

CONCEPTS

Jamaican food

My whole family is Jamaican and so i know of alot of Jamaican food recipes i could do and incorporate into this cookbook as well a s a concept and a name. i think i would call it Kenny Gs Chattoe after my dad because that what he always jokes about calling his restaurant and then the catch phrase can be “ ah weh yah seh” or i did it again which is something he says after he feels like he made something good. Jamaican food is very normal to me and i feel its a chance to educate others on the topic

quick food for college students

my house mates and i are constantly debating in the group chat what we are going eat each night, its the nightly debate. we have developed a list of things we like to make and most are pretty easy so why not compile that into a cook book and restaurant to help out other college students with this same dilemma instead of booking it to the first fast food restaurant to avoid that freshman 15.

all the things you can do with pasta

i love pasta, i can make pasta all kinds of ways so i think this is also a good option that will produce a lot of options as far as recipes go. however this topic is narrow and pasta is not something you should eat every day. However. There are so many different possible combinations i am also confidant in this one because who docent like a good noodle bar? all kinds of noodles? Fancy Rahmen? alfrado? ziti? Lasagna?

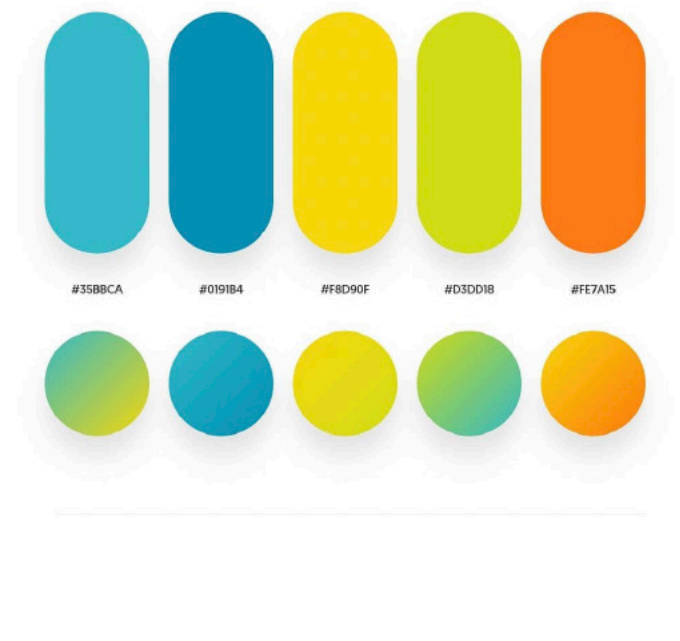
MAADBOARD



CHASEN CONCEPT

This concept is based off of my my dad who was born and raised in Jamaica. He came to the states as a young teenager with his aunt and one sister. His mother taught him to cook at a young age and hes always had a passion for cooking. He often talks about his “restaurant” as he’s cooking calling it Kenny G’s chateau. He often narrates his actions to anyone who will listen including my dog, as if he's talking to the imaginary audience of his YouTube channel. This is a Jamaican restaurant like no other. With traditional Jamaican foods. A tropical atmosphere with a nice island vibe yet a touch of elegant.

COLOR STUDIES



LOCATION

This restaurant is placed in Miami Florida, a place of such rich and divers culture. In this building following the same pail yellow and green color schemes with touches of black.

