Charisse Nesbit

I used a landscape format for this menu because it would allow more columns and the appearance of more pages, so that the customer would feel like there was a lot of choices to choose from. I had to utilize the column break to put the celebrity desserts on the back, but I felt that was appropriate as that is the last thing one looks at, while a customer might consider both the salad and sandwich for their lunch.

I made each section sandwich, salad, and dessert a much bigger font and centered to mark each new section. I also changed the font color to the same as the logo and had the line running through each the same color as the text, but with a lower opacity for a bit of uniformity.

I found four pictures for the cover to represent what the menu would reflect. I chose two sandwhiches since the Hollywood Shoppe is primarily for sandwiches and then I chose a desert and a salad. On the back cover I put a circular graphic frame with Halle Berry's picture in it and some placeholder text for the client to fill out whatever information they choose.