

Spend about 7 to 10 minutes apiece generating basic look & feel design/concepts/ideas for three different restaurants.

1. Tillie & Mo's: inexpensive, traditional "mom & pop" diner/pub concept chain, "stand-alone" bldg. in large "outlet" malls or separate "building" within a covered mall.

2. Olive \_\_\_\_\_ (we need a name): mid-price, northern california/Italian cuisine, single owner, 2 or 3 restaurant chain.

3. Casa Seville: luxury level, Spanish/mediterranean cuisine restaurant, integral part of a 5 star hotel chain. Do not work on logos or tag lines. Instead, suggest color schemes and themes, materials, subjects/styles for fonts, photographic imagery, emblems, mascots, etc. Consider the desired customer and develop your ideas to interest and satisfy that customer group.