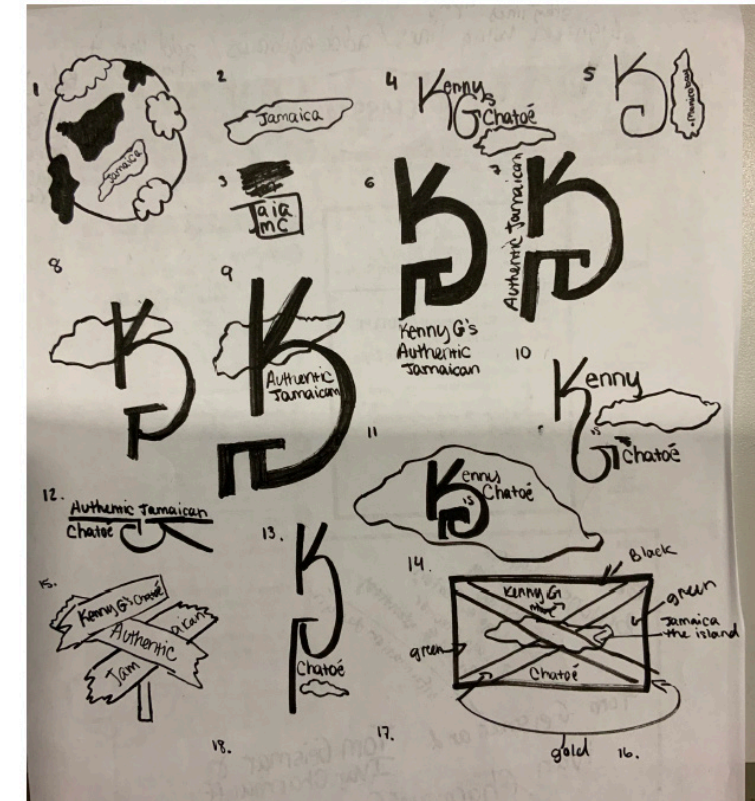


COMMUNITY OUTREACH

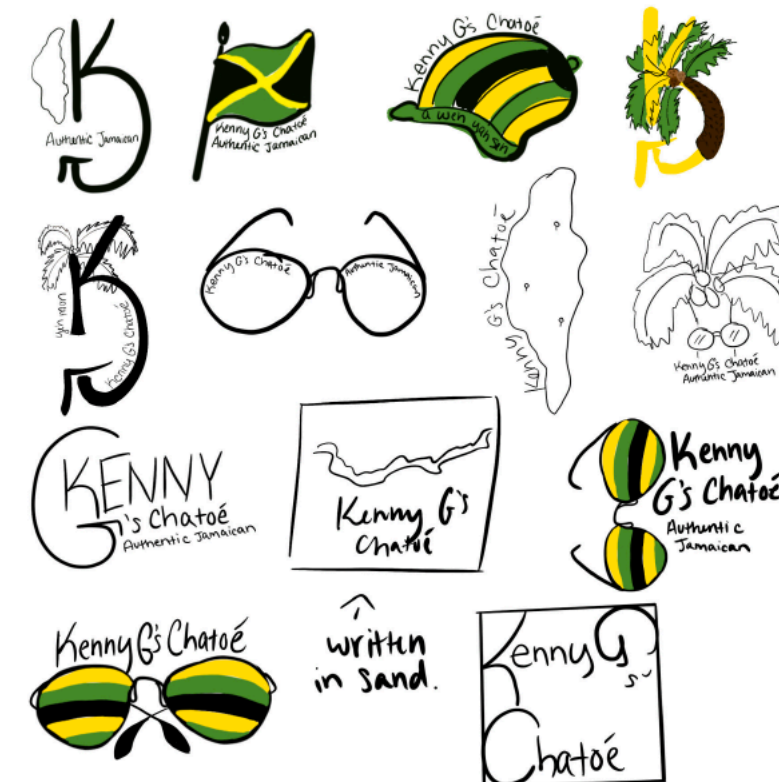
I want to give back to the same community I grew up in, to the same kid I was, to kids all around.

Every first Friday of each month 50% of all proceeds will go to helping families get school clothes shoes and supplies as well as feeding families with 2 or more children. We will also take donations in the form of canned goods, school supplies such as pencils, pens, colored pencils, crayons, rulers, calculators, and etc.

