



Brand-Image Design in the Catering Industry

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This book chose more than 130 remarkable brand image design programs of catering services all over the world. From the perspective of the industry's character, the book has combined it with the culture differences among various countries and areas as well as social groups, showing readers the most forward-looking and practical brand image designs of catering services. According to the types of catering services, the book has been categorised into five sections, including restaurants, bars, cafes, fast food restaurants and fruit parlours, involving the design of logo, business cards, envelopes, menus, related articles, souvenirs, packing cases, web pages, and indoor and outdoor environments, etc. Here, each programme is special and inspiring. We believe it will provide readers with distinctive and exciting visual experience, and invite you to ponder the future of the industry's brand image design.



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