

Project Brief: Rack Card Redesign

Objective: Project Objective: We are a culinary tourism company looking to elevate our current Food Tour rack cards.

To start with, please create rack cards for these city food tours: **Naples, Lisbon, Tokyo, and Mexico City.**

Reference for Style and Tone:

1. these are few examples of our our latest digital ads

▣ Examples of Digital Ads

2. [Brand Resources: City Colors & Icons](#)

Current Rack Card [\[Link to current designs\]](#)

Note: They are basically OK but the design is not so great. Maybe something bolder with more stylized icons etc.

General Redesign Notes:

- **Simplification:** The current designs are too busy. Use clean lines, bold typography, and enough white space to make the information digestible.
- **Color Palette:** Stick with Culinary Backstreets' branding— note each city tour has their own city color and icon.
- **Icons:** Create bold, modern, and visually consistent icons to represent features.
- **Photos:** Each city has their own photos. (choose from these photos - want to have a mix of people and food interchangeably)
 - Naples
 - [Naples granita street seller](#)
 - [Naples Sign man](#)
 - [Naples Ferrante coffee bar with men](#) or [Naples baristas at bar](#)
 - [Il ristorante dell'avvocato - man sprinkling salt above pan in kitchen](#)
 - [Naples granita street seller](#)
 - [Il ristorante dell'avvocato - man sprinkling salt above pan in kitchen](#)
 - [CB Naples Poppolle](#)
 - [Trattoria Meloncino - kitchen window above diner](#)
 - [Naples Ferrante coffee bar with men](#) or [Naples baristas at bar](#)
 - [Naples Sign man](#)
 - Lisbon
 - [Bolo Rei woman and pastries](#)
 - [Ginja sem real man at counter](#) or [Lisbon Sr Antonio with cherry liqueur /](#)
 - [CB40 pastels nata shaking cinnamon](#)
 - [Salt octopus Lisbon](#)
 - [CB40 pastels nata shaking cinnamon](#)

- [Bolo Rei woman and pastries](#)
- [Santos Alcantara Tour 30 platter fish](#)
- [Lisbon fishmonger woman holding fish](#)
- [Lisbon cafe desaoubento egg and dish](#)
- [Casa dos Passarinhos waiters](#)
- [Lisbon shrimp curry](#)
- [Smiling man holding his stew](#)
-
- Mexico City
 - [Mexico City huarache](#)
 - [Mex City slicing Al Pastor](#) or [Guy slicing pastor](#) / Mexico City / Feed your curiosity / white
 - [Red corn with hand](#) / Mexico City / Food for thought / white or white/teal
 - [Mexico City huarache](#)
 - [Mex City colorful yellow counter](#)
 - [Mex City slicing Al Pastor](#) or [Guy slicing pastor](#)
 - [Mexico City squash at market](#)
 - [Mexico City Mural bar](#)
 - [Mexico City hand holding plate of tacos above other plates](#)
- Tokyo
 - [TOkyo smiling woman rolling](#)
 - [Close up ramen](#)
 - [TOkyo smiling woman rolling](#)
 - [Tokyo fried chicken/pork close up](#)
 - [Tokyo family smiling - grandma laughing](#)
 - [pouring sauce on tofu cb tokyo fl shojinryori final tofu](#)
 - [Tokyo street festival counter men grilling people watching](#)

Front Side Requirements:

Headline:

- "10% OFF - Discount Code XXXXX"
 - <note to designer → we will need a working file so we can edit this code for each partner and city>

Culinary Backstreets Logo:

- See attached image.

Visuals:

- Include high-quality, engaging photos of <city> street scenes, food, people and cultural highlights. **Images provided above.**

Rating Block:

- "Rated #1 Food Tour" with a clear 5-star graphic.
 - **Note:** Consider moving this to the top headline for better visibility, as the bottom portion of most rack cards is often obscured by the holders. This could serve as a compelling hook to encourage people to pick up the rack card.

Back Side Requirements:

Headline:

- "Taste Your Way Through <CITY>"

Feature Icons:

Include bold, stylized icons with the following descriptions:

- **Small Group Tours**
- **Local, Licensed Insiders**
- **Underexplored Neighborhoods**

"As Seen In" Block:

- Prominently feature logos of outlets such as *AFAR*, *Netflix*, *The New York Times*, *National Geographic Traveler*. Use a clean, horizontal layout to maintain focus.

Booking Section:

- Include a scannable QR code linking to the booking page.
 - **We will need each QR code to link to the associated city tour webpage.**
- Add a strong call-to-action: "Book Your Tour Now!"
- Include the website: culinarybackstreets.com

Discount Code Section:

- Highlight the "10% OFF with CODE XXXXX" in a clear, prominent block.

Deliverables:

- Print-ready designs for the front and back (standard rack card dimensions).
- Editable source files (AI, PSD) for future updates.
- Fonts and color codes used in the design.

Brand Resources:

City Icons << Each city has their own icon & color

Primary Brand Color Hex: #81142a

NAPLES

Primary

Secondary

Tertiary



LISBON

Primary

Secondary

Tertiary



TOKYO

Primary

Secondary

Tertiary



MEXICO CITY

Primary

Secondary

Tertiary

