Beach town Lounge needs Menu and Promo Update

I am looking for a redesign of my cocktail menu (12 pages), dinner(2 pages) and wine list(1 page), Late night Menu (1 page) as well as a 2 promo posters (11 x 17) designed for flyers and posting around town and menu board for our front (17 x 23)

I will include examples of stuff that I like, previous work we’ve had done for us.

The final design I want to have some unity and branding with our logo possibly slightly reworked and updated. I want there to be a large focus of highlighting the features and cheap cocktails and making them pop off the page and get peoples attention. I also want their to be a focus on legibility and being able to read the menus as we get to be a dark lounge at night. I also want to have it be very obvious food is served late and the kitchen is open late.

Documents Included

Current Drink List – Our current Cocktail list 8.5” x 11” folded in half (scored folded in half) Would like to add a shot page to

Old Cocktail list – One of our first cocktail menues

Leanne Drink List – I really like the first couple pages of this. This was from a graphic designer who flaked out halfway through. I like some of her ideas, dislike the spirts pages however as they are too busy.

Social Neon (LOGOish)- wouldn’t mind having this updated to have the 242 taken out and have look a little cleaner

MENU BOARD – the 2 black spots is where I post my menu in on the outside menu board so those need to stay but I need the specials updated and same a little more pop and branding unity.

Diner Menu – our current menu…it needs to stay somewhat simple like it is because I print this in house and once a week and has menu changes once a month or so. I want to get the font a little larger and possibly a different Font

WINE MENU – Current wine menu…same as dinner menu needs to stay simple would just like it relayed out with different font and make legible as possible

Poster good – I really like this promo poster, it catches your eye and grabs your attention really well

11x17 poster bad – disliked this and never used it didn’t grab attention or intrigue readers imo

Documents not included but I want

A 4.25” x 11” late night menu. Four headings, cocktails, beer, shots, late night bites