

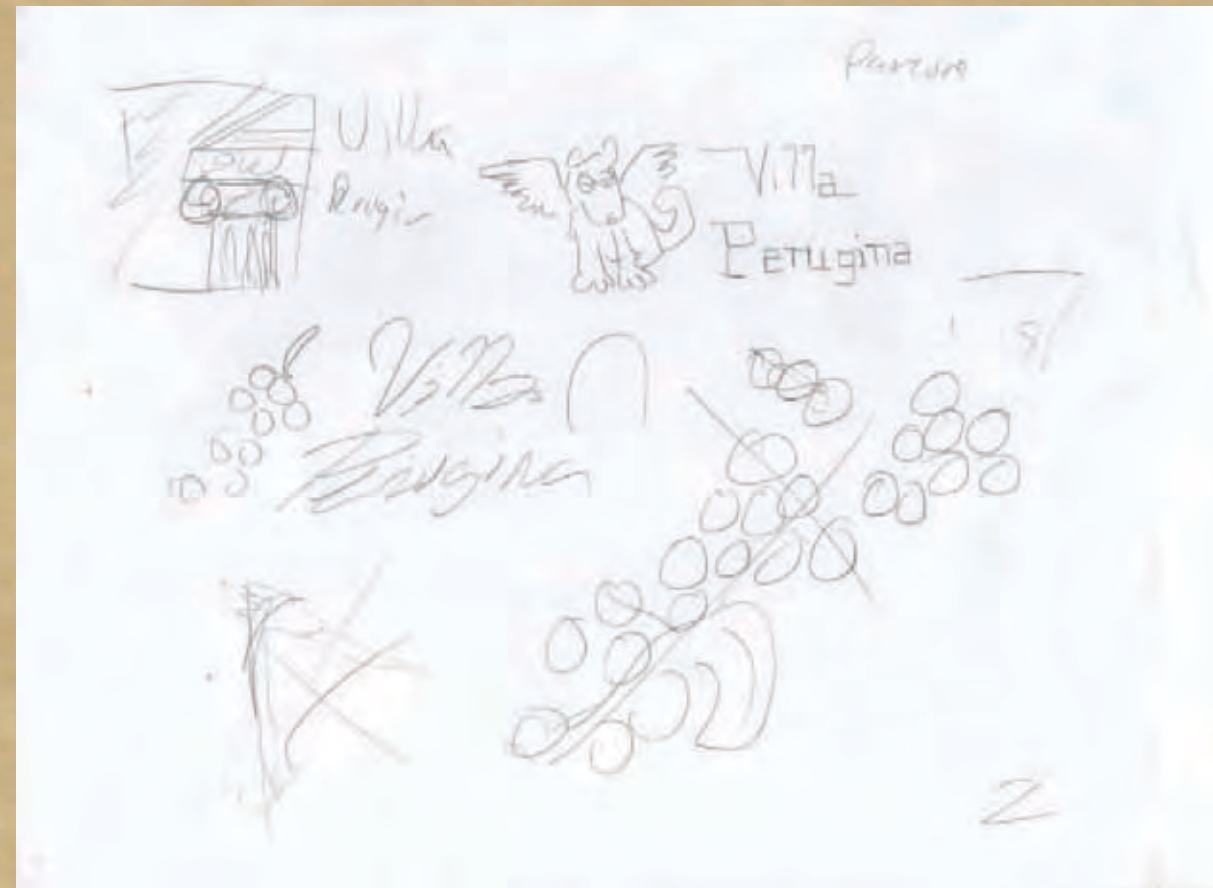
villa perugia



Process Journal



Animals and the Italian Renaissance dominate the themes for these sketches. Leaning Tower of Piza in Tuscany, the Florence Baptistry, the deer logo in reference to the opera Tosca, and a winged Pegasus for the Tuscan Republic.



Columns, grapes and arches dominate this panel, there is a cartoon griffin for the symbol of Perugia. Italy is known for its Roman origins and wine, this the symbolism.



A multiple design panel with a stamp from the Republic of Tuscany, variations of the letters V and P, a column, some leaves, a circle logo, Roman inspired columns, the Pegasus of Tuscany, some Roman plaques and wings and etc..



One of the original designs featuring the Pegasus of Tuscany flying upward.



One of the original designs featuring the Pegasus of Tuscany flying upward. This time I put it into a double ring.



This design is based on a rare stamp from Tuscany. It was a little complex.



This one features the griffin of Perugia. This is very playful, too playful for an upscale restaurant.



An arch based logo, this one is complex and hard to read.



This is the chosen logo, however not chosen at first. I chose the double ring Pegasus for a conservative decision.



A gargoyle making reservations on OpenTable.com. This one is very light and funny.



Too boring kind of like a Krispy Kreme and we all know what happened to Krispy Kreme.