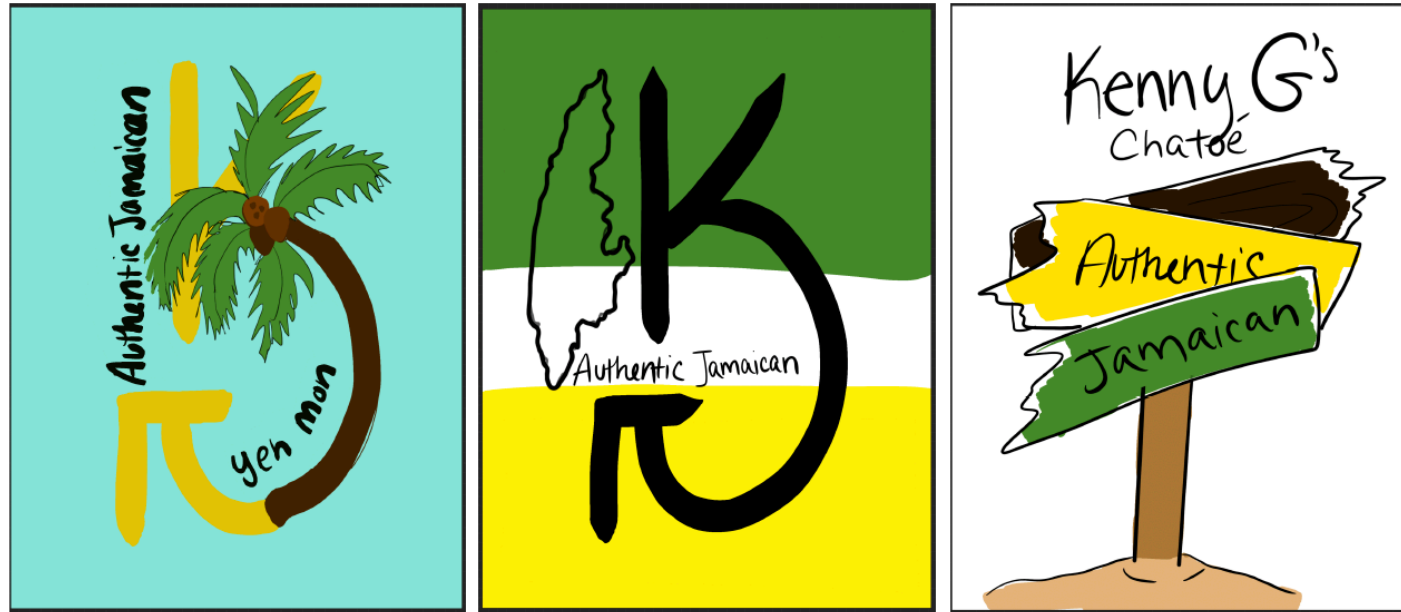
LOGO SKETCHES



LOGO SKETCHES



TAP 3 LOGOS



SKETCHES / COOKBOOK IDEAS

Cook Book Cover



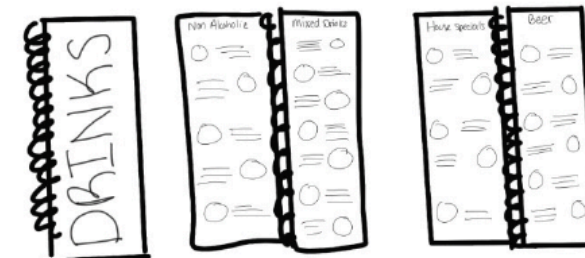
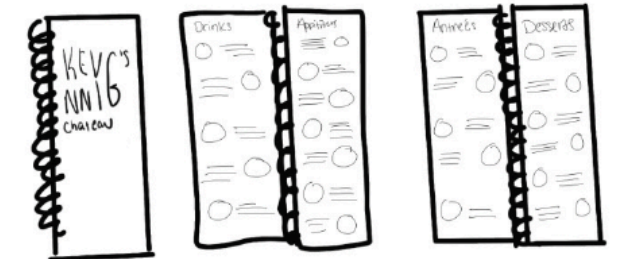
CHASEN LOGO DESIGN



