



# Rebrand Design

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**EatJoy** is a restaurant in downtown Storrs, CT that serves sushi bowls, bubble tea, and various other asian-inspired dishes.



**Target Audience:**  
Students from nearby  
universities

# Primary Logo







# Color Palette

HEX: #402217

HEX: #FF7943

HEX: #FFAF02

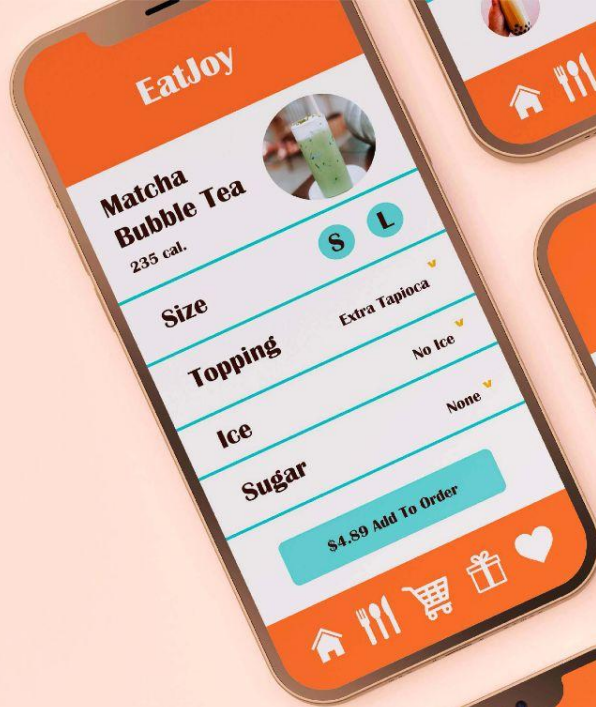
HEX: #7BC4C0





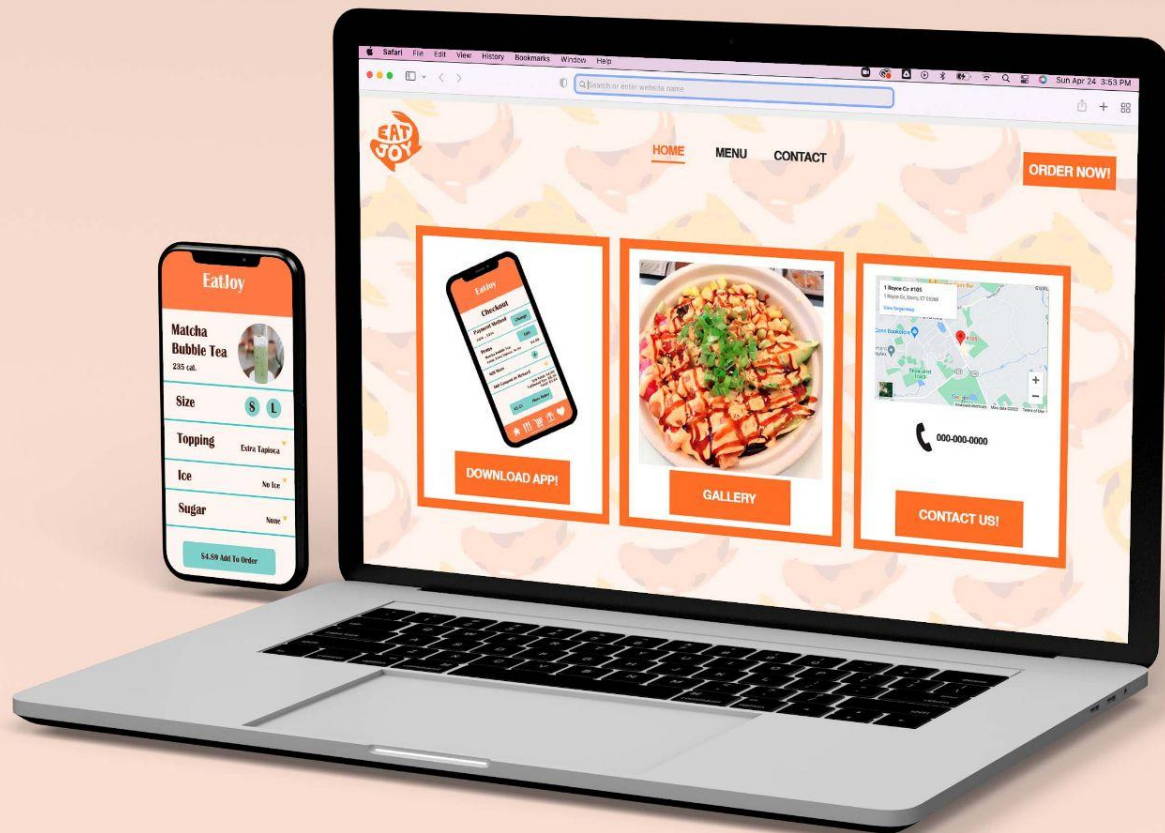
# Illustrations/ Assets

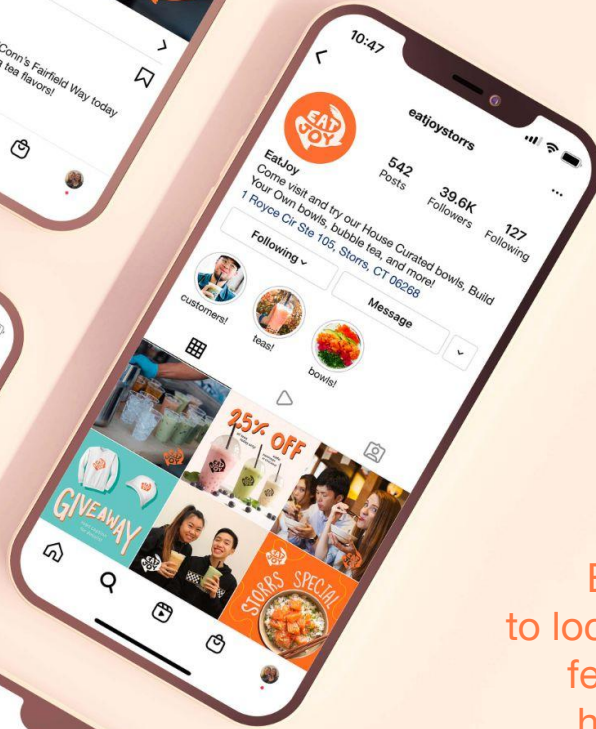












EatJoy's **social media** will cater to local college students by regularly featuring customers on the page, hosting merchandise giveaways, and highlighting their products using bright, on-brand colors.



### House Curated Bowls

<b>Storrs Special</b>	<b>\$13.99</b>	<b>Spicy Hawaii</b>	<b>\$16.49</b>
<b>Crispy Island</b>	<b>\$14.44</b>	<b>Rainbow Fish</b>	<b>\$15.25</b>
<b>Fly California</b>	<b>\$13.99</b>	<b>Simple Wyvern</b>	<b>\$17.84</b>
<b>Chick'n Rice Melt</b>	<b>\$14.44</b>	<b>Beef Bowl</b>	<b>\$14.25</b>
<b>Bang Bang</b>	<b>\$13.99</b>	<b>Grilled Chicken Salad</b>	<b>\$13.99</b>

### Build Your Own

#### Base

Kale	Warm White Rice
Sushi Rice	Spring Greens

#### Protein

Crispy Chicken	\$2.50
Crispy Tofu	\$2.50
Grilled Chicken	\$2.50
Inari	\$2.50
Tuna	\$2.50
Kanikama	\$2.50
Shrimp Tempura	\$2.95
Salmon	\$2.50
Spicy Tuna	\$2.50
Unagi	\$2.95
Fried Scallop	\$2.50

#### Sauce

Ponzu	Teriyaki
Honey Mustard	Unagi
Soysauce	Sweet Chili
Gochujang	Spicy Mayo

#### Add Ons

Masago	\$2.50
Avocado	\$2.50
Kimchi	\$1.25
Pickle Radish	\$1.25
Hard Boiled Egg	\$1.25