SKETCHES

FINISHED DRAWINGS

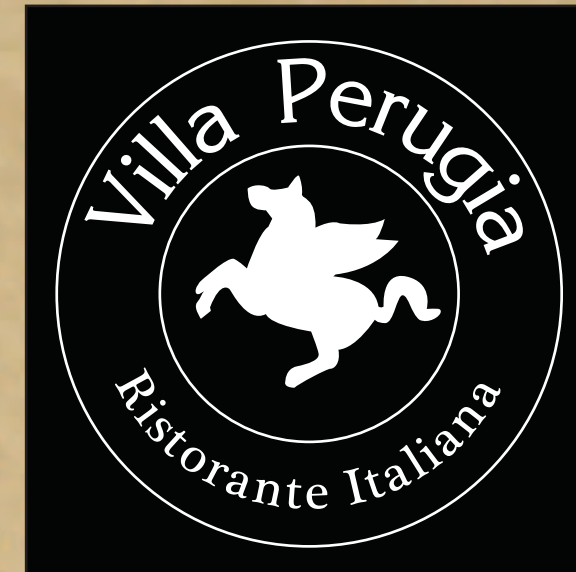
FIRST IDEA

SECOND IDEA



 Villa Perugia

The logo on white with a mini logo on the bottom. The mini logo is for pens and small applications. The horse seemed to fly off into the distance and is not very personal.



 Villa Perugia

The logo on a black background. Not very personal and was replaced later by the gargoyle.



 Villa Perugia

The logo on white with a mini logo on the bottom. The mini logo is for pens and small applications. The horse seemed to fly off into the distance and is not very personal. The colors I chose for the corporate colors are green and red.



 Villa Perugia

The logo on green with a mini logo on the bottom. The mini logo is for pens and small applications. The horse seemed to fly off into the distance and is not very personal. Corporate colors.

SKETCHES

FINISHED DRAWINGS

FIRST IDEA

SECOND IDEA



The logo on white with a mini logo on the bottom. The mini logo is for pens and small applications. This logo is much improved over the horse. The gargoyle seems to protect the restaurant and its guests.



The logo on a black background. I did not want just an invert of the colors but an outline version instead.



The logo on white with a mini logo on the bottom. The mini logo is for pens and small applications. The gargoyle is a friendly protector and guardian. Speaks to the gothic crowd and the animal lovers.



Once again, not just a simple inversion of colors but a redesign of the color scheme.

