

# Hoài Huế

Vietnamese Restaurant



# 1 Brand Overview

# Hoai Hue

Hoai Hue is a restaurant 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 restraurant 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

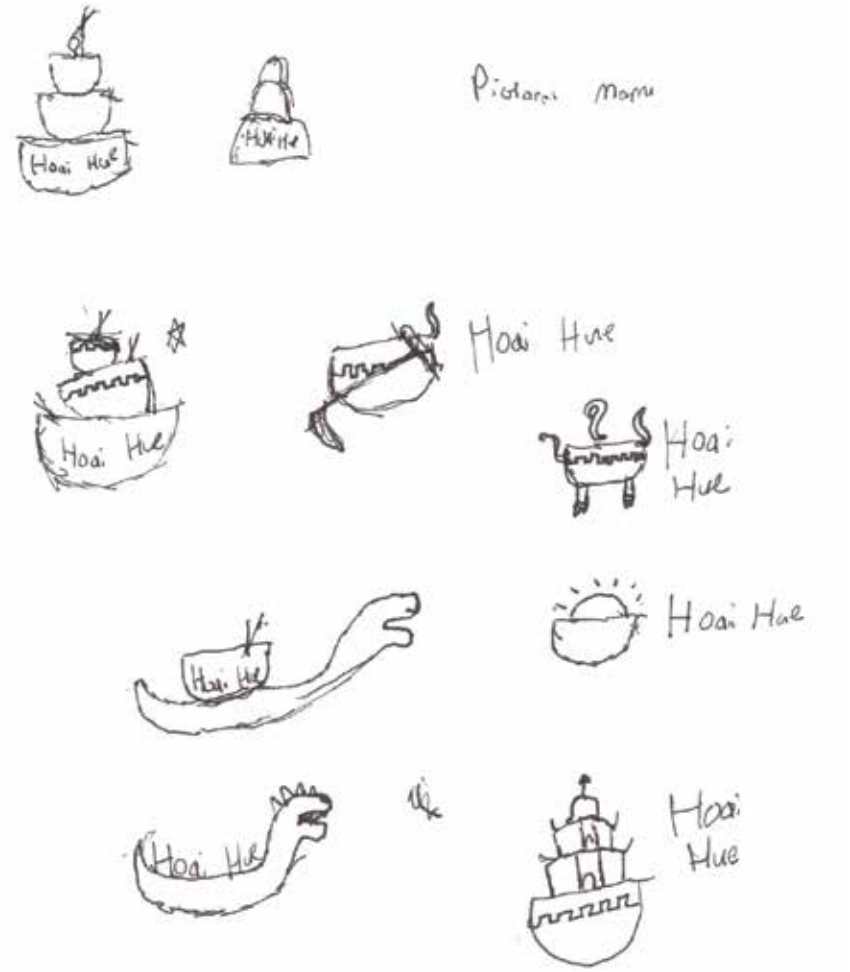
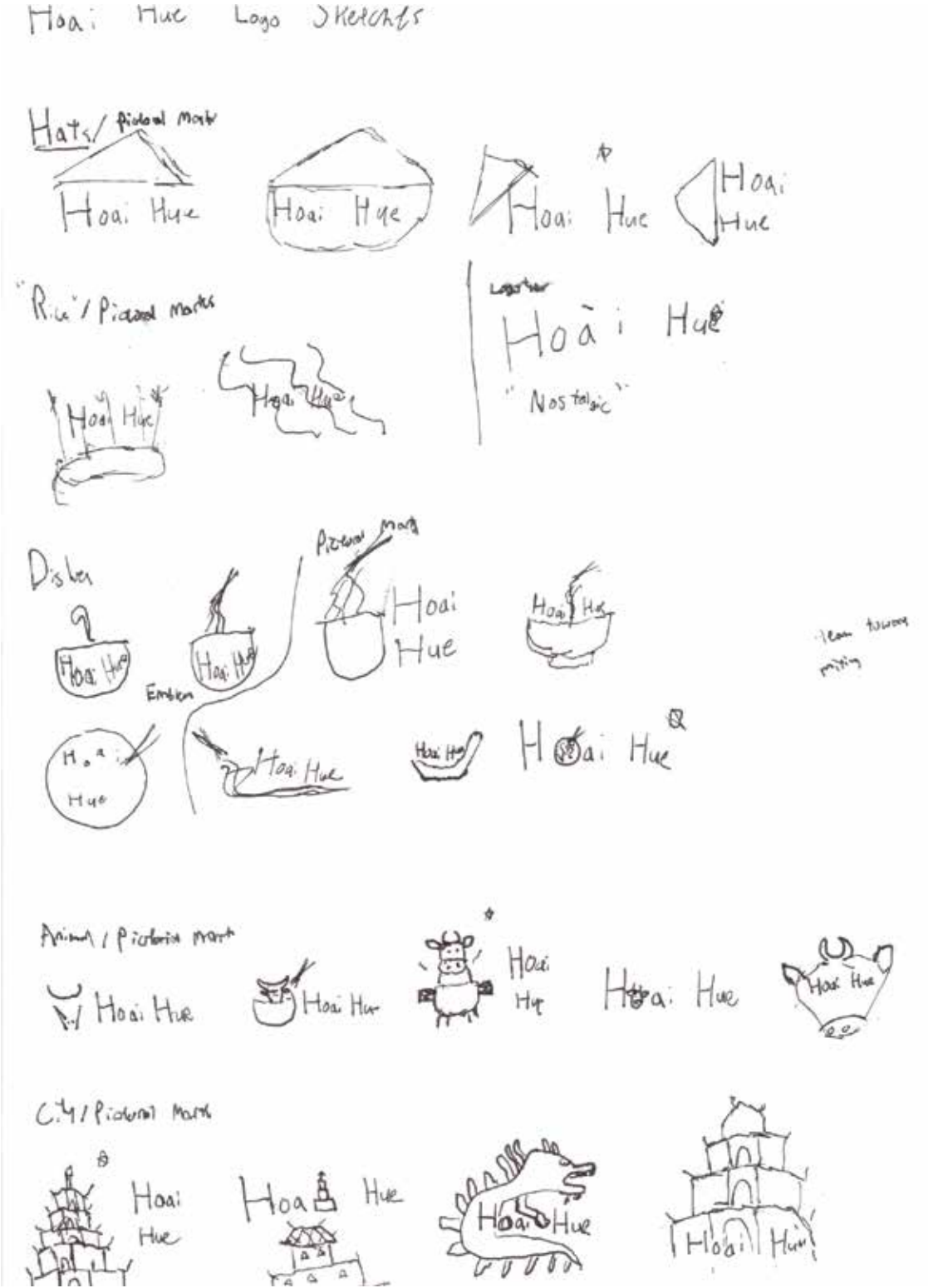
**Pain Points:** Many of the restaurants in the area don't offer catering or hard to get a hold of for such orders easily

