



CULINARY CATALOGUE

GRAPHIC DESIGNS BY CHUKWUDI PATRICK ENUMAH





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CULINARY  
CATALOGUE COVER  
GRAPHIC DESIGN  
CONCEPT TWO



# CULINARY CATALOGUE DESIGN - CONCEPT TWO

Ideas creatively put together through the use of graphic design tools



"Food knows no borders; every flavour brings us closer together."

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

Back cover



FEATURING GEORGIA CUMMINY ON UK'S SOLE  
**SAVORIA**

ALL TIME  
OF THE GIGLES

OVER 150 DELICIOUS GLOBAL RECIPES  
**CHEF'S FAVOURITES**

EXCLUSIVE TIPS FOR YOUR DELIGHT

FROM THE KITCHEN OF UK'S FOREIGN CHEFS

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

Front cover

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





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