



CULINARY CATALOGUE

GRAPHIC DESIGNS BY CHUKWUDI PATRICK ENUMAH





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CULINARY  
CATALOGUE COVER  
GRAPHIC DESIGN  
CONCEPT THREE

# CULINARY CATALOGUE DESIGN - CONCEPT THREE

Ideas creatively put together through the use of graphic design tools



Back cover

"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)



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 AS WELL)
- CONTENT THAT CONVERTS THE AUDIENCE AT THE POINT - OF - SALE





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