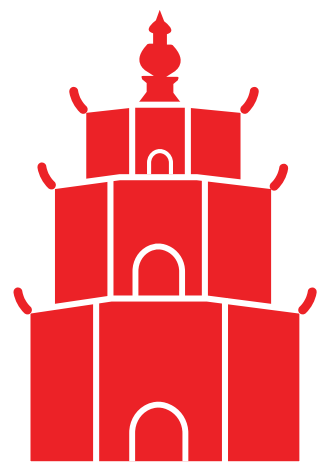


# 2 Brand Mark

# 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.

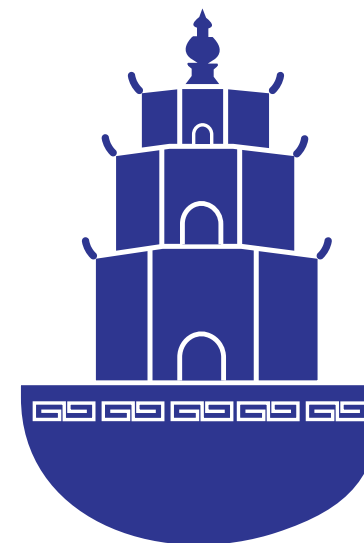




**Hoai Hue**  
Vietnamese Restaurant



**Hoai Hue**  
Vietnamese Restaurant

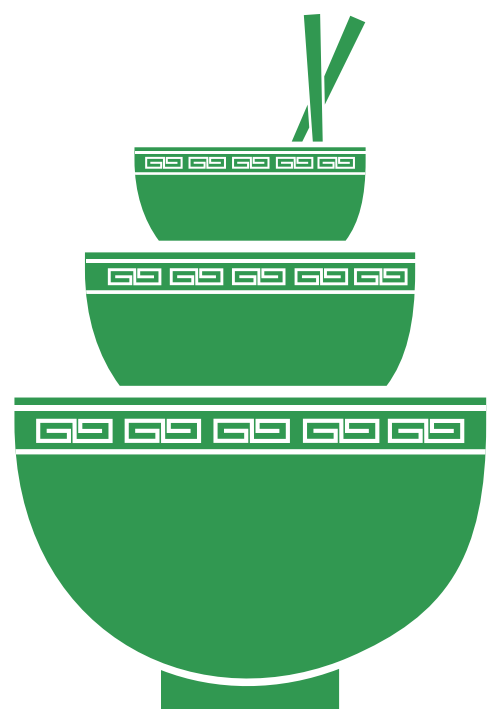


**Hoai Hue**  
Vietnamese Restaurant

## Three Designs

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





# Hoài Huế

## Vietnamese Restaurant

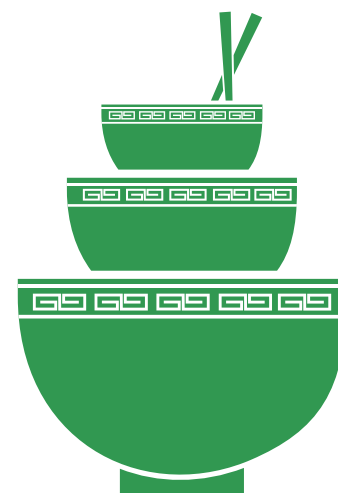
### Final Mark

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



**Hoài Huế**  
Vietnamese Restaurant

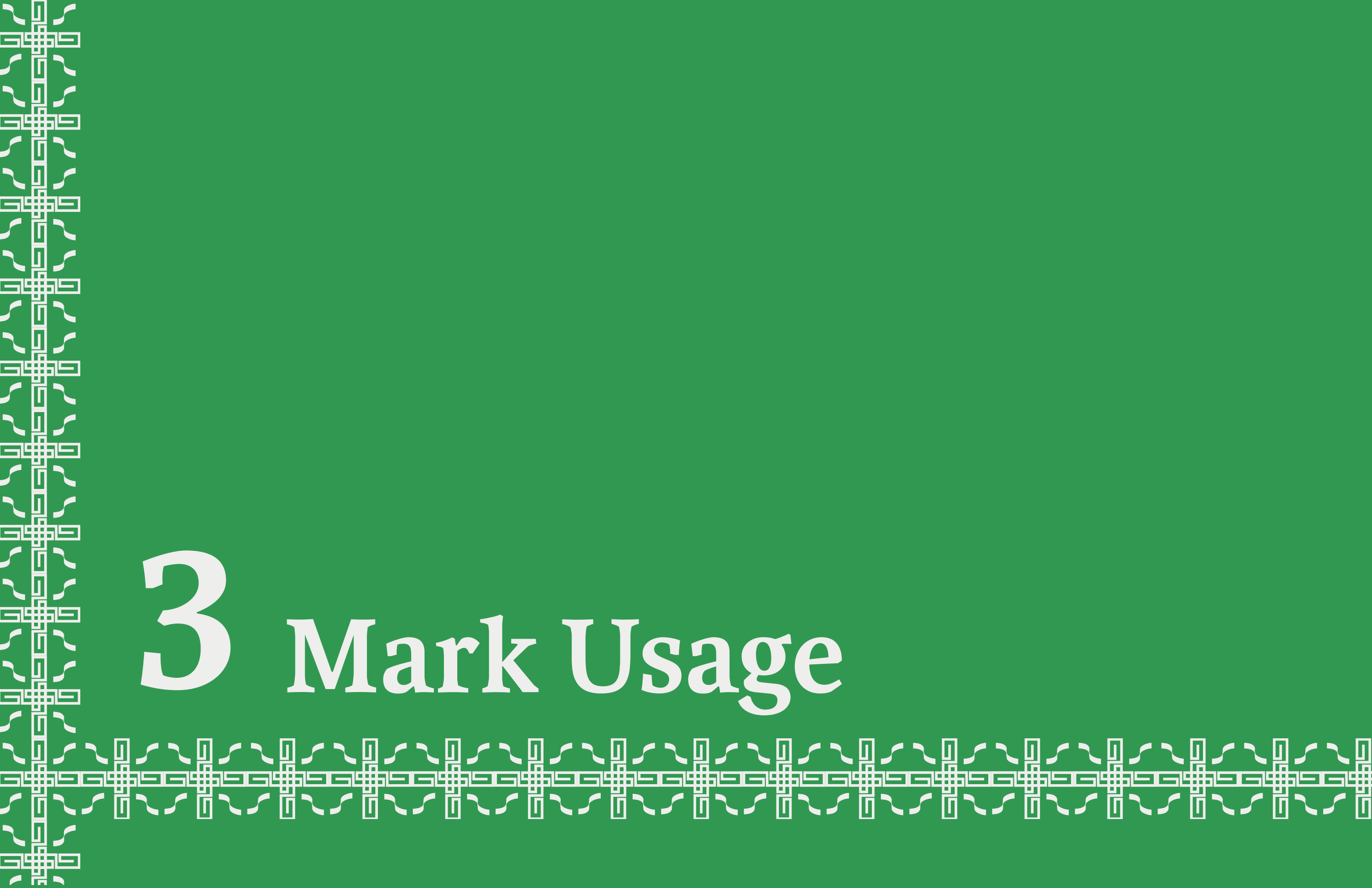




## Secondary Mark Variations

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 use any colors that aren't on the color palette



\* Don't resize any part of the text



\* Ensure every part of the logo is aligned properly