Seaweed Salad	\$1.25
Extra Edamame	\$0.50
Extra Wonton	\$0.50

#### Mix Ins

Cucumber	Red Cabbage
Red Onion	Sushi Ginger
Corn	Tomatos
Jalapeno	Bell Peppers
	Pineapple

#### Seasoning

Katsura Fumi Furikake
Nori Fumi Furikake
Chilli Pepper Flakes
Sesame Seeds
Onion Flakes
Honey Herb Blend
Wonton Chips

### House Curated Burritos

<b>Fry Oh My</b>	<b>\$11.49</b>	<b>Classic Crab</b>	<b>\$11.49</b>
<b>Eat and Joy</b>	<b>\$11.49</b>	<b>The Joey</b>	<b>\$11.49</b>
<b>So Cali</b>	<b>\$11.49</b>	<b>Royce 2</b>	<b>\$11.49</b>
<b>Green Vege</b>	<b>\$11.49</b>	<b>Build Your Own</b>	<b>\$6.49 +</b>



### Soup and More

<b>Tomato Egg Drop Soup</b>	<b>\$5.41</b>	<b>Miso Soup</b>	<b>\$3.99</b>	<b>Seafood Soup</b>	<b>\$6.34</b>
<b>Chicken Corn Soup</b>	<b>\$5.41</b>	<b>Hot Sour Soup</b>	<b>\$5.41</b>	<b>Kimchi</b>	<b>\$1.25</b>
<b>Spring Rolls</b>	<b>\$3.99</b>	<b>Crab Ragoon</b>	<b>\$6.25</b>	<b>Seaweed Salad</b>	<b>\$5.79</b>
<b>Shrimp Tempura</b>	<b>\$6.25</b>	<b>Spicy Wings</b>	<b>\$7.99</b>	<b>Tofu Bites</b>	<b>\$5.79</b>
<b>Fried Calamari</b>	<b>\$8.99</b>	<b>Dumplings</b>	<b>\$6.55</b>	<b>Edamame</b>	<b>\$5.30</b>

### Bubble Tea

\$4.00

#### Milk Tea

<b>Original</b>	<b>Matcha</b>	<b>Latte</b>
<b>Coconut</b>	<b>Almond</b>	<b>Mocha</b>
<b>Taro</b>	<b>Sakura Rose</b>	
<b>Cappuccino</b>	<b>Oolong</b>	

#### Fruit Tea

<b>Lychee</b>	<b>Strawberry</b>
<b>White Peach</b>	<b>Passion Fruit</b>
<b>Mango</b>	<b>Grape</b>
	<b>Lemon</b>

Add \$0.50

<b>Mango Pops</b>	<b>Strawberry Pops</b>	<b>Extra Tapioca</b>
<b>Mango Jelly</b>	<b>Strawberry Jelly</b>	<b>Lychee Jelly</b>



