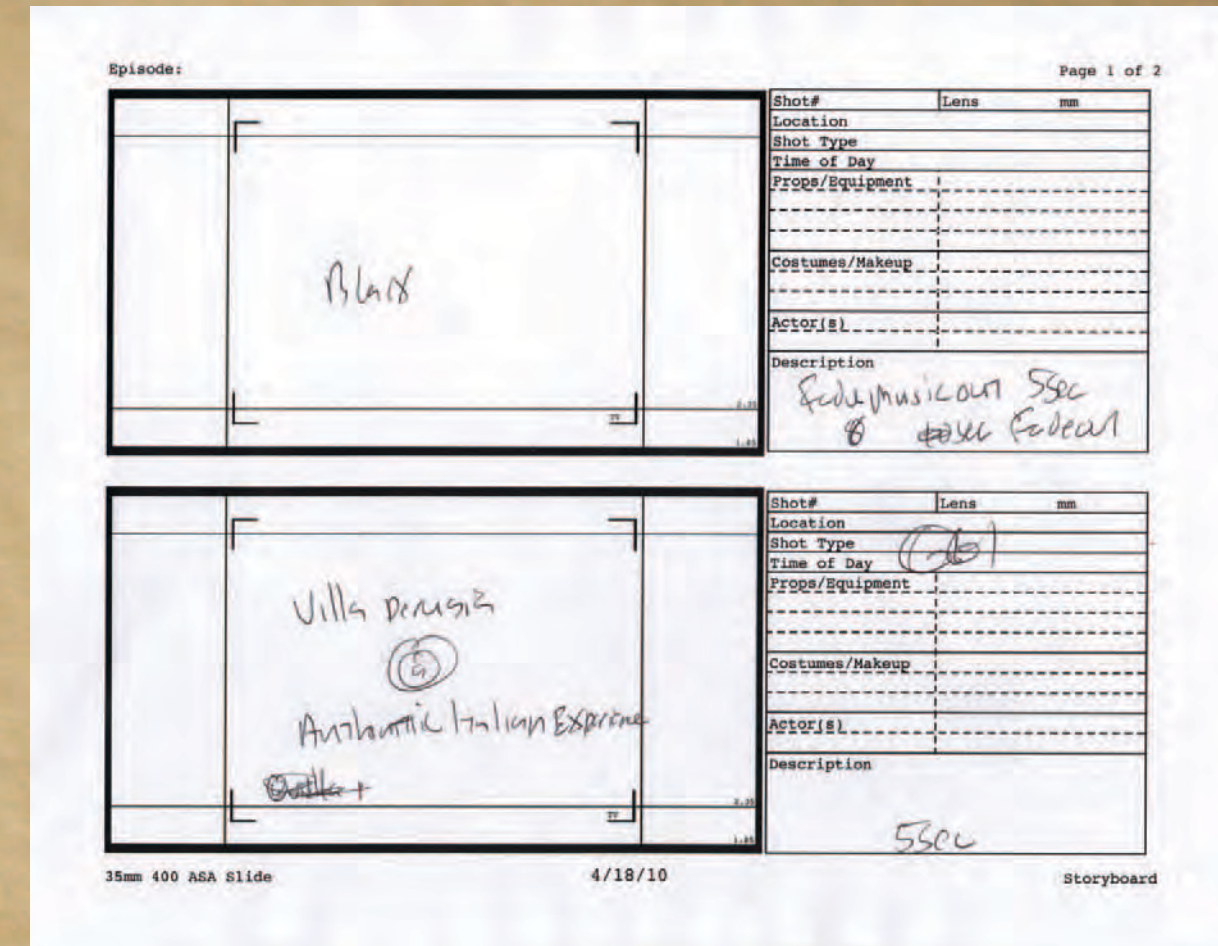
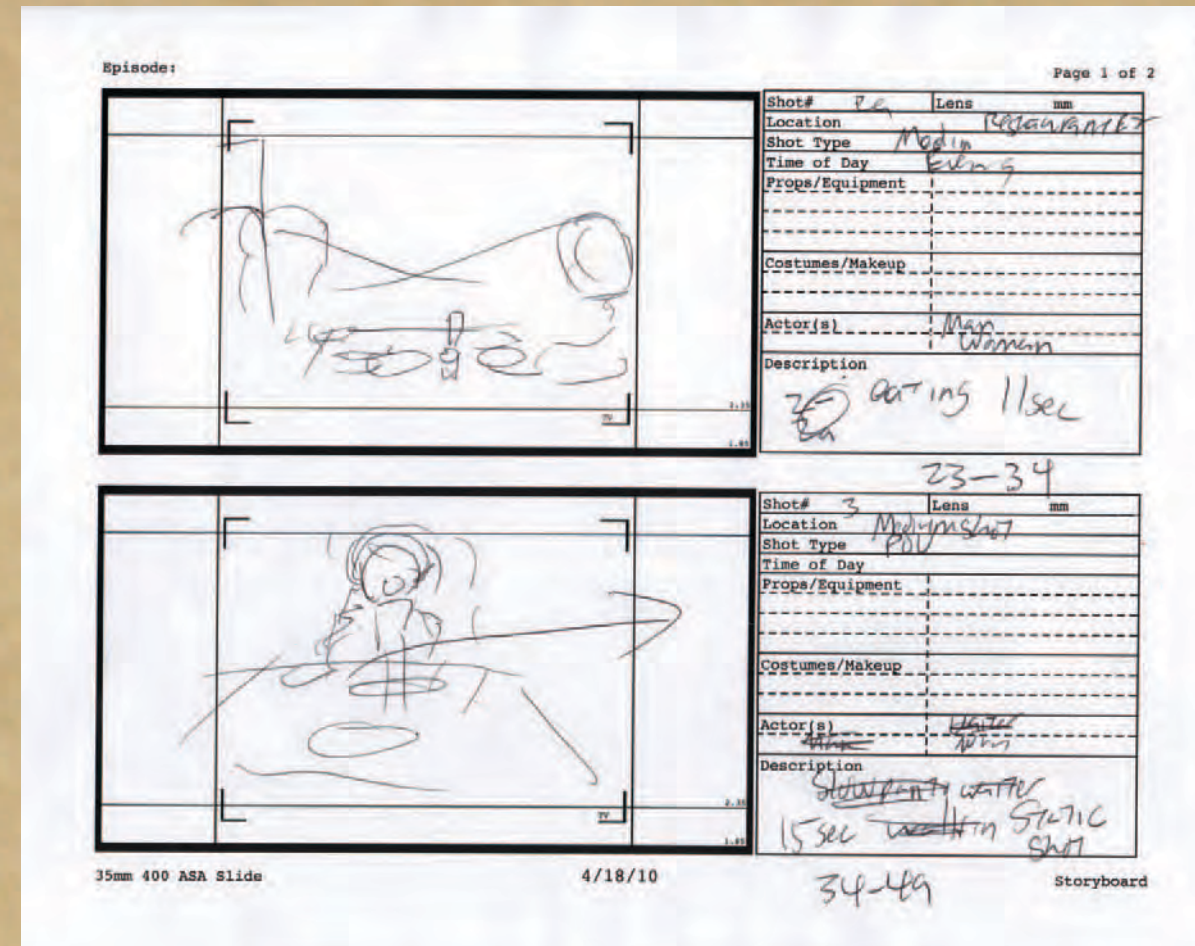