\* Don't sandwich the emblem between the 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.



A decorative border runs along the left and bottom edges of the slide. It consists of a repeating pattern of white geometric shapes, including squares, circles, and lines, set against a dark green background.

# 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.

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

Karmina

Hoai Hue Hoai Hue  
*Hoai Hue Hoai Hue*  
Hoai Hue

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?

Hoài Huế  
Vietnamese Restaurant

(slightly modified)

Secondary

Futura PT

Hoai Hue Hoai Hue  
Hoai Hue Hoai Hue  
Hoai Hue Hoai Hue

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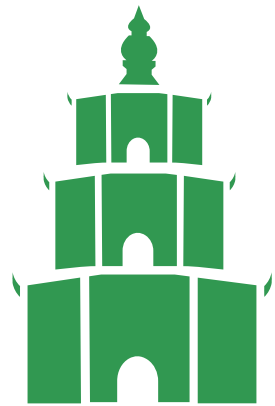
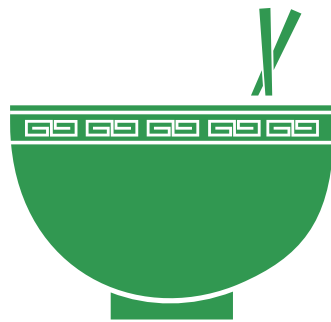
Typography

