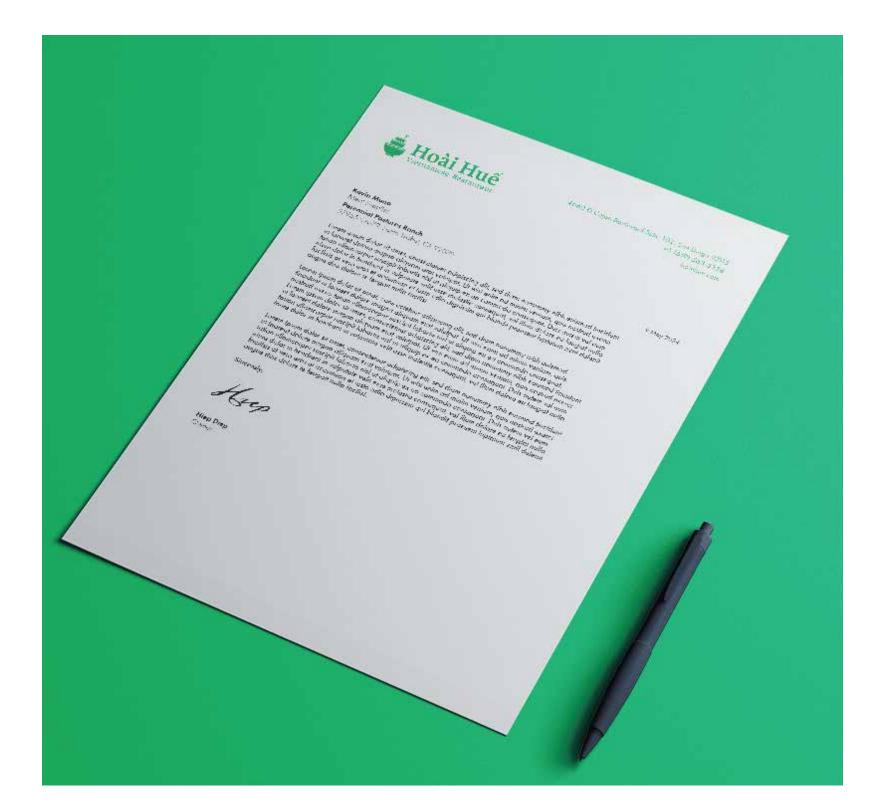
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Sincerely,

Hiep Diep Owner

SDSU / Art 541 "Hoai Hue" Brand Guidelines







4660 El Cajon Boulevard Suite 102, San Diego 92115 +1 (619) 563-5358 hoaihue.com

#### **Order Invoice**

**Bill to:**Susan Wright
4205 Fairmount Avenue, San Diego, CA 92105

Date
9 May 2024
Invoice #:
24

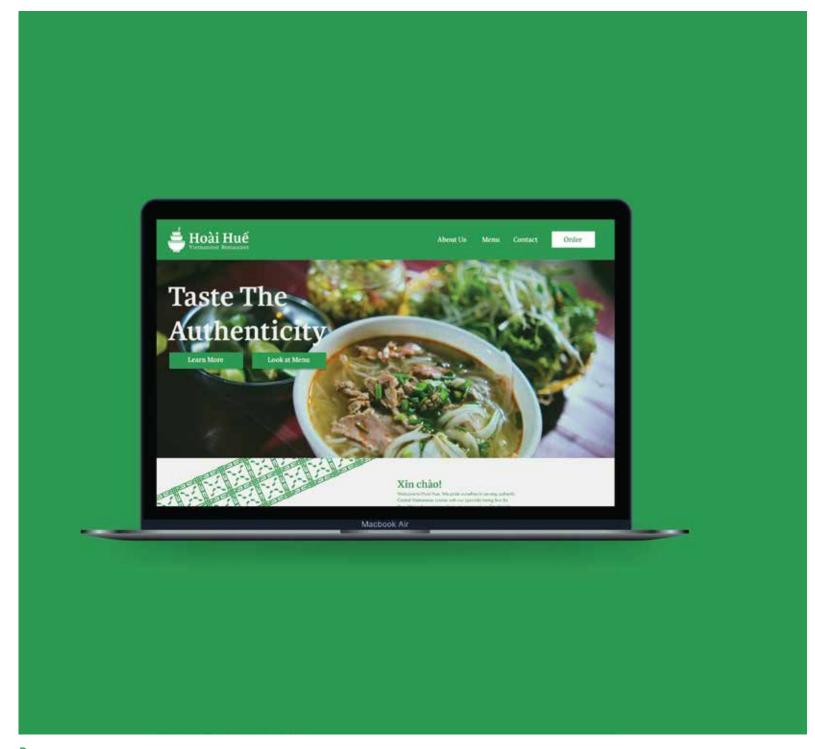
Items:	Quantity:	Unit Price:	Total:
BYOP #3 Bun Bo Hue	2	65.00	130.00
BYOP Banh Beo Khay (Tray)	2	37.50	75.00
Che	30	3.78	113.04
Thai Tea with Boba	30	6.20	185.00