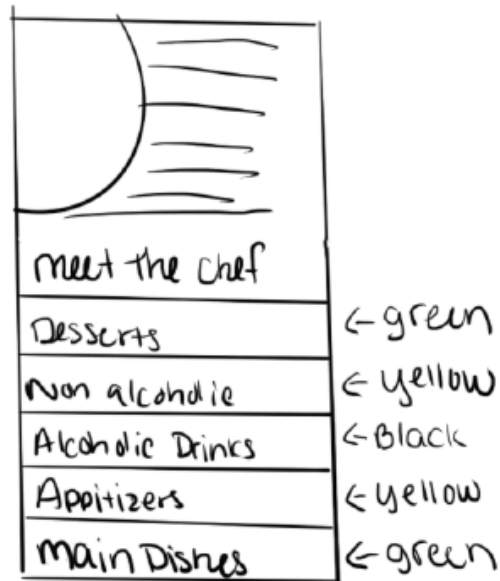
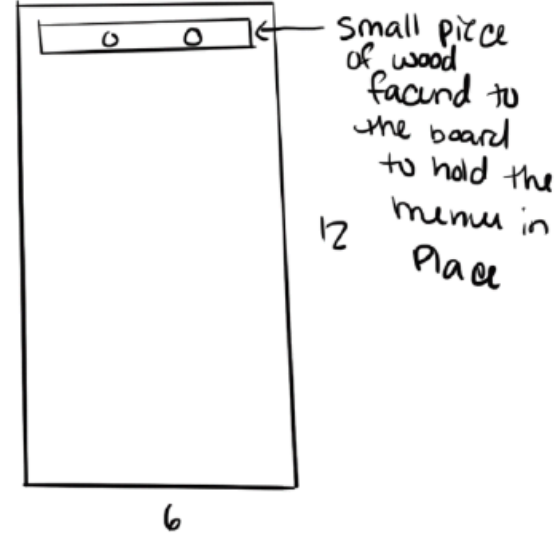
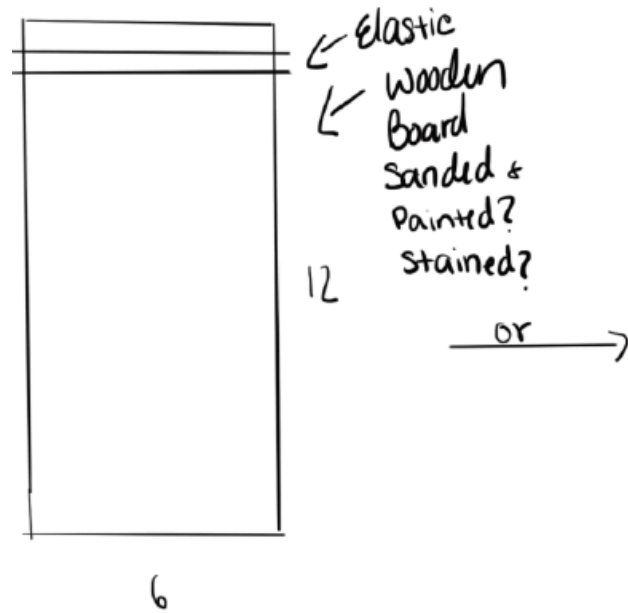
Flat menu With Separate Drink menu

Appizers	Entrees	Desserts

Menu



SKETCHES / MENU IDEAS



MIND MAP / CHECKBOOK AND MENU ITEM IDEAS

- Crafted Drinks
 Sorrel
 Ginger Beer
 Peanut Punch
 Sour Sap Juice
 Irish moss
Beers

- Crafted Drinks
 Sorrel
 Ginger Beer
 Peanut Punch
 Sour Sap Juice
 Irish moss

- W/ickers
 Appleton on the rocks
 Rum punch
 Bob marley cocktail
 Purple rain
 Jamaican Zombi

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 Appleton on the rocks
 Rum punch
 Bob marley cocktail
 Purple rain
 Jamaican Zombi

- Red Stripe
 Ginger beer Mahalo + somatohole
 Dragon stout
 Jamaican Guinness stout punch

- Beers
 Red Stripe
 Ginger beer Alcoholic & Non alcoholic

- Non alcoholic
 Ginger beer
 ting
 matcha
 Coconut water

- Dragon stout
 Jamaican Guinness stout punch

- Desserts
 Grand Caca
 Coconut Deep
 Bulls Eye
 Tamarind Bars
 Qizenda
 Coconut tino
 Rum Pate

MIND MAP / COOK BOOK IDEAS

Non alcoholic

Citrus drinks
Sorrel
Ginger Beer
Peanut Punch
Sour Sap Juice
Irish moss
Beers

W/ slices
Apple on the rocks
Peanut punch
Bobo monkey cocktail
Purple rain
Jamaican Zombie

Red Stripe
Ginger beer ^{Mahalo} _{non alcoholic}

Dragon shot
Jamaican Guinness
Stout punch

Non alcoholic

Ginger beer
+ing
malta
Coconut water

Desserts

Grater Cake
Coconut Drops
Bulla Cake
Tamarind Balls
Qizzada
Coconut toto
Rum Cake

Ginger beer

+ing
malta

Coconut water

Desserts

Grater Cake

Coconut Drops

Bulla Cake

Tamarind Balls

Qizzada

Coconut toto

Rum Cake

TYPE TREATMENT

For titles, recipe names, sub headers, and headers

MAKISE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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123456789

Used for paragraphs, instructions, and ingredient lists

Karla Regular

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Used for cookbook front cover

STENCIL STD

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