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



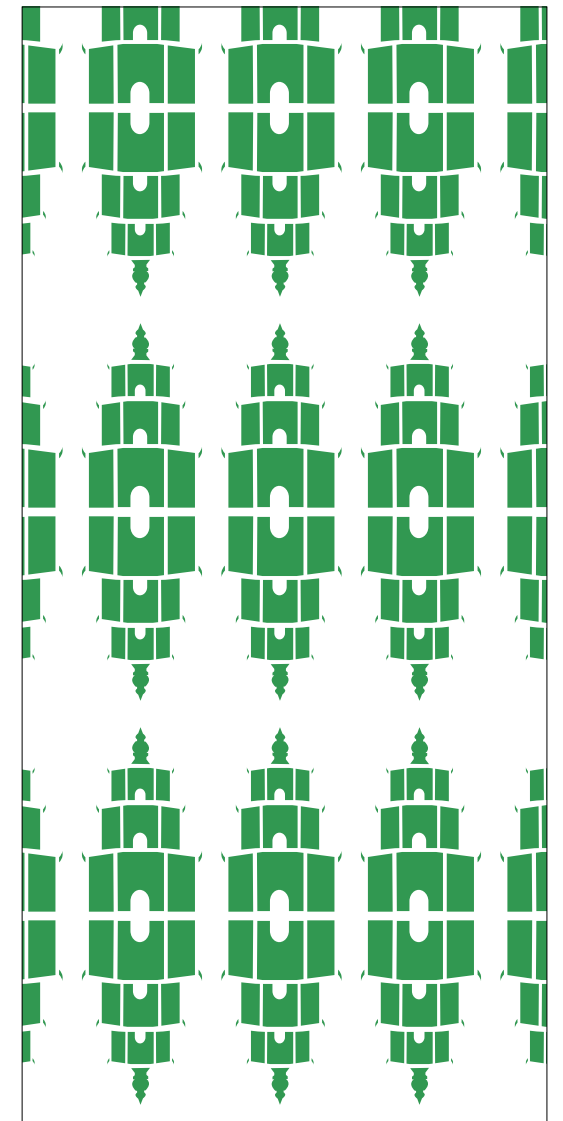
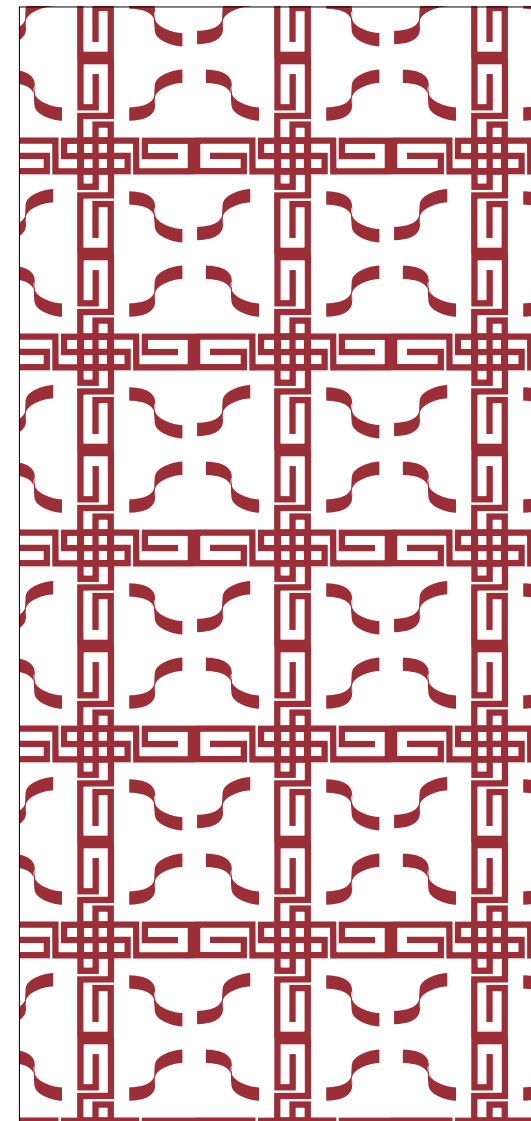
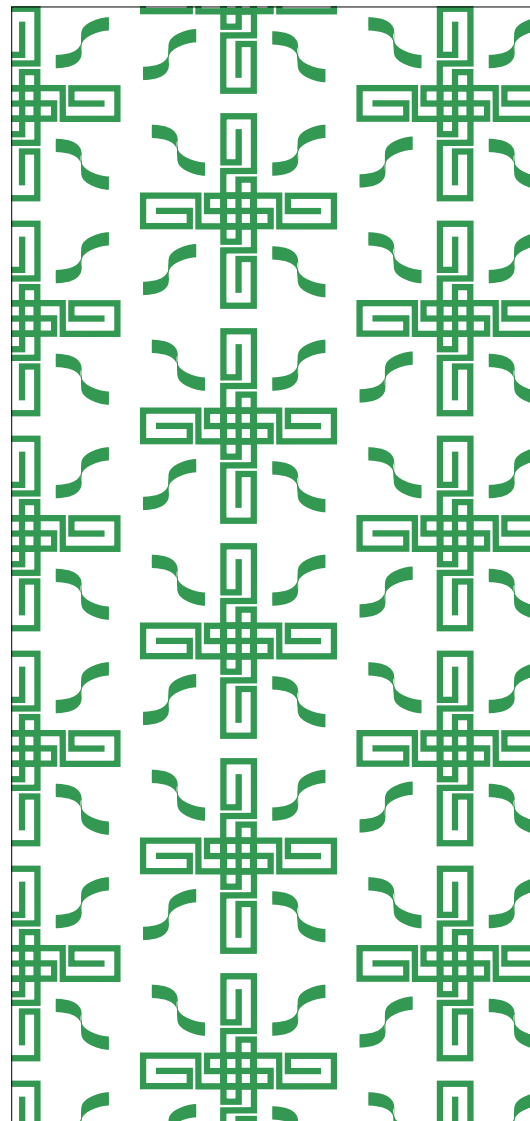
## Icons

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.