 Notes:
 Subtotal
 \$503.04

 Sales Tax
 40.24

 Total
 \$543.28

#### Website (Desktop)

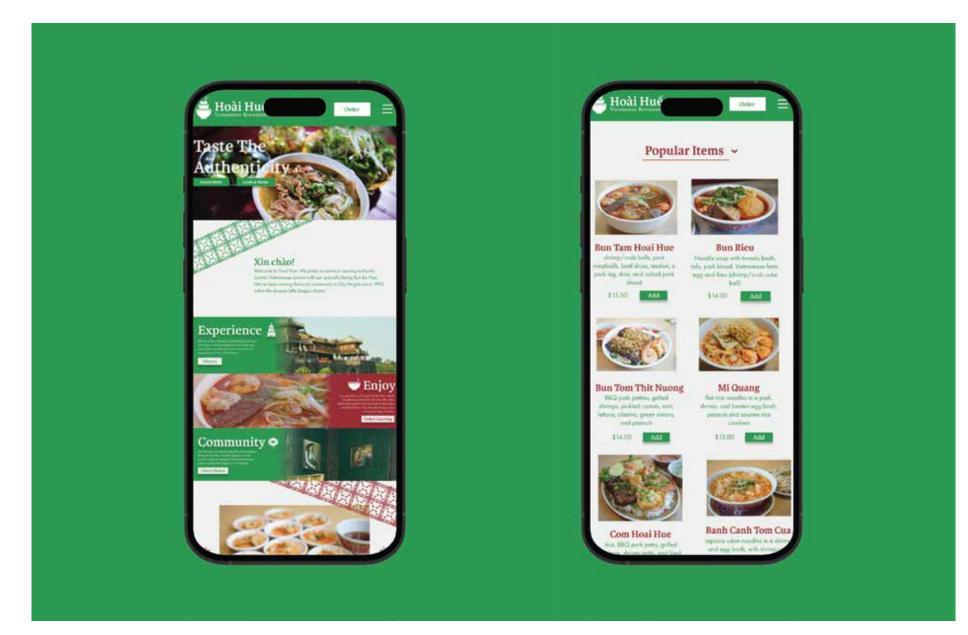






Prototype

#### Website (Mobile)



Prototype





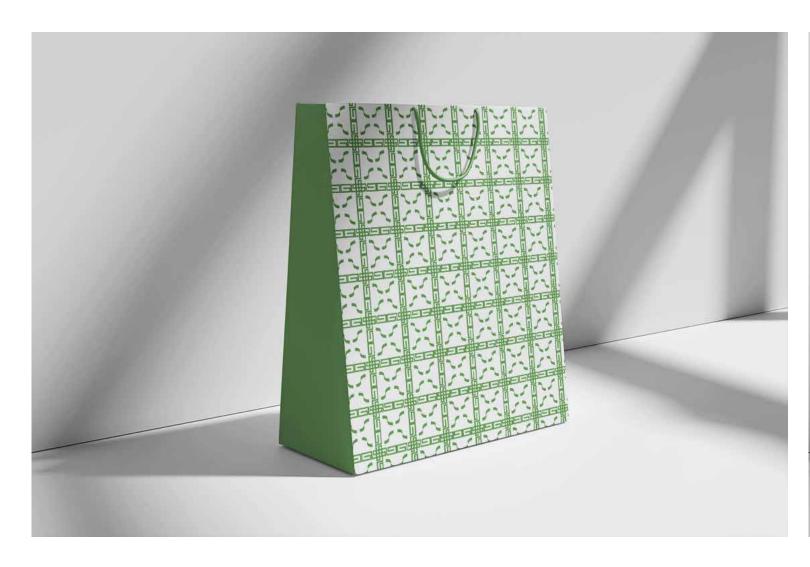
#### **Storefront**







#### **Ephemera**













#### 

Beef Noodle Soup	1	Banh Canh
Bun Tam Hoai Hue (e1)	\$15.50	topioco udor shriep and sh
parking size, and ashed park blood		Vegetaria
But So Hite Dac Bet (6.2) port mentals, teef allow, lendon, a port leg, sine, and orbid port blood	\$14	Banh Beo Cl 20 piaces of toppings, reg
But Bo Hite (eg) port merbells, beef sloss, landers, a port leg, sloss, and orbed port blood	\$13	Banh Beo Cl 10 individual Imppings, was
Bun Bo Hue (#3A) (this bo) "Beginners BBH" beaf slow only	\$12	Bun Chay (e frite secretical) confifement, n
Bun Bo Hoe (e gB) (this, cha) beef sloss, post menbalk	\$13	cobboge, pin
Bun Bo Hue (egC) (dutr, cha. com cus) beef sloes, port meaballs, and slottep balls	\$12	Mi Quang C fits versicell coefficers, s cobbogs, pr
Bun Bo Huc (egD) (this, cha, gan) beef sloes, post meatbolk, and tendon	\$13	Rice
Bun Bo Hue (egB) (this, tha, gan, huyer) beef sloss, port meaballs, leaders, and orbed park blood	\$13	Com Boal B stee, BBQ po fried egg
Bun Bo Hue (egF) (cha) posk medbalk only	\$15	Com This N
Bim Bo Hite (egG) (cha, tom cira) pork meetbelk and strong bolls	\$12	Com This Notes, two BBC
Kids BBH (egH) non-spicy book with epodia-only	\$5.50	Com Tom N
Noodles But Tota Thic Nuong (#4)	\$34	Com Tom N rice, grilled at
letice, clicito, green cirtori, and pecristi Bin Thir Mixing (e5)	\$13	Appetize  Banh Loc (e 5 pwcm of a wropped is b
green palors, and pennis. Bun Tom Nuong (e-s)	\$13	Banh Nam 6 5 pieces of a
grilled shrings, pickled correll, mist, lettice, crimito, greet onlass, and peacute	NAME OF TAXABLE PARTY.	Banh Beo (e
Bun Ton Cua (ey) grilled shrings, pickled corets, mist lettere, climbo, green onions, and pecaute	\$13	10 pteces (in steamed rice fish space
