



CULINARY CATALOGUE

GRAPHIC DESIGNS BY CHUKWUDI PATRICK ENUMAH





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CULINARY  
CATALOGUE COVER  
GRAPHIC DESIGN  
CONCEPT ONE





# CULINARY CATALOGUE GRAPHIC DESIGN - CONCEPT ONE

Ideas creatively put together through the use of graphic design tools



Back cover

- CAPTION THAT DEFINES THE PURPOSE OF BRAND
- HOSTS BRAND IDENTITY
- COMPELLING QUOTE THAT SELLS THE CATALOGUE'S PURPOSE
- SUB-TITLE THAT FURTHER DEFINES THE CAPTION (APPLIES TO OTHER CAPTIONS ON THE FRONT COVER)



Front cover

- CAPTIVATING TITLE THAT DEFINES THE MISSION AND VISION OF BRAND
- COMPELLING PICTURE THAT DEPICTS THE PURPOSE OF THE CATALOGUE (APPLIES TO THE BACK COVER ASWELL)
- CONTENT THAT CONVERTS THE AUDIENCE AT THE POINT - OF - SALE

"A Chronicle of Flavours, Heritage, and Harmony."





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