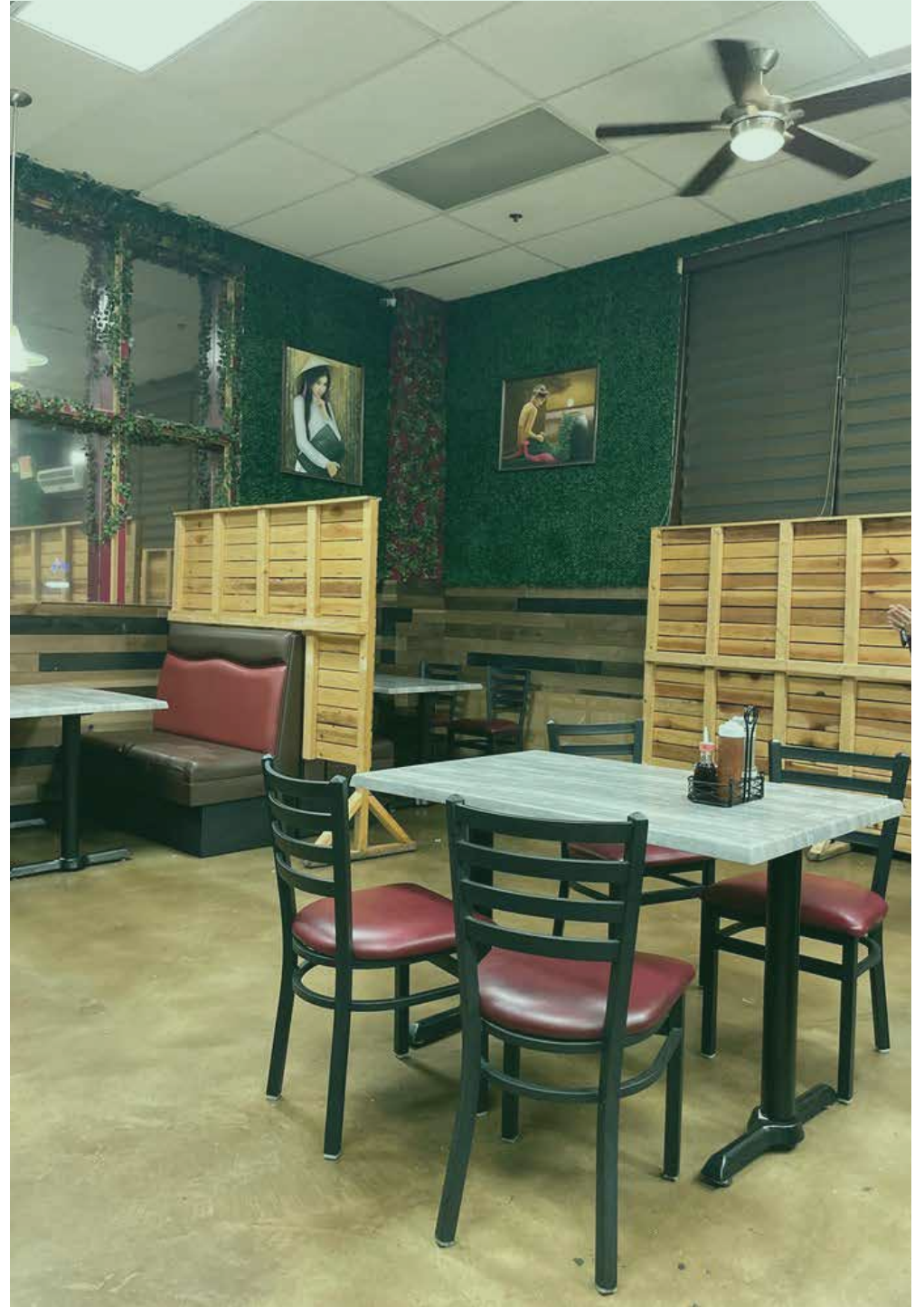
## Patterns

The patterns were created with a similar mindset as the icons. Utilizing the pattern and rearranging them created patterns reminiscent 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



**Hoài Huế**  
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+1 (619) 563-5358  
hoaihue.com

Kevin Muno  
Meat Supplier

Perennial Pastures Ranch  
27955 CA-79, Santa Ysabel, CA 92070

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Sincerely,

Hiep Diep  
Owner

9 May 2024





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

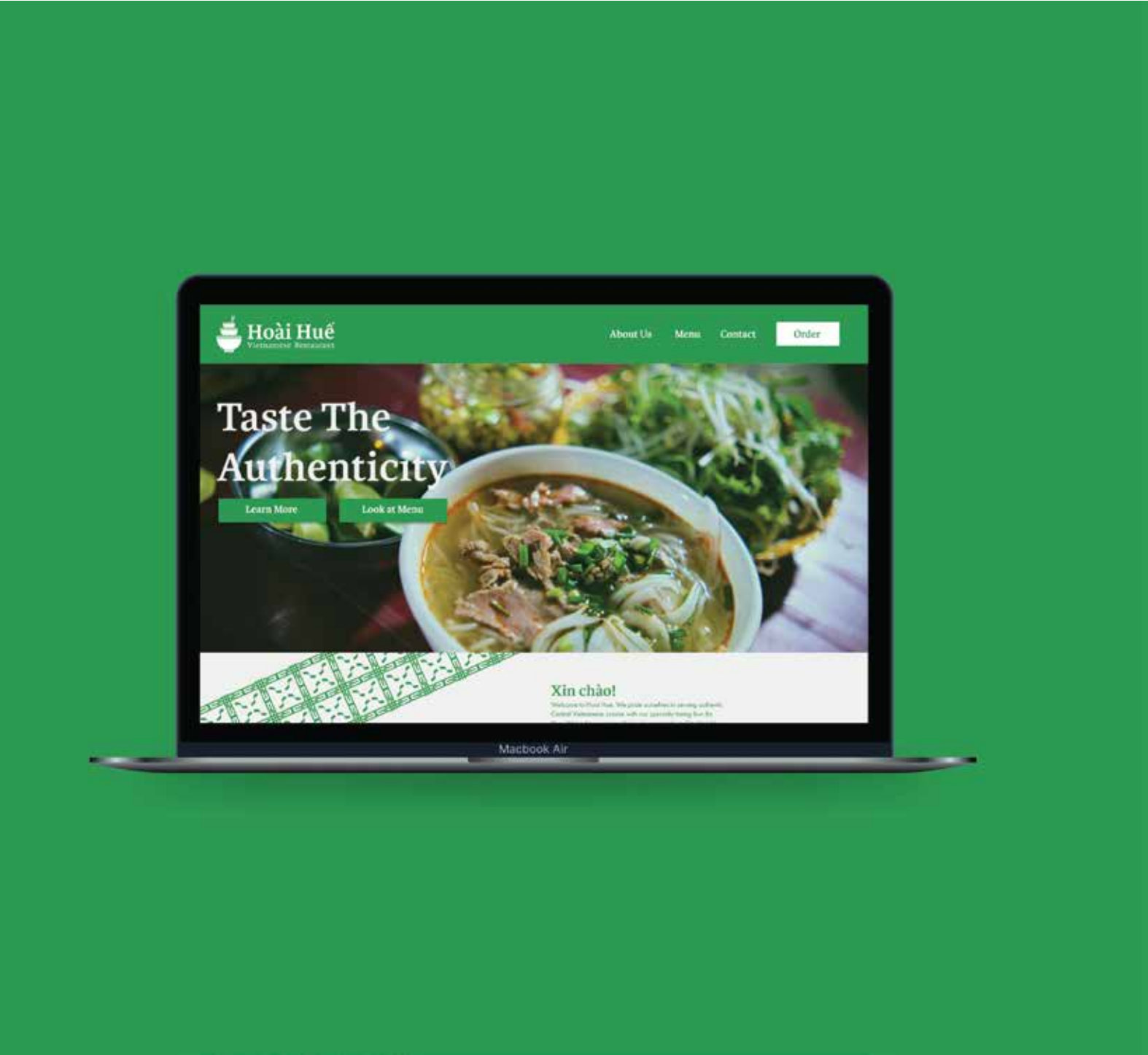
**Date**  
9 May 2024  
**Invoice #:**  
24