Mi Quang Nan (e.s.) flat its a coolles to a park, shrinp, and beaver egg broth, peanstroad searns the accident	\$13	Banh Beo Cl 10 tedistdool alviesp toppin
	thimp/orth boll, park membell, beef albes, lendon, a pathing size, and other pathiblood.  But Bo Hue Dac Hee (9 2) pork membells, heef albes, lendon, a pook leg, size, and orbed pork blood.  But Bo Hue (eq) pork membells, beef albes, lendon, a pook leg, size, and orbed pork blood.  But Bo Hue (eq) pork membells, beef albes, lendon, a pook leg, size, and orbed pork blood.  But Bo Hue (eq B) (this, cha) beef albes, pork membells.  But Bo Hue (eq B) (this, cha, touncus) beef albes, pork membells, and sixten bolls.  But Bo Hue (eq B) (this, cha, gum) beef albes, pork membells, and sixten bolls.  But Bo Hue (eq B) (this, cha, gum) beef albes, pork membells, and sixten bolls.  But Bo Hue (eq B) (this, cha, gum) beef albes, pork membells, and sixten bolls.  But Bo Hue (eq B) (this, cha, gun, huyes) beef sixten, pork membells, lendon, and orbed pork blood.  But Bo Hue (eq B) (this, cha, gun, huyes) beef sixten, prote membells, lendon, and orbed pork blood.  But Bo Hue (eq B) (this, cha, gun, huyes)  But Bo Hue (eq B) (this, cha, gun, huyes)  But Bo Hue (eq B) (this, cha, gun, huyes)  But Tou This Nixong (eq)  Bill pork pottes, giftled damps, pickled counts, and; lettors, offente, green counts, and peanels.  But Tou Cus (ey) galled sixtengs, pickled counts, mint, lettors, offente, green counts, and peanels.  But Tou Cus (ey) galled sixtengs, pickled counts, mint, lettors, offente, green counts, and peanels.  But Tou Cus (ey) galled sixtengs, pickled counts, mint, lettors, offente, green counts, and peanels.  But Tou Cus (ey) galled sixtengs, pickled counts, mint, lettors, offente, green counts, and peanels.  But Tou Cus (ey) galled sixtengs, pickled counts, mint, lettors, offente, green counts, and peanels.  But Cus Cus Parkets, galled counts, mint, lettors, offente, green counts, and peanels.  