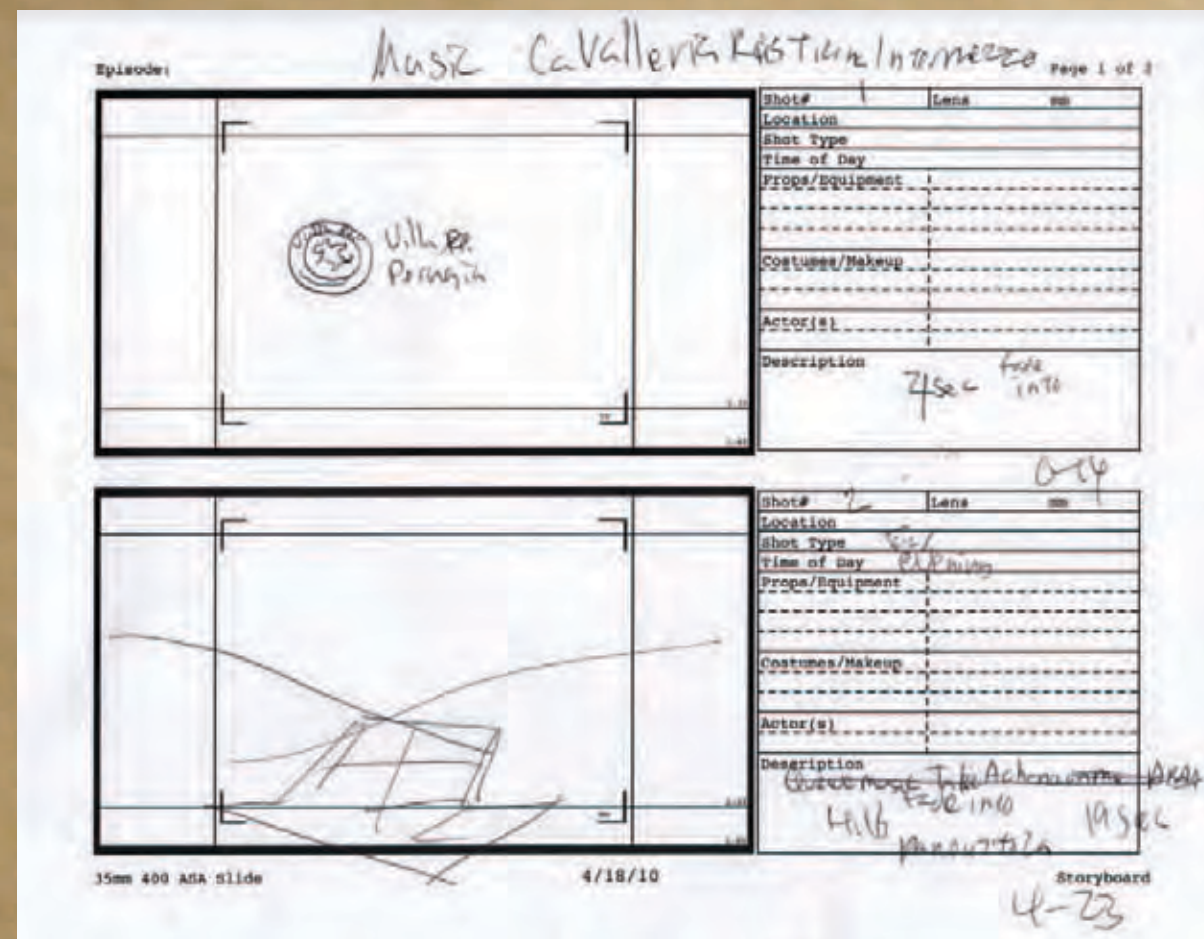


