**Who Are We**

The Shaker Cafe is an eclectic American Bistro/Cafe in the heart of historic Flemington, NJ. We have a large customer base that considers us a true Flemington, NJ icon. We've created a brand that energizes the town and speaks to why people should avoid large chains and instead come see what historic Flemington has to offer. Since our revitalization of the Shaker brand, historic Flemington has seen a resurgence in both business development and foot traffic.

**What We Offer**

We strive to create cuisine that's fresh, fun, healthy and presents a great value to our customers. We have the best traditional American breakfast offering in Flemington and it's become a staple to main street. At lunch we offer American cuisine plus seasonal specials (salads, vegetarian specials, homemade dressings, soups and ethnic specials). For dinner (currently only Friday night) we offer our spin on Mexican cuisine with homemade tortillas, salsa, guacamole and nachos along with several Mexican specials with our lunch menu available.

**What We Want**

We're looking for a bold redesign of our current menu. Our current menu is tired and boring and does not accurately reflect our revitalization of the Shaker Cafe brand. Attachments will be submitted with the campaign for menu items.

**Design Guidelines**

* Creative use of typography and color. Think Bold, Fun, Loud and uninhibited.
* Fluid, easy to read, layout that emphasizes readability.
* The subtle, demure, look of typographic columns (examples below in resources)
* Creative use of 'wells' for menu item highlights as well as great boarders
* Loud typefaces as long as readability is the focus & emphasis.
* Small illustrations/icons but they must not effect or take the focus from the readability of the menu
* Big, oversized, menu that will look great on recycled paper
* Subtle watermarks/illustrations
* creative use of textures / highlights / section breaks

**Menu Requirements**

* 9”x12” paper size. Please notify us if your design works better in a different format.
* Oversized, designed for printing on recycled paper.
* Single Page Menu (use lunch on front and breakfast on back)
* Do not use $ or "..." in pricing. Please space all prices equally.
* Simplistic layout that emphasizes readability and logical navigation of menu items.
* Acceptable file types
* Photoshop
* Indesign
* illustrator
* Please contact us before you submit a design if you plan on using something else
* HTML/CSS would be a huge benefit. It's not a must, but it will definitely help you win the award.
* Must retain some of our current color scheme (red/orange/yellow – see attachments/website).

**Do Not Use**

* Skeuomorphism in any way.
* We do not want any actual pictures of food on the menu (subtle illustrations / icons are great and encouraged).
* Typefaces that are hard to read.

**Design Ideas We Love**

[**http://www.underconsideration.com/artofthemenu/archives/brickhouse\_tavern.php**](http://www.underconsideration.com/artofthemenu/archives/brickhouse_tavern.php)

**We like:** typefaces, typographic columns & layout, use of butcher-block print, simplicity

**We don't like:** lack of bold, color lack of textures, lack of general vitality in the brand, no use of icons/illustrations

[**http://www.underconsideration.com/artofthemenu/archives/burgatory\_bar.php**](http://www.underconsideration.com/artofthemenu/archives/burgatory_bar.php)

**We like:** typefaces, bold headers & section breaks, texturized typefaces, use of illustrations, and specifically we love how they did the 'custom creation' menu

**We don't like:** lack of bold color, lack of subtle texturing, little more use of illustrated icons would be nice

[**http://www.underconsideration.com/artofthemenu/archives/the\_kickin\_chicken.php**](http://www.underconsideration.com/artofthemenu/archives/the_kickin_chicken.php)

**We like:** use of bold colors, organization & layout, the section highlights are nice

**We don't like:** lack of textures, lack subtle illustrations/icons.

[**http://www.underconsideration.com/artofthemenu/archives/manchester\_press.php**](http://www.underconsideration.com/artofthemenu/archives/manchester_press.php)

**We like:** use of textures, typefaces, layout & organization, single page menu

**We don't like:** lack of textures, lack of bold color, lack of icons and menu item hightlights

[**http://www.underconsideration.com/artofthemenu/archives/cozmo\_caf.php**](http://www.underconsideration.com/artofthemenu/archives/cozmo_caf.php)

**We like:** use of texturing, typesfaces, layout & organization, creative use of illustrations/icons, bold colors

**We don't like:**  not a huge fan of the bordering; and illustrations take up too much room for single page menu

[**http://www.underconsideration.com/artofthemenu/archives/for\_enden\_af\_gaden.php**](http://www.underconsideration.com/artofthemenu/archives/for_enden_af_gaden.php)

**We like:** creative use of typefaces, organization & layout, cool illustrations, oversized menu, section seperators are cool & unique

**We don't like:** lack of textures, menu items inside illustrations, typefaces can get hard to read in certain areas

[**http://www.underconsideration.com/artofthemenu/archives/duckfat.php**](http://www.underconsideration.com/artofthemenu/archives/duckfat.php)

**We like:** typefaces, love the icon usage, color palette of menu & wine menu, reviltilized identity

**Don't like:** lack of texturing, bold colors & typefaces, too formal/traditional

**Contact:**

Chris Dempsey

Business Development

Dempsey Enterprises, LLC

christopher.j.dempsey@gmail.com

**Future Work:**

If we like the design, you will be contacted for future work on our branding efforts. We will be looking for speciality menu designs, table tents, posters, print/ad slicks, web design and more.

**Shaker Resources**

[www.shakercafe.com](http://www.shakercafe.com/)

LUNCH menu items in HTML form: <http://www.shakerapis.com/test_menu/sc_lunch_menu_item_listing.html>

look inside outside/cafe: <http://www.yelp.com/biz_photos/shaker-cafe-flemington?select=s6-QJ2toa-tYvPmgACb7zw#s6-QJ2toa-tYvPmgACb7zw>

more pics: <http://www.tripadvisor.ca/Restaurant_Review-g46439-d514224-Reviews-Shaker_Cafe-Flemington_New_Jersey.html>