Can a menu make choosing feel easier?

A menu redesign with food photography and dietary cues.



Give the dishes two ways to read.

Dish names and prices form a steady column while photographs show selected plates. The reader can scan the list and look closer at what they might order.

MAIN MENU ON ITS CLIPBOARD



Get close enough to see the texture.

The photo spreads come in close on buns, grilled food and sides. Short captions follow the edges of the images.



Keep the page quiet around the food.

Teal identifies headings and section changes. The warm paper tone and charcoal type give the photography room.



Sea glass	Teal	Charcoal	Deep teal	Warm paper
#A0BEBC	#00A99F	#40413C	#0A8D80	#FFF9F0

COLOURS FROM THE ORIGINAL PROJECT GUIDE

Give the dish names a steady rhythm.

Merriweather Sans sets the names and descriptions in a consistent column. Weight and colour give the headings a clear place in the hierarchy.

Typography (For Menu)

Typefaces

Merriweather Sans

Merriweather Sans is a low-contrast semi-condensed sans-serif text typeface family designed to be pleasant to read at very small sizes. Merriweather Sans is traditional in feeling despite the modern shapes it has adopted for screens.

Merriweather Sans is an evolving project and will be updated. As of now there are 8 styles: Light, Regular, Bold, and ExtraBold weights in Roman and Italic styles.

There is also Merriweather, a serif version which closely harmonizes with the weights and styles of this sans-serif family.

Designed by Eben Sorkin, Merriweather Sans features a large x height, slightly condensed letterforms, a mild diagonal stress and open forms.

Merriweather Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

Merriweather Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

Typography (For Menu)

Typefaces

Tw Cen MT

20th Century was designed and drawn by Sol Hess in the Lanston Monotype drawing office between 1936 and 1947. The first weights were added to the Monotype typeface library in 1959. This is a face based on geometric shapes which originated in Germany in the early 1920's and became an integral part of the Bauhaus movement of that time. Form and function became the key words, unnecessary decoration was scorned.

This clean cut, sans serif with geometric shapes was most appropriate. The lighter weights can be used for text setting, the bold and condensed fonts are suitable for display in headlines and advertising.



Merriweather Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

Merriweather Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # $ % & * ( )

Make preferences easier to spot.

The legend marks vegetarian dishes or options, spicy dishes and chef recommendations. The small symbols let diners find those cues within the list.



DIETARY LEGEND AND MENU SPREAD

Let the menu stand among the plates.

The wood displays carry the same page hierarchy onto the table. Headings and photographs are visible from the front.

TWO TABLETOP MENU DISPLAYS



Give every diner a way into the menu.

Clear lists support a quick scan, dietary cues guide a closer look, and the photographs carry the appetite appeal.

MENU DESIGN, TYPOGRAPHY AND DIETARY NAVIGATION

Connect the unconnected.



Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

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