Pantone 2745 M



Pantone 300 M

OMNIA FONT



TELEVISION ADS

If television advertizing is like the aging grandparents of advertising then print ads such as newspapers and magazines are like the dinosaurs. With the internet and MTV fast cuts and gibberish rule the ad wars. Using reverse psychology I intended to make a simple ad of four scenes, no dialog and no crappy music. Marketing research shows that little new business or revenue are brought in by most television ads so the point of this understated production is to mask the fact that this is an ad. This creates a mood rather than a hard sell. Association by mood. I used the Musci Cavallera Rusticana Intermezzo by Mascagni an opera piece to invoke the comfortable mood of Villa Perugia and the Gothic period atmosphere.



LOGO IDEAS

TV SPOT

WEBSITE

PRINT ADS

BUSINESS TEMPLATES

FIRST DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD SECOND DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD



The goal was to create an easy to use webside that was simple to make. This one was a little too plain and the logo needed work. This was for Super Wide Screen Resolutions.



LOGO IDEAS

TV SPOT

WEBSITE

PRINT ADS

BUSINESS TEMPLATES

FIRST DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD SECOND DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD



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The goal was to create an easy to use webside that was simple to make. This one was a little too plain and the logo needed work. This was for Standard Screen Resolutions. Many of these elements will be reused in the final design.