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

<b>Notes:</b>	Subtotal	\$503.04
	Sales Tax	40.24
	Total	\$543.28



Website (Desktop)

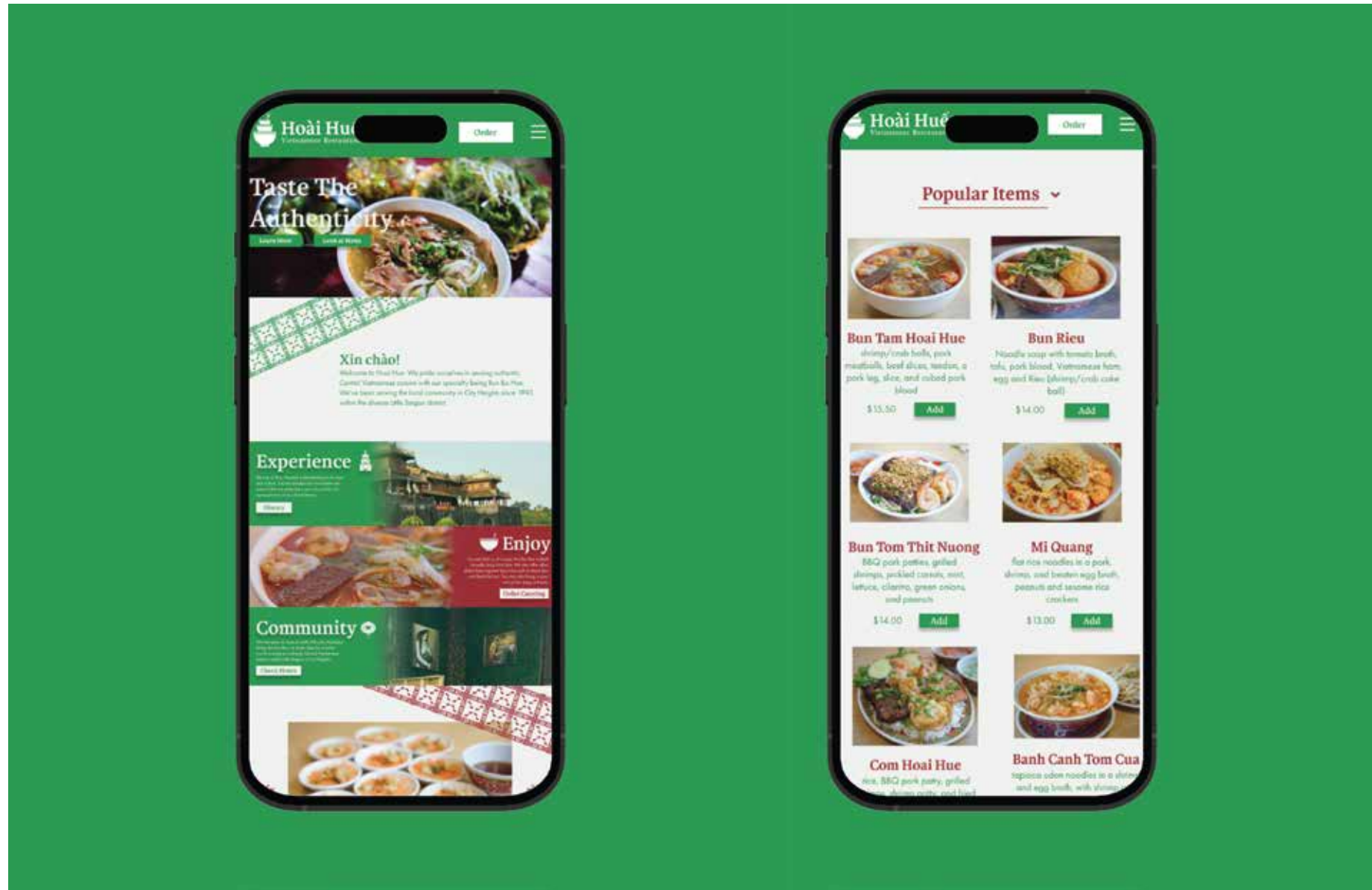


Prototype

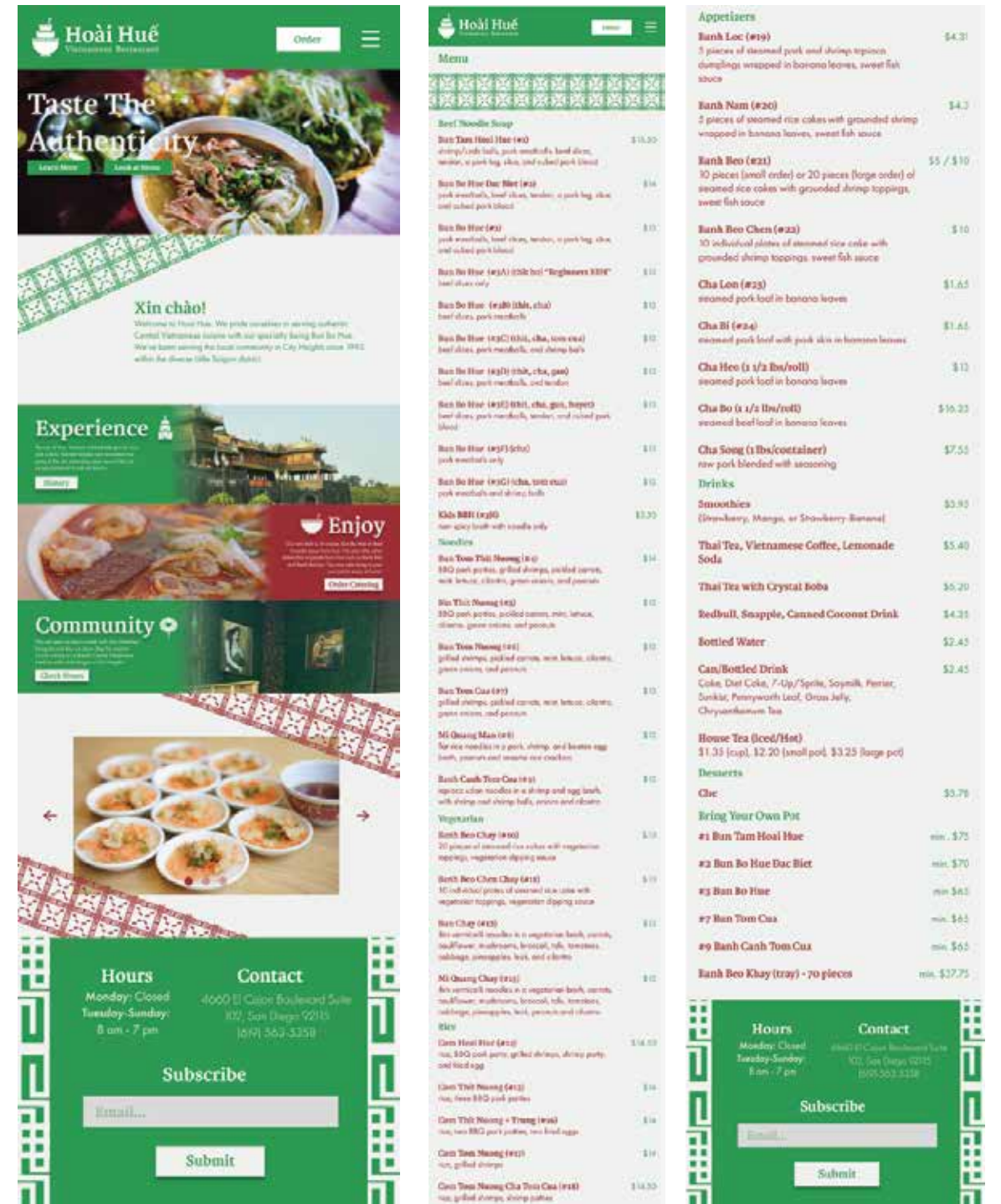




