



# Knife and Fork: Visual Identities for Restaurants, Food and Beverage

*Robert Klanten*

↓ Télécharger

📖 Lire En Ligne

## **Knife and Fork: Visual Identities for Restaurants, Food and Beverage**

Robert Klanten

Original and unconventional visual identities from the world of eating, drinking, and hospitality. The hot topics of eating and drinking are spawning a range of small, creative companies with innovative concepts. These enterprises are making their own mustards, distilling their own liquor, selling handmade marmalades, or serving grandma's cake recipes in new ways. Although based on very different ideas, the businesses are all defined by their originality and personal character, which are then reflected and communicated in eye-catching visual identities. These start with names, logos, fonts, and colors and culminate in product, packaging, and shop design. Knife and Fork is a showcase of these unconventional visual identities and design concepts. As the featured coffee roasters, fusion food bistros, or chocolate manufacturers prove, the effectiveness of an integrated visual identity for this type of venture is more dependent on creative implementation than a big budget. The book presents labels on jam jars that are inspired by shop furnishings and company stationery designed to match its owners' aprons. It includes menus that are written by hand on chalkboards and business cards in colors that are used to garnish the dishes served. All of the examples represent a new generation of entrepreneurs, who understand how to creatively visualize business ideas and communicate them successfully across all channels. Whether their looks are minimalistic, nostalgic, or playful, all of the designs are characterized by the individual approach and initiative behind the various business concepts. Knife and Fork expands on our Introducing series that explores how small enterprises can create big design concepts. This book is an inspiration for anyone thinking about founding their own company and giving it an unforgettable look.

↓ [Telecharger Knife and Fork: Visual Identities for Restaurants, Food ...pdf](#)

📖 [Lire en Ligne Knife and Fork: Visual Identities for Restaurants, Fo ...pdf](#)

# Knife and Fork: Visual Identities for Restaurants, Food and Beverage

*Robert Klanten*

## **Knife and Fork: Visual Identities for Restaurants, Food and Beverage** Robert Klanten

Original and unconventional visual identities from the world of eating, drinking, and hospitality. The hot topics of eating and drinking are spawning a range of small, creative companies with innovative concepts. These enterprises are making their own mustards, distilling their own liquor, selling handmade marmalades, or serving grandma's cake recipes in new ways. Although based on very different ideas, the businesses are all defined by their originality and personal character, which are then reflected and communicated in eye-catching visual identities. These start with names, logos, fonts, and colors and culminate in product, packaging, and shop design. Knife and Fork is a showcase of these unconventional visual identities and design concepts. As the featured coffee roasters, fusion food bistros, or chocolate manufacturers prove, the effectiveness of an integrated visual identity for this type of venture is more dependent on creative implementation than a big budget. The book presents labels on jam jars that are inspired by shop furnishings and company stationery designed to match its owners' aprons. It includes menus that are written by hand on chalkboards and business cards in colors that are used to garnish the dishes served. All of the examples represent a new generation of entrepreneurs, who understand how to creatively visualize business ideas and communicate them successfully across all channels. Whether their looks are minimalistic, nostalgic, or playful, all of the designs are characterized by the individual approach and initiative behind the various business concepts. Knife and Fork expands on our Introducing series that explores how small enterprises can create big design concepts. This book is an inspiration for anyone thinking about founding their own company and giving it an unforgettable look.

**Téléchargez et lisez en ligne Knife and Fork: Visual Identities for Restaurants, Food and Beverage  
Robert Klanten**

---

256 pages

Présentation de l'éditeur

Dieses Buch zeigt originelle, unkonventionelle Erscheinungsbilder aus der Welt des Essens, Trinkens und der Gastlichkeit. Rund um das Thema Essen und Trinken entstehen kleine, kreative Unternehmen mit originellen Konzepten und Erscheinungsbildern. Sie stellen eigenen Senf her, kredenzen Omas Kuchenrezepte in neuen Kreationen, brennen eigenen Schnaps oder verkaufen selbst gemachte Marmelade. Was diese Unternehmen verbindet, ist ihre Originalität, ihr Charakter und ihr Selbstbewusstsein. Dies alles wird nach außen sichtbar durch ein eigenständiges Erscheinungsbild. Das fängt bei Namen, Logo, Schrift und Farbe an und reicht bis hin zu Produkt- und Verpackungsdesign oder origineller Ladengestaltung. Knife and Fork präsentiert diese visuellen Auftritte in unkonventionellen Designkonzepten. Ob Kaffeerösterei, Fusion-Food-Bistro oder Pralinenmanufaktur: Ein ganzheitlicher visueller Auftritt benötigt kein großes Budget, sondern Originalität und kreative Umsetzung. Da passt das Marmeladen-etikett zur Inneneinrichtung oder die Schürze zum Briefpapier. Da wird die Speisekarte per Hand auf eine Kreidetafel geschrieben oder die Farben der Visitenkarte finden sich auf der Dekoration der Hauptspeise wieder. Die Beispiele lassen sich unbegrenzt weiterführen. Sie beschreiben eine neue Generation Unternehmer, die es versteht, kreativen Geschäftsideen visuell einen eigenen Charakter zu geben und diesen auch in allen Bereichen des Unternehmens zu kommunizieren. Ob minimalistisch, nostalgisch oder verspielt entscheidend sind die individuelle Herangehensweise und Eigeninitiative, die hinter den verschiedenen Designkonzepten stehen. Knife and Fork führt die Themen aus unserer Buchreihe Introducing fort und zeigt, wie kleine Unternehmen große Design-konzepte für sich entwickeln können. Es ist ein Buch, das inspiriert und das Lust macht, sein eigenes Business mit einem unkonventionellen Design zu versehen.

Download and Read Online Knife and Fork: Visual Identities for Restaurants, Food and Beverage Robert Klanten #9LMD8CJ4NEP

Lire Knife and Fork: Visual Identities for Restaurants, Food and Beverage par Robert Klanten pour ebook en ligne  
Knife and Fork: Visual Identities for Restaurants, Food and Beverage par Robert Klanten  
Téléchargement gratuit de PDF, livres audio, livres à lire, bons livres à lire, livres bon marché, bons livres, livres en ligne, livres en ligne, revues de livres epub, lecture de livres en ligne, livres à lire en ligne, bibliothèque en ligne, bons livres à lire, PDF Les meilleurs livres à lire, les meilleurs livres pour lire les livres  
Knife and Fork: Visual Identities for Restaurants, Food and Beverage par Robert Klanten à lire en ligne.  
Online Knife and Fork: Visual Identities for Restaurants, Food and Beverage par Robert Klanten ebook  
Téléchargement PDF  
Knife and Fork: Visual Identities for Restaurants, Food and Beverage par Robert Klanten Doc  
Knife and Fork: Visual Identities for Restaurants, Food and Beverage par Robert Klanten Mobipocket  
Knife and Fork: Visual Identities for Restaurants, Food and Beverage par Robert Klanten EPub  
**9LMD8CJ4NEP9LMD8CJ4NEP9LMD8CJ4NEP**