LOGO IDEAS

TV SPOT

WEBSITE

PRINT ADS

BUSINESS TEMPLATES

FIRST DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD SECOND DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD



iPad Edition



iPhone Edition

The goal was to create an easy to use webside that was simple to make. This one was a little too plain and the logo needed work. This was for Standard Screen Resolutions. Many of these elements will be reused in the final design. These designs were conceived to be used on mobile devises, images not to scale.



LOGO IDEAS

TV SPOT

WEBSITE

PRINT ADS

BUSINESS TEMPLATES

FIRST DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD SECOND DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD



The goal was to create an easy to use webside that was simple to make. This one seems easier more friendly and more cool Gothic.



LOGO IDEAS

TV SPOT

WEBSITE

PRINT ADS

BUSINESS TEMPLATES

FIRST DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD SECOND DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD



The goal was to create an easy to use webside that was simple to make. The Gothic feel with the parchment added a unique and easy to use experience.



LOGO IDEAS

TV SPOT

WEBSITE

PRINT ADS

BUSINESS TEMPLATES

FIRST DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD SECOND DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD



The goal was to create an easy to use webside that was simple to make. This one seemed to be the most effective use of pixels. There is a flash movie on the left.



LOGO IDEAS

TV SPOT

WEBSITE

PRINT ADS

BUSINESS TEMPLATES

FIRST DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD SECOND DRAFT WSXGA SXGA SXGA 4:3 IPHONE&IPAD



iPad Edition



iPhone Edition

These editions of the websites are for those on the go and really make Villa Perugia accessible to all.

ADVERTISEMENTS 1-4 5-8



A minimalist design with the dessert as the main focus. The focus is on the food and nothing else. This is a powerful piece with a strong message.



This is inspired by those 1970's busy ads in Denmark. Too busy, I don't know what made these popular back then but it does not work for me today.



This is a modern looking Bauhaus inspired design. Very busy, Bauhaus fans would appreciate this. This is not direct selling this is emotion peddling.



Another Bauhaus turned on its axis. This is very complex and has people in it. Bauhaus and Chaplin fans alike would enjoy this one.

ADVERTISEMENTS 1-4 5-8



This is a modernist design inspired by 1930's Italian design. I have seen designs like this printed in magazines like Vu.



This is inspired by Danish ads from the 1980's with the photocopy look. This is a strange ad technique.



This is inspired by art nouveau of the French. This illustration is flat.



A modern information age poster from America. A very interesting layered composition.

BUSINESS CARDS MENU PAGE 1 PAGE 2 MISCELLANEOUS



villa
perugia
RISTORANTE ITALIANA

24724 Arnold Drive
Sonoma, CA 95476-2814
reservations:
(707) 931-7500 or
info@villaperugia.com

Composite View



villa
perugia
RISTORANTE ITALIANA

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Pantone 2745 M



Pantone 300 M

I wanted to have a different experience when looking at a Villa Perugia Business Card so I made them vertical instead of horizontal.
The die cutting is already depicted.



MENU

VILLA PERUGIA



MENU DELLE MESSE

Rocket the Tasting Menu
7 course // \$130

wine pairing // \$75 // \$150

Carne Albese con Crescione e Parmigiano
creekstone farms beef tartar, watercress puree, parmigiano crisp

Astice con Bagna Caoda e Caviale
poached lobster, trout roe, roasted cauliflower, piemontese anchovy sauce

Sformato di Mandorle con Lumache
robiola and almond sformato, braised snail ragu, black truffle

Uovo in Raviolo alla Bergese con Animelle
egg and nettle raviolo, crisp sweetbreads, black trumpet mushrooms

Gnocchi alla Norcia
potato gnocchi, norcia-style black truffle and parmigiano

Petto di Anitra e Cotechino
seared duck breast, tuscan lentils, duck cotechino, huckleberry jus

Duo di Panna Cotta al Cocco e al Torrone
passion fruit foam, hibiscus gelee, coconut shortbread
piemontese nougat semifreddo, hazelnut cake, warm chocolate sauce

Kindly refrain from the use of cellular phones, telegraphs, telegrams, blackberries,
iPads, smoke signals, while in the dining room



MENU PREZZO FISSO

4 course // \$84

ANTIPASTI

Passato di Funghi e Ricotta // 18
warm mushroom soup, truffled ricotta, crostino

Capesante Dorate e Agrodolce di Uva // 17
seared scallops, grappa-soaked raisins, toasted marcona almonds

Insalata di Granchio e Fagioli di Mare // 21
chilled alaskan king crab salad, sea beans, spice creme fraiche, citrus
(\$6 prix fixe supplement)

Piccione con Fagioli all'Uccelletto // 19
roasted squab, tuscan-style cannellini bean ragu, leg confit