## Website (Mobile)



## Prototype



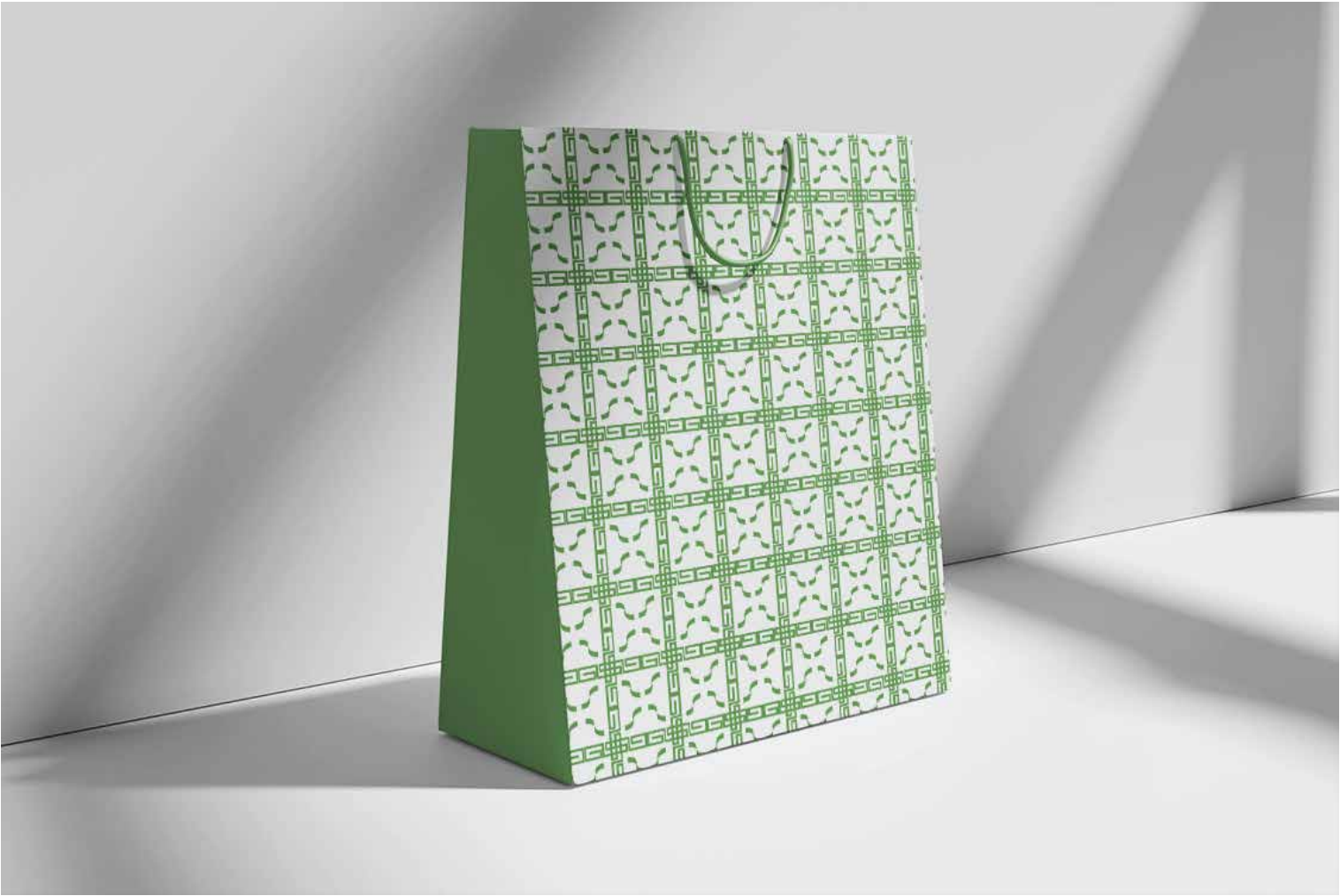
# Storefront







# Ephemera











### Beef Noodle Soup

**Bun Tam Hoa Hue (#1)**  
shrimp/crab balls, pork meatballs, beef slices, tendon, a  
pork leg, slice, a ml cubed pork blood