But Cus Cus Parkets galled counts, mint, lettors, offente, green counts, and peanels.	Bim Tam Hoai Hue (eq) shing/cosh bolis, peak marcholis, beef albest, leadon, a port leg, site, or of outsed post blood  Bim Bo Hire Dac Her (eq) pork membrils, head albest, leadon, a port leg, sites, and orbed post blood  Bim Bo Hire (eq) pork membrils, head albest, leadon, a port leg, sites, and orbed post blood  Bim Bo Hire (eq) pork membrils, head albest, leadon, o port leg, sites, and orbed post blood  Bim Bo Hire (eqs) pork membrils, head sites, leadon, o port leg, sites, and orbed post blood  Bim Bo Hire (eqs) (this too) "Beginners BEH" beef sites only  Bim Bo Hire (eqs) (this, cha) beef sites, port membrils  Bim Bo Hire (eqs) (this, cha, tomicus) beef sites, port membrils, and leadon  Bim Bo Hire (eqs) (this, cha, gun, huyer) beef sites, port membrils, end leadon  Bim Bo Hire (eqs) (this, cha, gun, huyer) beef sites, port membrils, leadon, and orbed post blood  Bim Bo Hire (eqs) (this, cha, gun, huyer) beef sites, port membrils, leadon, and orbed post blood  Bim Bo Hire (eqs) (this, cha, gun, huyer) beef sites, port membrils, leadon, and orbed post blood  Bim Bo Hire (eqs) (this, cha, gun, huyer) beef sites, port membrils, leadon, and orbed post blood  Bim Bo Hire (eqs) (this, cha, gun, huyer)  but Tom This Nitong (eq) pilled shrings, pothled counts, mint, lettors, climits, green control, and pecunit  Bim Tom Cas (ey) pilled shrings, pitched counts, mint, lettors, climits, green control, and pecunit  Bim Tom Cas (ey) pilled shrings, pitched counts, mint, lettors, climits, green control, and pecunit  Bim Tom Cas (ey) pilled shrings, pitched counts, mint, lettors, climits, green control, and pecunit  Bim Tom Cas (ey) pilled shrings, pitched counts, mint, lettors, climits, green control, and pecunits  Bim Tom Cas (ey) pilled shrings, pitched counts, mint, lettors, climits, green control, and pecunits  Bim Tom Cas (ey) pilled shrings, pitched counts, mint, lettors, climits, green control, and pecunits