Terrina di Fegato d'Anitra e Pesca // 23
hudson valley foie gras terrine, anise pizzelle, caramelized pear puree, pine nut
crumble
(\$8 prix fixe supplement)

Polenta Integrale con Creste di Gallo // 16
soft whole-grain polenta, cock's comb and pig trotter ragu, toma di rocca cheese

Carne Albese con Crescione e Parmigiano // 17
creekstone farms beef tartar, watercress puree, parmigiano crisp

Terrina di Coda di Bue e Fegato Grasso // 19
country-style oxtail and foie gras terrine, pear mostarda, pickled chanterelles

chef/partner Brian Imagawa // chef di cucina Rocket the Chef Spring 2010



LE PASTE

Garganelli con Panna e Speck 17 // 28
pasta quills, battenkill valley fresh cream, speck, radicchio

Tagliatelle con Ragu di Vitello e Fonduta 16 // 26
thin egg pasta ribbons, braised veal ragu, parmigiano cheese

Spaghetti alla Carbonara di Ricci di Mare 19 // 29
sea urchin carbonara, dungeness crab, pancetta

Agnolotti del Plin con Marsala 17 // 28
piemontese-style ravioli, wild mushrooms, fava, marsala-sage jus

Cansonei con Baccala e Salsa Verde 15 // 25
bergamasco cod ravioli, potato-leek crema, baby arugula, salsa verde

Uovo in Raviolo alla Bergese con Animelle 17 // 27
egg and nettle raviolo, crisp sweetbreads, black trumpet mushrooms

I RISOTTI

Risotto con Ostriche e Cavolfiori 17 // 28
romanesco cauliflower risotto, wellfleet oysters, prosecco

I wanted the menu to be easy to read and comforting. I used Pantone 9464 C blue to give the relaxing nature of the food and atmosphere.



DESSERTS // 14

Torrone

piemontese nougat semifreddo, hazelnut cake, warm chocolate sauce

Tortino al Cioccolato

chocolate cake, banana mousse, peanut butter gelato

Bomboloni

zabaglione filled doughnuts, manjari chocolate dipping sauce

Torta

ricotta cheesecake, meyer lemon curd, moscato gelee, lemon-yogurt sorbet

Panna Cotta al Cocco

coconut panna cotta, passion fruit foam, hibiscus gelee, coconut shortbread

Affogato

ramazzotti amaro gelato and espresso

Sorbetti e Gelati

a selection of freshly-spun sorbet and gelato

DESSERT TASTING

choice of any two// 17

choice of any four// 32

COMPOSED CHEESEPLATES

plate of three cheeses in lieu of dessert
tasting of all 6 cheeses //12 supplement

Pastry Chef: [Benzino Napaloni](#)

Spring 2010



COFFEE

French Press - Monico Blend - La Colombe

small press - one to two servings // 7

large press - three to four servings // 14

Espresso - La Colombe // 4

TEA // 4.5

Verbena

intense lemon-flavored herb

Mint

wild Armenian mint

Organic Chamomile Medley

sweet honey-like with a hint of mint

White Peony

mild yet rich while very low in caffeine

Genmaicha

popped rice and sench green tea

Pu-erh

loose leaf Pu-erh tea with organic ginger

Jasmine Dragon Pearl

fragrant, sweet and very aromatic

Lavender Earl Grey

black tea leaves, natural oils of bergamot and lavender

Organic China Black

thick bodied, sweet and malty



DESSERT WINES

Glass // Bottle

Moscato d'Asti, Biancospino // La Spinetta 9 // 36

Piemonte, Italy 2009 375 ml.

Brachetto d'Acqui,

Le Donne dei Boschi // Ca' dei Mandorli 8 // 44

Piemonte, Italy 2008 375 ml.

Jurancon Moelleux // Domaine Cauhape 12 // 48

Southwest, France 2006 375 ml.

Sauternes // Castelnau de Suduiraut 14 // 55

Bordeaux, France 2003 375 ml.