\$15.50

**Bun Bo Hue Duc Biet (#2)**  
pork meatballs, beef slices, tendon, a pork leg, slice, and  
cubed pork blood

\$14

**Bun Bo Hue (#3)**  
pork meatballs, beef slices, tendon, a pork leg, slice, and  
cubed pork blood

\$13

**Bun Bo Hue (#3A) (thit bo) "Beginners BHH"**  
beef slices only

\$13

**Bun Bo Hue (#3B) (thit, cha)**  
beef slices, pork meatballs

\$13

**Bun Bo Hue (#3C) (thit, cha, tom cua)**  
beef slices, pork meatballs, and shrimp balls

\$13

**Bun Bo Hue (#3D) (thit, cha, gan)**  
beef slices, pork meatballs, and tendon

\$13

**Bun Bo Hue (#3E) (chit, cha, gan, huyet)**  
beef slices, pork meatballs, tendon, and cubed pork blood

\$13

**Bun Bo Hue (#3F) (cha)**  
pork meatballs only

\$13

**Bun Bo Hue (#3G) (cha, tom cua)**  
pork meatballs and shrimp balls

\$13

**Kids BHH (#3H)**  
non-spicy broth with noodle only

\$5.50

### Noodles

**Bun Tom Thi Nuong (#4)**  
BBQ pork patties, grilled shrimp, pickled carrots, mint,  
lettuce, cilantro, green onions, and peanuts

\$14

**Bun Thi Nuong (#5)**  
BBQ pork patties, pickled carrots, mint, lettuce, cilantro,  
green onions, and peanuts

\$13

**Bun Tom Nuong (#6)**  
grilled shrimp, pickled carrots, mint, lettuce, cilantro, green  
onions, and peanuts

\$13

**Bun Tom Cua (#7)**  
grilled shrimp, pickled carrots, mint, lettuce, cilantro, green  
onions, and peanuts

\$13

**Mi Quang Nam (#8)**  
flat rice noodles in a pork, shrimp, and beater egg broth,  
peanuts and sesame rice crackers

\$13

**Banh Canh Tom Cua (#9)** \$13

topless udon noodles in a shrimp and egg broth, with  
shrimp and shrimp balls, onions and cilantro

### Vegetarian

**Banh Bo Chay (#10)** \$10

20 pieces of steamed rice cakes with vegetables  
toppings, vegetarian dipping sauce

**Banh Bo Chen Chay (#11)** \$10

10 individual plates of steamed rice cake with vegetable  
toppings, vegetarian dipping sauce

**Bun Chay (#12)** \$13

thin vermicelli noodles in a vegetable broth, carrots,  
cauliflower, mushrooms, broccoli, tofu, tomatoes,  
cabbage, pineapple, leek, and cilantro

**Mi Quang Chay (#13)** \$13

thin vermicelli noodles in a vegetable broth, carrots,  
cauliflower, mushrooms, broccoli, tofu, tomatoes,  
cabbage, pineapple, leek, peanuts and cilantro

### Rice

**Com Boai Hue (#14)** \$14.50

rice, BBQ pork patty, grilled shrimp, shrimp patty, and  
fried egg

**Com Thi Nuong (#15)** \$14

rice, three BBQ pork patties

**Com Thi Nuong + Trung (#16)** \$14

rice, two BBQ pork patties, two fried eggs

**Com Tom Nuong (#17)** \$14

rice, grilled shrimp

**Com Tom Nuong Cha Tom Cua (#18)** \$14.50

rice, grilled shrimp, shrimp patty

### Appetizers

**Banh Loc (#19)** \$4.31

5 pieces of steamed pork and shrimp topless dumplings  
wrapped in banana leaves, sweet fish sauce

**Banh Nam (#20)** \$4.31

5 pieces of steamed rice cakes with ground shrimp  
wrapped in banana leaves, sweet fish sauce

**Banh Bo (#21)** \$5 / \$10

10 pieces (small order) or 20 pieces (large order) of  
steamed rice cakes with ground shrimp toppings, sweet  
fish sauce

**Banh Bo Chen (#22)** \$10

10 individual plates of steamed rice cake with ground  
shrimp toppings, sweet fish sauce



### Appetizers cont.

**Cha Lon (#23)** \$1.65

steamed pork loaf in banana leaves

**Cha Bi (#24)** \$1.65

steamed pork loaf with pork skin in banana leaves

**Cha Heo (1 1/2 lbs/roll)** \$13

steamed pork loaf in banana leaves

**Cha Bo (1 1/2 lbs/roll)** \$16.25

steamed beef loaf in banana leaves

**Cha Song (1 lb/cr container)** \$7.55

raw pork blended with seasoning

### Bring Your Own Pot

**#1 Bun Tam Hoa Hue** min. \$75

**#2 Bun Bo Hue Duc Biet** min. \$70

**#3 Bun Bo Hue** min. \$65

**#7 Bun Tom Cua** min. \$65

**#9 Banh Canh Tom Cua** min. \$65

**Banh Bo Khuy (cray) - 70 pieces** min. \$37.75

### Beverages

**Smoothies** \$5.95

(Strawberry Mango, or Strawberry-Banana)

**Thai Tea, Vietnamese Coffee, Lemonade Soda** \$5.40

**Thai Tea with Crystal Boba** \$6.20

**Redbull, Snapple, Canned Coconut Drink** \$4.35

**Bottled Water** \$2.45

### Can/Bottled Drink

Coke, Diet Coke, 7-Up/Sprite, Soy Milk, Perrier, Sunlight,  
Pennyworth Leaf, Green Jelly, Chrysanthemum Tea

### House Tea (Ice d/Hot)

\$1.35 (cup), \$2.20 (small pot), \$3.25 (large pot)

### Dessert

**Che** \$3.78

4660 El Cajon Boulevard Suite 302, San Diego 92113

(619) 563-5338

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