at 60 tf Colon Recievant Sure 102, San Diego 92115

Banh Canh Tom Ora (#9)	\$13
topices with soodles in a shirtip and egg broth, with skring and shirtip bells, onlors and digitio	
Vegetarian Banh Beo Chay (# 10)	\$10
20 places of steamed rice oples with segulators toppings, regelation dipping source	1.02
Banh Beo Chen Chay (e.1.) 10 individual plates of reasoned rice cake with vegetor toppings, vegetorian dipping source	\$10
Bur Chay (e12) files vermicall recorded in a vegetation broth, correct, conflictives, marketing, brockly tally, tonathes, cobbage, privapples, lesh, cad climits	\$13
Mi Quang Chay (e15) film vernicelli moddler is a regelation broth, comple, conflicturer, multicomy, brocally talls, somation, cabbage, pireopples, lesh, peanuts and clastic	\$13
Rice Con Boat Hue (914) con BOQ park park, galled shrimps, dramp park, and fined agg	\$14.50
Com This Nuong (#15) cos, free 88Q post portes	\$14
Com The Nuong + Trung (eas) tice, two BBG pork portion, two hind aggs	\$14
Com Ton Nuong (e 17) tite, griffed shirteps	\$14
Corn Tom Nisong Cha Tom Con (e18) rice, grilled slaterps, shreep-perfore	\$14.50
Appetizers  Banh Loc (# 16)  5 pieces of steamed park and string topicae dampling wrapped in banacal leaves, sweet fish space.	\$43
Banh Nam (# 30) 5 places of shoomed ros-ocles with grounded shripp wrapped in bandon leaves, sweet fish stoce	143
Rath Boo (e21) 10 places (mail order) or 20 places (fingle order) of staces of the collect with grounded shrimp toppings, and fish across	\$5/\$10
Banh Beo Chen (e22) 10 individual plates of steamed size cake with grounds strong toppings, sweet fish course	\$10

(419) 560-5150



#### 

п	Appetizers cont.	
ı	Cha Lots (eag) stacmed pork loof to become leaves	\$1.65
ı	Cha Bi (#24) steamed park lost with park skin in banana leaves	\$1.65
l	Cha Heo (1 1/2 (ba/roll) second park loaf in basesa leoves	\$15
l	Cha Be (1 1/2 lbs/roll) second beaf loaf in bacond leaves	\$16.25
ŀ	Cha Song (a the/consalner) now post bleeded with seasoning	\$7.55
ı	Bring Your Own Pot	
1	#1 Ban Tam Hoat Hue	nin \$75
ı	we Bun Bo Hue Duc Blex	min \$70
ı	og Bun Bo Hue	mes. \$65
ı	ey Bun Tom Cua	win. \$65
ı	eo Banh Canh Tom Cua	min. \$65
ı	Banh Beo Khay (17ay) - 70 pieces	min. \$37.75

Beverages	
Smoothies (Strawberry Mango, at Strawberry-Banana)	\$5.05
Thai Tea, Vieunamese Coffee, Lemonade Soda	\$5.40
Thai Teawith Crystal Boba	\$6.20
Redbull, Snapple, Carned Cocons: Drink	\$4.95
BordedWater	\$2.45
Can/Rostled Drink Cole, Der Cole, 7-Up/Sprite, Soyndk, Renier, Sunitst, Rennyworth Leof, Gross Jeffy, Chrystorthenser Teo	
House Tea (locd/Hot) \$1.35 (oxpl., \$2.20 (anal pot), \$3.25 (lorge pot)	
Dessert	
Che	\$3.78

asso El Cojon Boolevard Sere 102, See Diego 92/15

(619) 585-5358