Vintage Porto // Dow's 30 // 235

Oporto, Portugal 1985

Madeira, Bual // d'Oliveira 26

Madeira, Portugal 1968



AFTER DINNER DRINKS

GRAPPA and AQUAVITE

Steel Aged

Jacopo Poli Moscato // 23

Jacopo Poli Sassicaia // 36

Jacopo Poli Traminer // 15

San Leonardo Gonzaga // 24

Villanova Val Di Rose

Aquavite Di Traminer // 19

Bertagnoli Amarone // 18

Wood Aged

Berta Bric del Gaian

Moscato d'Asti 1994 // 28

Allegrini Amarone // 16

Infused

Marolo Camomile // 17

Nardini Aquavite di Ruta // 12

SCOTCH

Single Malt

Laphroaig 15yr // 23

Lagavulin 16yr // 20

Ardbeg 10 yr // 16

Bruichladdich 16 yr // 23

Talisker 10yr // 19

Macallan 12yr // 20

Macallan 18yr // 26

Macallan Fine Oak 21 yr // 75

Oban 14 yr // 19

Glenlivet 12yr // 16

Glenmorangie Signet // 35

Maison Surrenne Unblended

Grande Champagne Cognac 1946 // 75

Petite Champagne Cognac // 14

Pierre Ferrand 10yr Amber Cognac // 18

J. Poli Arzente Trebbiano di Soave // 26

J. Poli Ciliege // 26

Remy Martin 1738 Accord Royal // 17

AMARO

Cynar // 10

Santa Maria al Monte // 11

Averna // 11

Fernet Branca // 11

Montenegro // 12

Ramazzotti // 10

Nonino // 13

Nardini // 12

LIQUEUR

Romana Sambuca // 14

Lazzaroni Amaretto // 12

Bottega Limoncello // 12

Chartreuse, Green or Yellow // 11

Benedictine // 11

Cointreau // 12

Drambuie // 12

Frangelico // 11

Kahlua // 12

Bailey's Irish Cream // 12

Nardini Agua di Cedro // 11

Nardini Mandorla // 13

Grand Marnier // 14

Framboise Montbisou // 15

Mandarine Napoleon // 11

SHERRY

Emilio Lustau,

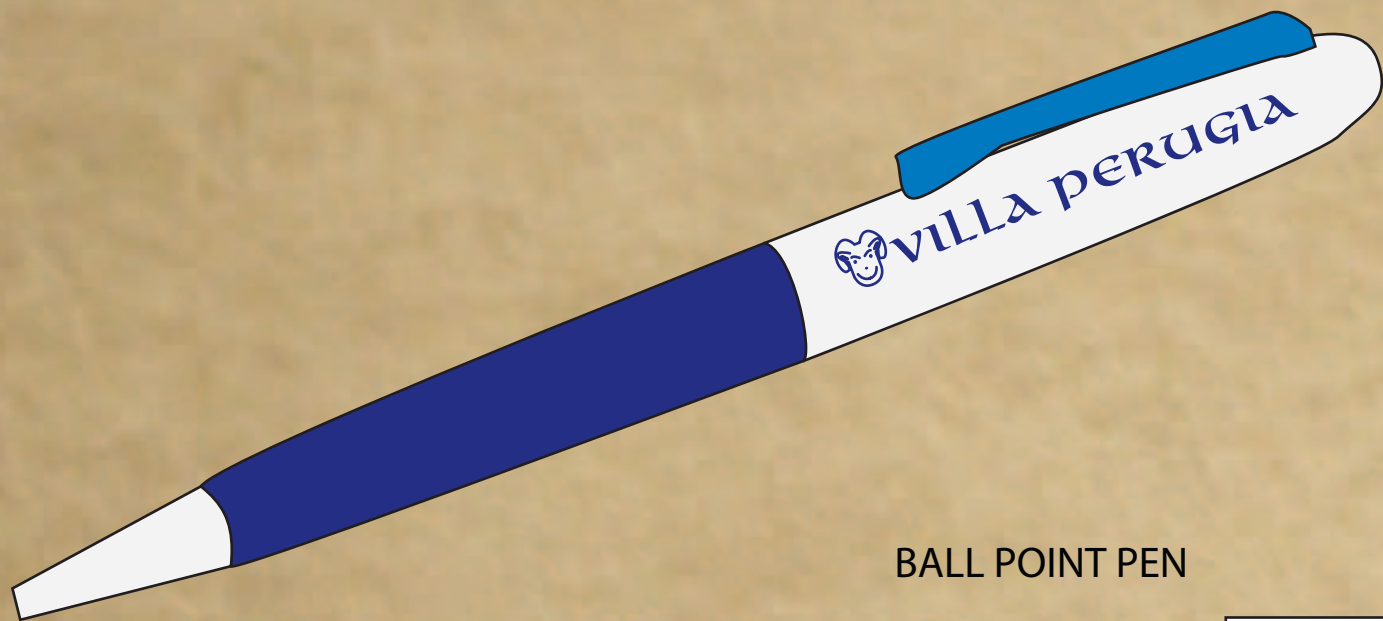
Light Fino, Jarana // 7

Light Manzanilla, Papisusa // 7

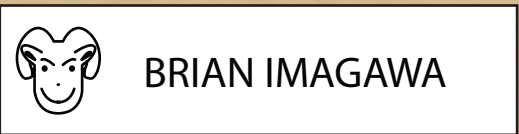
Rare Oloroso, Eperatriz Eugenia // 10

Palo Cortado, Peninsula // 12

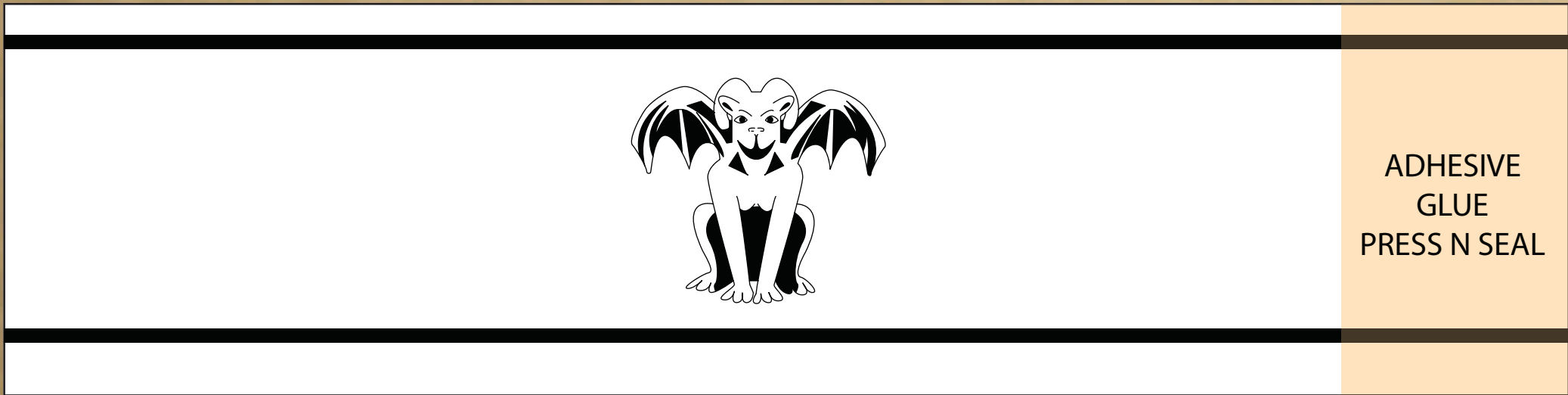
Moscatel Superior, Emilin // 9



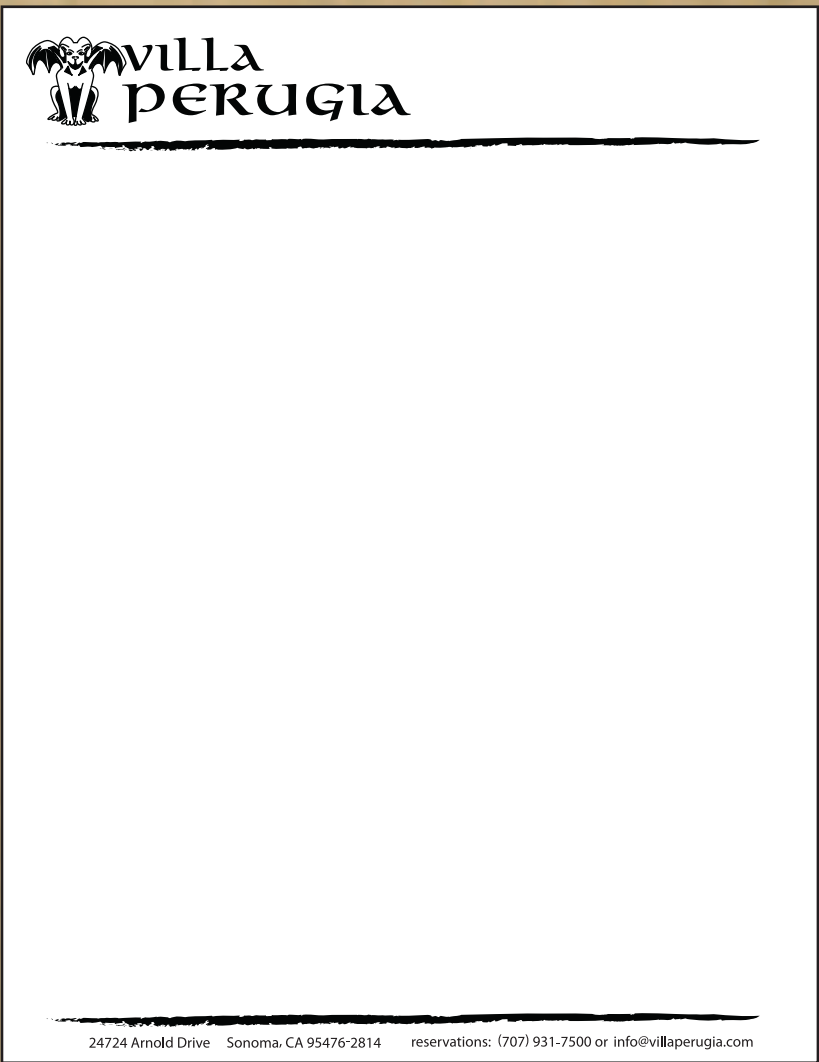
BALL POINT PEN



Name Tag (Engraved)



Napkin Wrapper



Letterhead 50% Scale



Reservation Card Avery 5305: 50% Scale

I wanted the logo on many items and to demonstrate the need for mini logo.